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ПОЛИТЕХНИЧЕСКИЙ УНИВЕРСИТЕТ ПЕТРА ВЕЛИКОГО

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*Д.С. Александрова Е.А. Иванова О.Ю. Харламова*

**ИНОСТРАННЫЙ ЯЗЫК: БАЗОВЫЙ КУРС  
(АНГЛИЙСКИЙ ЯЗЫК)  
ЧАСТЬ II  
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Учебное пособие предназначено для студентов ИПМЭиТ по всем профилям и направлениям очной, очно-заочной и заочной форм обучения по дисциплине «Иностранный язык (базовый курс)». Данное пособие адресовано обучающимся 1-ого и 2-ого курсов уровня В1 в соответствии с европейской шкалой уровней владения языком. Каждый раздел пособия содержит две части: краткий глоссарий по теме и упражнения на освоение и закрепление материала. Пособие снабжено ключами в виде отдельного приложения, что позволяет использовать его как для аудиторной, так и для самостоятельной работы.

Санкт-Петербургский  
политехнический университет Петра Великого

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## UNIT 5 ADVERTISING GLOSSARY

advertise (v)	рекламировать
advertisement / advert / ad (n)	реклама, объявление
advertiser (n)	рекламодатель, рекламщик
advertising (n)	реклама (как деятельность)
advertising budget (n)	расходы на рекламу, рекламный бюджет
advertising campaign (n)	рекламная кампания
advertising manager (n)	менеджер по рекламе
aimed at (adj)	направленный, нацеленный на кого-либо
appeal to smb / smth (v)	обращаться с призывом, заинтересовать, привлекать
appeal (n)	воззвание, призыв; заинтересованность, интерес
approach to (n)	подход к
attention-grabbing (adj)	привлекающий внимание, захватывающий
attract attention (v)	привлекать внимание
attractive target (n)	привлекательная цель
ban (v, n)	запрещать; запрет
banner (n)	баннер, рекламная растяжка
billboard (n)	рекламный щит
brochure (n)	брошюра
catchy (adj)	легко запоминающийся (о мелодии), привлекающий внимание
classified ad (n)	газетное (тематическое) объявление
commercial (n)	реклама по телевидению
commercial break (n)	рекламная пауза
dull (adj)	скучный, занудный
effective (adj)	эффективный, действенный, успешный
encourage (v)	побуждать, подталкивать
endorse (v)	рекламировать товар с привлечением знаменитостей
endorsement (n)	реклама товара с привлечением знаменитостей
exotic (adj)	экзотический

eye-catching (adj)	бросающийся в глаза, притягивающий внимание
fast food (n)	фастфуд
flyer (n)	рекламная листовка, флаер
handbill (n)	рекламная листовка
hoarding (n)	рекламный щит
influence (v, n)	влиять, воздействовать; влияние
interactive website (n)	интерактивный вебсайт
junk food (n)	нездоровая пища
launch (v, n)	запускать, выпускать; запуск (продукта)
leaflet (n)	рекламная листовка
logo (n)	логотип
mail order (n)	заказ товаров по почте
medium (n), media (n, pl)	средство рекламы, канал передачи
misleading (adj)	вводящий в заблуждение, обманчивый, лживый
notice (n)	объявление, заметка
offer (v, n)	предлагать, предложение
original (adj)	оригинальный
outdoor advertising (n)	наружная реклама
packaging (n)	упаковка
persuade (v)	убеждать
persuasive (adj)	убедительный
persuasive message (n)	убедительное обращение
poster (n)	рекламный плакат
product placement (n)	размещение продукта в кинофильмах в рекламных целях
promote (v)	продвигать, раскручивать
promotion (n)	продвижение, реклама
radio spot (n)	радиоролик, рекламное объявление на радио
reach a target (v)	достигать цели
shocking (adj)	шокирующий
slogan (n)	слоган
special offer (n)	специальное предложение
sponsor (v, n)	спонсировать, поддерживать; спонсор

sponsorship (n)	спонсорская поддержка, финансирование
target (v, n)	быть направленным, нацеленным на кого-либо; цель
target audience (n)	целевая аудитория
television advertisement (n)	реклама на телевидении
TV commercial (n)	телевизионный рекламный ролик
vast sums (n)	крупные суммы денег
wall / rock painting (n)	настенная (наскальная) живопись
witty (adj)	остроумный, смешной
word-of-mouth advertising (n)	устная реклама (создаваемая потребителями)

## EXERCISES

### Exercise 1

**Match the words with their meanings.**

1. original	a) attracting your attention because it is easily remembered
2. attention-grabbing	b) very noticeable
3. witty	c) amusing and enjoyable, easy to remember
4. shocking	d) very bad, upsetting
5. eye-catching	e) works well and produces the results you want
6. exotic	f) able to make people do or believe something
7. catchy	g) funny and clever
8. effective	h) not interesting or exciting
9. dull	i) imaginative, using completely new and innovative ideas
10. persuasive	j) unusual and exciting because it comes from a distant country

### Exercise 2

**Match the words with their meanings.**

1. billboard	a) a short phrase that is easy to remember
2. commercial	b) advertising a product by putting it in a film or a TV programme

3. slogan	c) use of a product by a well-known person who says they like it
4. leaflet	d) a printed sheet of paper containing information or advertising something
5. promotion	e) passing information about a product or service from one person to another orally
6. endorsement	f) a large outdoor board for displaying advertisements
7. word-of-mouth advertising	g) publicizing a product to increase sales or public awareness
8. mail order	h) an advert on TV
9. product placement	i) buying goods from a company that sends them by post
10. banner	j) an advertisement appearing on a web page in the form of a bar, column or box

### Exercise 3

**Make phrases by matching the words from the two columns. Translate these word combinations into Russian. Make up sentences with these phrases.**

1. target	a) message
2. outdoor	b) placement
3. product	c) ad
4. radio	d) advertising
5. advertising	e) audience
6. classified	f) campaign
7. persuasive	g) spot
8. special	h) offer

### Exercise 4

**Complete the word formation table. Use a dictionary if necessary.**

	Verb	Noun	Adjective
1		advertisement advertising	
2	persuade		
3		effect	
4	catch	-----	

5	promote		
6	attract		
7			interactive
8		target	
9		influence	
10	encourage		

### Exercise 5

#### Form new words to fill in the gaps.

One of the controversial topics \_\_\_1\_\_\_ (advertise) must deal with is the issue of advertising to children.

Studies have shown that television is an important source of information for children about products. Critics argue that children are especially vulnerable to advertising because they lack the experience and knowledge to understand and evaluate critically the purpose of the \_\_\_2\_\_\_ (persuade) advertising appeals. They also feel that the pre-school children cannot \_\_\_3\_\_\_ (different) between \_\_\_4\_\_\_ (commerce) and programmes and cannot distinguish between reality and fantasy. Critics are convinced that advertising to children is unfair and \_\_\_5\_\_\_ (deceive) and should be banned.

On the other hand, others say that advertising is a part of life and children must learn to deal with it in \_\_\_6\_\_\_ (consume) socialization process of acquiring the skills needed to function in the market place. Some feel that parents should be involved in helping children interpret advertising and can refuse to purchase products they believe are \_\_\_7\_\_\_ (desire) for their children.

### Exercise 6

#### Form new words from the words given in brackets to complete the sentences.

1. This advert isn't attention-\_\_\_\_\_ (grab). We need something more noticeable and \_\_\_\_\_ (memory).
2. The picture on the advert makes it really eye-\_\_\_\_\_ (catch).
3. I don't think many TV commercials are \_\_\_\_\_ (persuade). They've never convinced me to buy something.
4. The final part of the formula AIDA is that the buyer takes \_\_\_\_\_ (act).



5. If they had more money, they'd ask a famous celebrity to \_\_\_\_\_ (endorsement) it.
6. TV commercials might be one of the most \_\_\_\_\_ (effect) ways of reaching young consumers.
7. Our view is that we should not limit the \_\_\_\_\_ (promote) campaign to Europe and the USA.
8. According to the law, \_\_\_\_\_ (lead) advertisements can lead to penalties.

### Exercise 7

**Underline the verbs that make sense in the sentence.**

1. The agency *carried/ placed/ published/ put/ ran/ took out* an ad in a magazine. (5 correct answers)
2. The magazine *carried/ placed/ published/ put/ ran/ took out* the ad. (3 correct answers)

### Exercise 8

**Complete the gaps in the text with the words from the box.**

- a) direct      b) advertise      c) aims      d) target      e) media      f) agency  
 g) audience      h) campaigns

Product advertising is an important part of the marketing mix. It \_\_\_1\_\_\_ to increase sales by making a product or service known to a wider \_\_\_2\_\_\_, and by emphasizing its positive qualities. A company can \_\_\_3\_\_\_ in a variety of ways, depending on how much it wishes to spend and the size and type of audience it wishes to \_\_\_4\_\_\_. The different \_\_\_5\_\_\_ for advertising include television, radio, newspapers, magazines, the Internet and \_\_\_6\_\_\_ mail. The design and organization of advertising \_\_\_7\_\_\_ is usually the job of an advertising \_\_\_8\_\_\_.

### Exercise 9

**Complete the text about false advertising with seven words from the box (3 words are not needed).**

- a) consume      b) sell      c) advertising      d) victims      e) brands      f) profits  
 g) publicity      h) adverts      i) pay up      j) policies

Most of us have been \_\_\_1\_\_\_ of false advertising. The question is, will companies change their marketing \_\_\_2\_\_\_, or continue to prioritize \_\_\_3\_\_\_ over the consumers' right to know? We found 14 major \_\_\_4\_\_\_ that have faced false \_\_\_5\_\_\_ scandals, not all companies have had to \_\_\_6\_\_\_, but each has dealt with a fair amount of negative \_\_\_7\_\_\_.

### Exercise 10

**Complete the text about consumer rights with the words from the box.**

a) customers	b) label	c) accurate	d) faulty	e) persuade
	f) online	g) misleading	h) refund	

As advertising has the potential to \_\_\_1\_\_\_ people into commercial transactions that they might otherwise avoid, many governments around the world use regulations to control \_\_\_2\_\_\_ advertising.

\_\_\_3\_\_\_ have the right to know what they are buying, and all the necessary information should be on the \_\_\_4\_\_\_. No matter how a business communicates with you – whether it is through advertising packaging , \_\_\_5\_\_\_ or logos – you have the right to receive \_\_\_6\_\_\_ and truthful messages about the products or services you buy. You have the right to a repair, replacement or \_\_\_7\_\_\_ if your goods are \_\_\_8\_\_\_, unsafe, do not work or appear as they should.

### Exercise 11

**Discuss the issues in groups or in pairs.**

1. Why is it necessary to advertise?
2. What are the most popular ways of advertising nowadays?
3. What is the funniest TV commercial that you've ever seen?
4. What is important to you when buying a product?
5. Do you ever buy products because of advertising? If so, give examples.
6. Is there any truth in advertising?
7. Should ads for alcohol or cigarettes be allowed? Why or why not?
8. 'Advertising is the art of convincing people to spend money they don't have on something they don't need.' Do you agree or disagree?

## Exercise 12

### Read the text and do tasks A - C.

#### Common Scams Targeted at Teens

The inexperienced and trusting nature of young people is often what causes them to fall victims to scam artists. Some scam artists know how to identify and take advantage of teens and their need to fit in. \_\_\_\_\_1\_\_\_\_\_.

Have you ever seen ads online for cheap iPhones, electronic gadgets, designer clothes and other luxury goods being sold at just a fraction of their retail price? Many of these advertisements are simply scams aimed at unsuspecting youngsters who are looking for a good deal. \_\_\_\_\_2\_\_\_\_\_. After these teens hand over their money to the scam artist, they never receive the promised merchandise. Sadly, these teens are often so embarrassed about being duped that they won't tell their parents or the authorities.

\_\_\_\_\_3\_\_\_\_\_. Many of these scams operate online, making use of emails and pop-up windows that ask for verification of account information or any other kind of personal data, which teens hand over without further thought.

Many teens want also to personalize their gadgetry with new ringtones and wallpaper images. Some companies target teens for these 'free' services that send new ringtones and images on a regular basis. \_\_\_\_\_4\_\_\_\_\_. So, it's important to know that if anything looks too good to be true, then probably it is.

In the end, parents should make their children aware of any potential scams, even if they need to repeat themselves because it is always better to be safe than sorry.

(www.investopedia.com, freely adapted)

#### A. Use the sentences to fill in the gaps in the texts.

- a) However, in many cases, these cheap goods don't even exist.
- b) Also, because teens are often so involved in new technology and web-based interactions, it's no surprise that many scammers have found the Internet to be the optimal environment for preying on teens.
- c) However, what they don't advertise is that this service comes with a hefty fee that'll be added to the phone bill each month.
- d) Some young people may be naïve to a point where they don't even realize that they could be victims of identity theft.

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

- a. Teens wouldn't be scammed so easily if they ...
- b. Teens' desire to fit in makes it's easier ...
- c. Advertising cheap luxury goods online is a lure for teens because they ...
- d. Teens' embarrassment about being cheated prevents them ...
- e. Teens don't even realize that they could be victims of identity theft when they ...

**C. Which sentences from the text suggest the following?**

- a. Teens are best deceived online.
- b. So-called "free of charge services" often turn out to be very expensive.
- c. Be aware that appearances can be deceptive.
- d. Being cautious is always better than regretting something later.

**Exercise 13**

**Which of these statements do you agree with?**

1. People remember advertisements, not the products.
2. Advertising raises prices.
3. Advertising has a bad influence on children or teenagers.
4. Advertising is the form of art.

**Exercise 14**

**Read the text and do tasks A – C.**

**5 approaches to advertising that will make your message mean something**

There are several ways to deliver your message through advertising, all of which use a different strategy. \_\_\_\_\_1\_\_\_\_\_. Let's look at the various approaches advertisers have been taking since the very beginning:

- **Fear.** The use of fear can be an effective way to motivate consumers to take action, whether it be purchasing a product, signing up for a service, or donating to a charity. \_\_\_\_\_2\_\_\_\_\_. As humans, we naturally tend to eliminate potential and existing harm in our lives, and we're inclined to spend money if we know there's a way to do it. Anti-smoking and insurance companies are known for using fear appeal in advertising.

- **Humor.** It's a common belief that ads are supposed to be funny to be effective. This isn't always true, but using humor can be a good way to get a message or brand to resonate with viewers. \_\_\_\_\_3\_\_\_\_\_, because ads that are intended to be funny can easily come off as trying too hard, dull, or worse, just plain annoying.
- **Sex Appeal.** Let's face it, sexuality is something that will always peak interest among the general population. Companies have been using sexual suggestiveness for decades to spike curiosity and desire for products and services. Obviously, this approach is not appropriate for all products. \_\_\_\_\_4\_\_\_\_\_.
- **Informative/Rationality.** Some ads are created simply to convey information. \_\_\_\_\_5\_\_\_\_\_. This may sound like a boring, mundane approach, but informative advertisements can be very effective if accompanied by compelling design work and the right media placement.
- **Bandwagon.** The bandwagon approach is designed to lure consumers to a product because it's "cool" or because everyone else is using it. \_\_\_\_\_6\_\_\_\_\_. Technology, food/drink, and clothes companies are known to use this approach in their marketing strategies.

It's important to realize that most approaches to advertising are rooted from a broader category of emotional appeal. In the end, the goal is to make the consumer feel something in order to take action.

(<http://transformationmarketing.com/approaches-advertising-message-mean-something/> on marketing direction and produce engaging, effective advertising)

**A. Use the sentences to fill in the gaps in the texts.**

- This is especially common in print work, which often times merely highlights the features and benefits of a product.
- These advertisements depict risk, the effects of that risk, and then a solution or prevention.
- This strategy is typically used for companies that target youth, as younger people are generally more concerned with image or a sense of belonging.
- Different appeals are better-suited toward certain ads depending on the message and who its intended audience is.
- Such advertisements must uphold a certain level of taste and not cross the line into vulgar territory.
- It's important to be careful and extremely thoughtful when using comedy in advertising

**B. Match the phrases from the article to their Russian translation. Make up sentences with these phrases.**

1. to deliver your message	a) подчеркнуть черты и преимущества
2. to lure consumers	b) найти отклик у зрителей
3. to take action	c) разжечь любопытство
4. to convey information	d) жертвовать деньги на
5. to highlight features and benefits	благотворительность
6. to sign up for a service	e) привлекать, приманивать потребителей
7. to be concerned with image	f) передавать информацию
8. to spike curiosity	g) подписаться на услугу
9. to donate to charity	h) донести смысл, идею
10. to resonate with viewers	i) заботиться об имидже
	j) действовать

**C. Illustrate each strategy with an example.**

**Exercise 15**

**Read the article and choose the right alternative to complete the gaps.**

**Advertising Pros & Cons**

Small business can fail, even with the best products and services on the market, if customers are not aware of the business and its offerings. Advertising is a key component of marketing that involves \_\_\_1\_\_\_ a product by communicating with customers through various \_\_\_2\_\_\_, such as newspapers, TV, radio and the Internet. Advertising can be \_\_\_3\_\_\_ for businesses, but it also has some notable drawbacks.

***Attracting Customers***

The primary purpose of advertising is to give information to customers that will attract them or \_\_\_4\_\_\_ them to purchase products and services. Advertisements can use many different strategies to achieve this goal, such as \_\_\_5\_\_\_ to the emotions of consumers, drawing comparisons between competing products, and emphasizing how products and services benefit \_\_\_6\_\_\_. Businesses often advertise sales and special \_\_\_7\_\_\_, like "buy one get one free" promotions, to increase sales. A successful advertising \_\_\_8\_\_\_ can increase revenue and profit.

### ***Increasing Brand Awareness***

Advertising gives businesses an opportunity to establish a brand and increase brand awareness among customers. Attracting new customers is important, but building a base of \_\_\_9\_\_\_ customers that keep coming back to buy products and services is necessary for a business to \_\_\_10\_\_\_ in the long term. Advertisements provide a stage for businesses to use company logos, \_\_\_11\_\_\_ and other identifying trademarks to build brand recognition and remind customers of the benefits of their products and services to generate repeat business.

### ***Cost***

Producing advertisements costs time and money. A single television \_\_\_12\_\_\_ aired during popular TV programs or special events can cost tens of thousands of dollars. Even low-cost advertising methods, such as \_\_\_13\_\_\_ ads in local newspapers, on local radio programs, and on the Internet, can be costly for small businesses. In addition, there is no guarantee that an advertisement will be successful in generating enough additional revenue to cover the \_\_\_14\_\_\_, so advertising can reduce profit. (by Gregory Hamel)

1. a) distributing    b) attracting    c) conveying    d) promoting
2. a) means    b) media    c) methods    d) ways
3. a) beneficial    b) reliable    c) convincing    d) misleading
4. a) make    b) convey    c) persuade    d) insist
5. a) attracting    b) calling    c) appealing    d) influencing
6. a) competitors    b) customers    c) advertisers    d) businesses
7. a) offers    b) slogans    c) benefits    d) targets
8. a) company    b) logo    c) budget    d) campaign
9. a) reliable    b) loyal    c) responsible    d) effective
10. a) success    b) promote    c) endorse    d) succeed
11. a) slogans    b) handbills    c) hoardings    d) packaging
12. a) slot    b) banner    c) offer    d) commercial
13. a) promoting    b) placing    c) leaving    d) making
14. a) budget    b) losses    c) costs    d) prices

### **Exercise 16**

**Read the article and do the tasks given after the text.**

**Виды рекламы в интернете: один — хорошо, а много — лучше**

Для продвижения своей компании в интернете недостаточно создать удобный и функциональный сайт — нужно сделать так, чтобы потенциальные клиенты о нем узнали. И первым шагом для повышения посещаемости сайта и в конечном итоге повышения продаж продукта должно стать медиапланирование.

Очень важно разработать эффективную маркетинговую стратегию, проанализировать виды рекламы в интернете и выбрать тот, который лучше всего соответствует целям компании. Выбор типа рекламы, планирование процесса ее показа, разработка стратегии для достижения поставленных целей — все это входит в понятие медиапланирования. Для создания эффективного медиаплана нужно четко понимать, кому вы собираетесь продавать свой товар и как сделать так, чтобы будущий клиент увидел ваше сообщение.

Медиапланирование включает в себя выбор вида рекламы, канала распространения, сроков проведения рекламной кампании, ее стоимость и возможные варианты оплаты, а также прогнозирование эффективности. Одним из самых эффективных видов рекламы в наши дни считается интернет-реклама. Этот рынок отличает стабильный рост. По словам экспертов, в краткосрочной перспективе интернет может стать медиа №1.

Именно интернет-реклама позволяет оперативно информировать потребителей и получать мгновенный отклик, предоставляет возможность узкого таргетирования и попадания точно в свою целевую аудиторию, ее реальную эффективность легко проанализировать — а это, в свою очередь, позволяет быстро скорректировать стратегию в случае необходимости. К тому же в сравнении со многими другими видами рекламы размещение в интернете обходится дешевле.

### **Что учесть при выборе вида рекламы**

Прежде чем начать размещать рекламу в интернете, нужно очень точно определить свою целевую аудиторию. Ошибка на этом этапе может критически снизить эффективность рекламной кампании. Вам нужно представлять пол, возраст, уровень дохода и интересы потенциальных клиентов.

### **Целевая аудитория**

От целевой аудитории зависит выбор типа рекламы и место ее размещения. Например, рекламировать товары, рассчитанные на людей старшего возраста, логичнее в социальной сети «Одноклассники», чем во «ВКонтакте», поскольку аудитория первой заметно старше (25-44 года



против 18-34 года). При этом важно помнить, что клиент и потребитель товаров и услуг — это не всегда одно и то же. Например, ювелирные украшения носят, в основном, женщины, однако приобретают их чаще мужчины. В летние лагеря ездят школьники, но выбирают и оплачивают путевки их родители.

### **Бюджет рекламной кампании**

Стоимость видов рекламы различается, и стратегия разрабатывается исходя не только из задач, но и их возможностей.

### **Цели**

Определение целей рекламной кампании — важный шаг. Чего вы хотите добиться в итоге — повысить узнаваемость бренда, привлечь внимание к акции, вывести на рынок новый продукт, увеличить посещаемость вашего сайта или улучшить продажи? Для каждой из этих целей есть свои инструменты. Следует сказать, что наибольшего эффекта можно добиться, грамотно совмещая разные типы рекламы в интернете.

( <https://www.kp.ru/guide/vidy-reklamy.html> )

## **A. Match the underlined words and phrases from the article with their English equivalents.**

1) launch a new product onto the market	9) immediate response
2) aimed at	10) consumer of goods and services
3) income level	11) increasing sales
4) inform consumers	12) raise brand awareness
5) promotion	13) place advertisement
6) target audience	14) advertising campaign
7) tools	15) increasing site traffic
8) reduce efficiency	16) stable growth
	17) distribution channel

## **B. Translate the following words and phrases into English.**

- 1) создать удобный сайт
- 2) разработать эффективную маркетинговую стратегию
- 3) соответствовать целям компании
- 4) выбор вида рекламы
- 5) варианты оплаты
- 6) скорректировать стратегию

- 7) определить целевую аудиторию
- 8) социальная сеть
- 9) стоимость рекламы
- 10) рекламный бюджет
- 11) привлечь внимание к акции

### **C. Answer the questions.**

- 1) How can you define 'mediaplanning'?
- 2) What are the advantages of Internet advertising?
- 3) What factors should be taken into consideration when choosing the type of advertising?
- 4) How can target audience influence the choice of advertising channel?
- 5) What could be the targets of an advertising campaign?

### **Exercise 17**

#### **Translate the texts into English.**

**A.** Наружной рекламой называют любую рекламу, расположенную в городе: на стенах и крышах домов, на стендах, щитах и растяжках, в метро и на и транспорте. Такой способ распространения рекламы считается относительно недорогим, к тому же охватывает большое количество людей по географическому признаку. Если Ваш ресторан находится на Севере Москвы, то можно разместить в этом округе щиты, и тогда каждый житель этого района будет знать, куда пойти в пятницу вечером.

**B.** Во время кризиса объем рекламы начал падать. И только реклама в Интернете продолжает набирать обороты. Интернет обладает рядом хороших преимуществ. Во-первых, реклама здесь относительно дешевая. Во-вторых, Интернет позволяет охватить любую целевую аудиторию, так как обыкновенно сайты специализируется на каком-то определенном интересе (о здоровье, о машинах, о спорте и т.д.). Думая о том, следует ли Вам использовать Интернет для рекламы, задумайтесь, пользуются ли Ваши клиенты Интернетом. Определитесь с тем, какие сайты тематически связаны с Вашей деятельностью.

**C.** Пресса является самым традиционным способом распространения рекламного сообщения. Она включает в себя газеты и журналы, которые

могут быть бесплатными и платными, информационными и рекламными. Также они бывают национальными, региональными и местными. Газеты и журналы в основном приобретают читающие и образованные люди, поэтому аудитория прессы очень ценится. Это люди с хорошим уровнем. Газету люди берут в руки, когда у них есть свободное время, а потому информация воспринимается очень хорошо.

([https://smallbusiness.ru/library/vidy\\_reklamy\\_i\\_ih\\_effektivnost.html](https://smallbusiness.ru/library/vidy_reklamy_i_ih_effektivnost.html))

## UNIT 6 BUSINESS

### GLOSSARY

avoid (v)	избегать, уклоняться
bonus (n)	премия
break – broke - broken (v)	нарушать, ломать
charge prices (v)	устанавливать цены, взимать плату
competitor (n)	конкурент
consumer (n)	потребитель
contract (n)	контракт
customer (n)	покупатель, клиент
discount (n)	скидка
distribution (n)	распределение, распространение; доставка или транспортировка товаров
employ (v)	нанимать (на работу)
entrepreneur (n)	предприниматель
expand (v)	расширять, развивать
expenditure (n)	трата, расход
finance (n,v,adj)	финансы; финансировать, предоставлять средства; финансовый
forecast (n)	прогноз
go bankrupt (v)	стать банкротом, обанкротиться
industry (n)	отрасль, промышленность, индустрия
invest (v)	инвестировать, вкладывать деньги
launch (v)	запускать, начинать
law (n)	закон, право, юриспруденция
leader (n)	лидер, руководитель, глава
local authorities	местные власти
loss (n)	потеря, убыток, ущерб
make up for (v)	компенсировать
manufacturer (n)	производитель
market (n)	рынок
negotiate (v)	вести переговоры, обсуждать, договариваться
partner (n)	партнер
partnership (n)	товарищество, сотрудничество

pay – paid – paid (v)	платить, выплачивать
pollute (v)	загрязнять
premises (n)	помещение; служебные здания, служебные помещения
price (n)	цена
product (n)	продукт, продукция, товар
profit (n)	прибыль, доход
reduce (v)	снижать, уменьшать, сокращать
retailer (n)	розничный торговец
run – run – run (v)	управлять, бежать
salary (n)	оклад, заработная плата служащего
service (n)	услуга, обслуживание, служба
sign (v)	подписывать
staff (n)	персонал, штат
supplier (n)	поставщик
support (v)	помогать, поддерживать (материально), содержать (семью)
tax (n)	налог
value (v)	ценить, дорожить, оценивать
wage (n)	заработная плата рабочих
wholesaler (n)	оптовик

## EXERCISES

### Exercise 1

**Match the words with their meanings.**

**A)**

1. salary	a) to provide something that is wanted or needed, often in large quantities and over a long period of time
2. to supply	b) to have formal discussions with someone in order to reach an agreement with them
3. wage	c) the activity of selling goods to the public, usually in shops
4. to launch	d) to take the place of something lost or damaged or to compensate for something bad with something good
5. to negotiate	e) a particular amount of money that is paid, usually every week, to an employee, especially one who does work that needs physical skills or strength, rather than a job needing a college education

6. to make up for	f) to increase in size, number, or importance
7. retail	g) a fixed amount of money agreed every year as pay for an employee, usually paid directly into his or her bank account every month
8. to expand	h) to begin something such as a plan or introduce something new such as a product

## B)

1. to avoid	a) to put money, effort, time, etc. into something to make a profit or get an advantage
2. staff	b) the act of using or spending energy, time, or money
3. to invest	c) to prevent something from happening or to not allow yourself to do something
4. forecast	d) unable to pay what you owe, and having had control of your financial matters given, by a law court, to a person who sells your property to pay your debts
5. bankrupt	e) the group of people who work for an organization
6. expenditure	f) a statement of what is judged likely to happen in the future, especially in connection with a particular situation, or the expected weather conditions
7. to reduce	g) the land and buildings owned by someone, especially by a company or organization
8. premises	h) to become or to make something become smaller in size, amount, degree, importance

## Exercise 2

**Use the words from Exercise 1 to complete the sentences. Translate the sentences into Russian.**

- 1) The recession has led to many small businesses going \_\_\_\_\_.
- 2) She thanked the \_\_\_\_\_ for their dedication and enthusiasm.
- 3) All our electric shavers are \_\_\_\_\_ with a free travel pouch.
- 4) The return on the money we \_\_\_\_\_ was very low.
- 5) The company is going to \_\_\_\_\_ its new advertising campaign.
- 6) The company is relocating to new \_\_\_\_\_.
- 7) Experts have given a gloomy economic \_\_\_\_\_.

- 8) Is she paid a regular \_\_\_\_\_ or is it by commission only?
- 9) I worked extra hours to \_\_\_\_\_ the time I had missed.
- 10) Despite the deep antipathies between them, the two sides have managed to \_\_\_\_\_ an agreement.
- 11) I don't think we should \_\_\_\_\_ our business in the current economic climate.
- 12) Try to \_\_\_\_\_ foods which contain a lot of fat.
- 13) Christmas will not be enough to save the \_\_\_\_\_ industry.
- 14) We're primarily concerned with keeping \_\_\_\_\_ down.
- 15) Your \_\_\_\_\_ will be paid on the third week of each calendar month.

### Exercise 3

Match the English words with their Russian equivalents.

1. to support	a) загрязнять
2. price	b) закон, право, юриспруденция
3. contract	c) потеря, убыток, ущерб
4. product	d) лидер, руководитель, глава
5. to pollute	e) помогать, поддерживать (материально), содержать (семью)
6. leader	f) контракт
7. loss	g) цена
8. law	h) продукт, продукция, товар

### Exercise 4

Make phrases by matching the words from the two columns. Translate word combinations into Russian. Make sentences with these phrases.

1. to sign	a) the law
2. to charge	b) environment
3. to reduce	c) a forecast
4. to make	d) the time I missed
5. to pollute	e) our business
6. to launch	f) prices
7. to give	g) expenditure
8. to expand	h) a product
9. to break	i) a loss
10. to make up for	j) a contract

## Exercise 5

Complete the word formation table. Use a dictionary if necessary.

Verb	Noun (person)	Noun
1.	competitor	competition
2. to supply		supply
3.		consumption
4. to distribute		
5.	manufacturer	
6.		leadership
7. to negotiate		
8.		investment
9. -		entrepreneurship
10. -	bankrupt	
11	employer / employee	employment

## Exercise 6

Translate the sentences into English. Use appropriate words from Exercise 4.

- 1) Правительство централизовало (centralized) распределение продуктов питания.
- 2) Компания хочет конкурировать на мировой арене (world stage).
- 3) Мы можем поставлять товары из нашего центрального магазина.
- 4) Правительство намерено (wants) сократить потребление табачных изделий на сорок процентов.
- 5) Дешевле покупать непосредственно у (direct from) производителя.
- 6) Мы предлагаем более выгодные расценки (better rates), чем у наших конкурентов.
- 7) Автомобиль меньшего размера будет потреблять меньше топлива (fuel).
- 8) Каждый вкладчик получит пропорциональную долю (proportionate share) прибыли.
- 9) Я заказал себе у поставщика новый компьютер.
- 10) Они построили завод по производству автомобилей.
- 11) Компания вынуждена была объявить (to declare) о банкротстве.
- 12) Заказчик хотел договориться по поводу цены.
- 13) Это была разумная (smart) инвестиция.



## Exercise 7

**A) Use appropriate forms of the words to fill the gaps (e.g. employ – employs). Sometimes you will have to form a new word (e.g. employ – employer):**

<b>employ, range, start, produce, operate, retail (x2), sell, price, customer</b>
---

IKEA is a Swedish furniture and home products 1)\_\_\_\_\_ that has stores all over the world. It is famous for well-2)\_\_\_\_\_ flat pack furniture that 3)\_\_\_\_\_ assemble at home. It also 4)\_\_\_\_\_ accessories and bathroom and kitchen items. It is the world's largest furniture 5)\_\_\_\_\_. IKEA was 6)\_\_\_\_\_ in 1943 by 17-year-old Ingvar Kamprad from Elmtaryd in Agunnaryd, South Sweden. The IKEA acronym comes from the initials of the founder and the places he grew up. The company 7)\_\_\_\_\_ over 300 stores as franchises in 37 countries. It has over 12,000 8)\_\_\_\_\_ in its catalogue. The company 9)\_\_\_\_\_ over 125,000 people worldwide. IKEA's vision is "to create a better everyday life for the many people...by offering a wide 10)\_\_\_\_\_ of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them".

**B) Use appropriate forms of the words to fill the gaps (e.g. produce - produced). Sometimes you will have to form a new word (e.g. produce - producer):**

<b>rival, consume (x2), produce (x2), found (x2), make, compete, improve</b>
--

The Colgate-Palmolive Company is one of the world's biggest 1)\_\_\_\_\_ of household and personal hygiene goods. The Colgate half was 2)\_\_\_\_\_ in 1806 by soap and candle 3)\_\_\_\_\_ William Colgate. The Palmolive half was a 4)\_\_\_\_\_ company 5)\_\_\_\_\_ by B.J. Johnson who made a soap from palm and olive oils. The two companies merged in 1953. Today the company generates over \$15 billion a year in revenue. Its major 6)\_\_\_\_\_ is Proctor and Gamble. The chairman of Colgate-Palmolive Company says the company is "deeply committed to advancing technology which can address changing 7)\_\_\_\_\_ needs throughout the world". His website message states: "Our goal is to...create 8)\_\_\_\_\_ that will continue to 9)\_\_\_\_\_ the quality of life for our 10)\_\_\_\_\_ wherever they live."

## Exercise 8

**A) Put the phrases removed from the text into appropriate places. Write a short summary of the text.**

### Competition

Customers might not think about competition when they're walking through the grocery store or 1) \_\_\_\_\_, but it happens to be 2) \_\_\_\_\_ and the free economy that impacts every single thing that's 3) \_\_\_\_\_. Technically, competition consists of the cumulative force of actions taken by companies that're designed 4) \_\_\_\_\_, sales, and ultimately, profits. But really, competition is simply what allows businesses 5) \_\_\_\_\_, and consumers 6) \_\_\_\_\_.

Like many business ideas, competition is best explained through an example. Imagine that a company opens a 7) \_\_\_\_\_ and sells bread at an enormous profit. After another company notices all the profits that're being made through bread sales in this neighborhood, they may open a store of their own and 8) \_\_\_\_\_, or sell similar items or services 9) \_\_\_\_\_. The first company may respond by lowering their own prices (so they sell more bread to their former customers, who're presumably buying the cheaper bread), and the end result is 10) \_\_\_\_\_. In this way, businesses going head-to-head benefits customers.

- a) bought and sold
- b) much cheaper bread for consumers
- c) to try and get ahead of each another
- d) making an online purchase
- e) profitable retail location
- f) a cornerstone of business
- g) undercut the competition
- h) to improve their market standing
- i) for lower prices
- j) to get the best possible value

**B) Put the phrases removed from the text into appropriate places. Write a short summary of the text.**

## Risk

Every business involves risks. You must 1)\_\_\_\_\_ the advantages of being in business for yourself - including 2)\_\_\_\_\_.

Depending on the kinds of jobs you do, you will need 3)\_\_\_\_\_. At first, you might buy parts as you need them for a particular job: In time, you will find it easier to have an inventory. An inventory is a supply of whatever items are used in a business.

Probably one of the first things you want to do, if you have not already done so, is buy a computer. With the computer, you also should purchase the programs that will allow you 4)\_\_\_\_\_. Many such programs exist and are relatively inexpensive. Programs write checks for you, 5)\_\_\_\_\_, tell you the difference between 6)\_\_\_\_\_ (called net worth), and so on. As an entrepreneur, you are 7)\_\_\_\_\_, but the profit you expect to make is your incentive for taking those risks. For example, if you spend part of your savings to pay for advertising and equipment, you are taking a risk. You may not get enough business 8)\_\_\_\_\_.

Whenever you buy a special part for a job, you are taking a risk. Suppose you do the work and your 9)\_\_\_\_\_. You are even taking a risk with the time you spend. You are using time to think about what you will do, to write ads, to set up the 46 bookkeeping, and so on. This time is an 10)\_\_\_\_\_. You could have used it to do something else, including work for someone for a wage. If you 11)\_\_\_\_\_, you take only the risk of not being paid, which is usually small. As an entrepreneur your risks are great, but so are 12)\_\_\_\_\_.

- a) to cover these costs
- b) the potential rewards
- c) profit versus loss
- d) calculate your monthly profit and loss
- e) balance the risks against
- f) customer never pays you
- g) to keep track of all your expenses and all your receipts
- h) taking many risks
- i) what you own and what you owe
- j) opportunity cost
- k) equipment and replacement parts
- l) work for someone else

## Exercise 9

### Read the article and do the tasks.

#### Tesco plans to open Las Vegas supermarkets

Jonathan Birchall and  
Elizabeth Rigby

Tesco's unusually low-profile US expansion strategy is about to take it to Las Vegas, one of the fastest growing cities in the US, in addition to its plans to open stores in the Los Angeles and Phoenix areas next year.

Tesco is the UK's biggest supermarket chain, and retail analysts predict it will become Britain's biggest non-food retailer by the end of the year, over taking Argos Retail Group.

The US push is part of Tesco's plan to expand in its domestic market and abroad. Tesco is looking for sites in Las Vegas

for its planned Fresh & Easy people. is in Nevada, the range of mini-supermarkets. fastest-growing state in the

Tesco announced its US US. There is intense plans in March, after competition there for conducting comprehensive new customers between its market research that included existing traditional super- a trial store in a warehouse in markets - dominated by Los Angeles that looked like a film set. Tesco has Kroger and Safeway - and Wal-Mart, the largest US not said how many stores it retailer, which now has plans to open in the US and about 20 per cent of the declined to comment on its overall US grocery market. strategy for Las Vegas. Tesco's strategy is based

The company said in on creating a range of small March it would invest 250m stores on sites of about 14,000 pounds (\$476m) a year to sq ft similar to its Tesco fund its US expansion, a Express concept in Europe. budget that should enable it to open as many as 200 stores a year. Las Vegas, with 1.7m

**1 Match the words (1-8) to their meanings (a-h) as they are used in the article.**

- |              |                           |
|--------------|---------------------------|
| 1 predict    | a) doing or carrying out  |
| 2 conducting | b) idea or design         |
| 3 trial      | c) expect or forecast     |
| 4 declined   | d) test                   |
| 5 witnessing | e) experiencing or seeing |
| 6 intense    | f) controlled             |
| 7 dominated  | g) refused                |
| 8 concept    | h) strong                 |

**2 True or false?**

- This year, Tesco plans to open a store in Phoenix.
- Tesco is already UK's largest non-food retailer.
- Tesco has plans to expand both in UK and abroad.
- Tesco is planning to make films in the USA.
- Tesco will open up to 200 stores in America.
- Wal-Mart has more of the US grocery market than Safeway.
- Tesco's strategy is to have large food stores in America.

## Exercise 10

Read the article and do the tasks.

### Hippychick completes first steps and prepares for growth

*Jonathan Moules*

Julia and Jeremy Minchin, entrepreneurs, are learning that small businesses grow fast. Julia founded Hippychick, an upmarket parenting products business, in 1999. She had already worked in a start-up as marketing head at Cobra Beer and was keen to start a business of her own.

Hippychick's launch product was the Hipseat, a baby carrier which is strapped to the user's waist. The company now sells a range of items, from baby boots to mattress protectors, many of which are distributed under licence through

Mothercare, Early Learning Centre, Boots, John Lewis and about 500 independent toy shops. 'We are not inventors, but we are very good suppliers,' Julia says. They also export successfully to 45 countries. The Hippychick workforce consists of just eight people, but the Minchins are under pressure to expand as the business hits a period of high growth.

Turnover for the past financial year was 1.2m pounds and is expected to hit 2m during the current 12 months of trading. In three years, the Minchins expect turnover to be 5m

pounds.

Getting the right product mix is crucial, and Julia, who oversees marketing in the business, would like to have more Hippychick-branded products. However, she is reluctant to expand into some areas, such as clothing, because it is such a difficult market.

Operations have moved to a 6,000 sq ft warehouse, and they are now considering taking a 3,500 sq ft space next door. Renting the additional space would cost another 5,000 pounds a year, but Jeremy believes that doing nothing is not an option.

#### 1 Match the numbers (1-10) to what they refer to (a-j).

- |                      |   |
|----------------------|---|
| 1 1999               | a) size of potential warehouse                |
| 2 500                | b) the past year's turnover                   |
| 3 45                 | c) the year the company was founded           |
| 4 8                  | d) predicted turnover in three years          |
| 5 1.2 million pounds | e) cost of renting additional space           |
| 6 2 million pounds   | f) expected turnover for current year         |
| 7 5 million pounds   | g) number of countries exported to            |
| 8 6,000              | h) current number of employees                |
| 9 15,000 pounds      | i) size of current warehouse                  |
| 10 3,500             | j) toy shops distributing Hippychick products |

#### 2 Choose the best answer to complete each sentence.

- a) Julia has a background in
- 1) baby products.
  - 2) marketing.

- b) Some of Hippychick's products are
- 1) produced by Mothercare.
  - 2) sold in Hippychick's own shops.
  - 3) distributed through toy shops.
- c) According to Julia, she and her partner
- 1) are very good at supplying products.
  - 2) come up with brilliant ideas.
  - 3) are trying to invent new products.
- d) The turnover of the company
- 1) doubled last year.
  - 2) should be 2m pounds this year.
  - 3) will increase by 5m next year.
- e) What does Julia say about product mix?
- 1) She wants to sell more brands.
  - 2) She will start selling clothing brands.
  - 3) She wants more Hippychick brands.
- f) What are the company's options for the future?
- 1) to rent a 6,000 sq ft warehouse
  - 2) to spend £1s.000 on more warehouse space
  - 3) to do absolutely nothing

#### 3 Answer the questions.

- 1) Can you think of any new products which have come onto the market recently?

3) farming.

Why do you think they are successful or not?

2) Is it easy to set up a new business in your country?

## Exercise 11

### Translate into English.

A)

**Бизнес** – это и система взаимоотношений между его участниками. Участниками во, первых, являются бизнесмены, или предприниматели, т.е. граждане, которые осуществляют деятельность под свой риск и экономическую и юридическую ответственность. В ходе своей работы они вступают во взаимоотношения друг с другом, а также с другими участниками бизнеса, образуя предпринимательскую сферу. Участниками также являются потребители - это могут быть как отдельные граждане, так и организации. Цель их деятельности – приобретение товаров и услуг, а также налаживание контактов с производителями на основе взаимной выгоды.

B)

**Предпринимателем** является человек, который принял решение начать свое собственное дело и готов брать на себя риски. Обычно люди открывают свое дело, чтобы заработать или «чтобы сделать что-то самому», или чтобы быть самому себе начальником. Предприниматель должен определить, какая из форм организации бизнеса лучше соответствует поставленным целям. Также ему необходимо тщательно изучить то дело, которым он хочет заняться, а также законы, которые будут регулировать его деятельность, составить бизнес - план.

C)

**Бизнес-план** – это документ, который регламентирует деятельность фирмы. В нем содержится вся важная информация о владельце, сфере деятельности, конкуренции, сбыте и многое другое. По сути – это пошаговое руководство к действию самого предпринимателя, в котором все расписано по пунктам. Также в нем учтены возможные риски и способы решения потенциальных проблем. В бизнес-плане обязательно присутствуют расчеты, причем не только текущие расходы, но и предполагаемая прибыль.

**Задачи бизнес-плана.** Очевидно, что перед предпринимателем стоит не одна, а несколько задач. Вот некоторые из них. Обозначить цель предприятия и перспективу его развития, каким образом она будет вести себя на рынке. Определить, на какую категорию населения рассчитан конечный продукт. Выяснить, какой процент рынка должно завоевать предприятие. Определиться с ассортиментом компании и обозначить ценовую политику предприятия. Выяснить, с какими трудностями может столкнуться предприниматель на разных стадиях реализации проекта, и как решить проблемы. В каком направлении будет двигаться предприятие и как оно станет развиваться в будущем. Сколько стоит проект? Это обязательные расчеты, которые помогут предпринимателю оценить свои материальные возможности.

**D)**

### **Спрос и предложение**

**Спрос** на какой-либо товар или услугу - это желание и возможность потребителя купить определенное количество товара или услуги по определенной цене в определенный период времени. На спрос оказывают влияние некоторые факторы - это доходы потребителей; их вкусы и предпочтения; цены на взаимозаменяемые товары; информация о товаре; время, затраченное на потребление.

**Предложение** - это готовность производителя продать определенное количество товара или услуги по определенной цене за определенный период времени. Предложение зависит от многих факторов, к которым, например, относятся: ситуация на рынке, налоги и субсидии; технический прогресс.

### **Exercise 11**

**In small groups discuss the following topics:**

1. Would you like to set up your own business? Why (not)? What sort of problems do you think new businesses face in today's business world?
2. How important is planning for a company? How often should companies revise their plans?
3. How important do you think it is for big companies to invest in Research and Development?
4. Do companies need to come up with new products all the time to be successful?

## GRAMMAR

### Exercise 1

**Underline the correct words. This exercise includes examples of the Past Perfect, used to, the Past Simple and Past Continuous.**

- 1 While I *looked / was looking* for my keys, I suddenly remembered I *left / had left* them at home.
- 2 In those days the unions *used to / had used to* go on strike whenever there *was / was being* a problem.
- 3 After they *were buying / had bought* the company, they *started / were starting* to make a lot of people redundant.
- 4 Jack *used to have / was having* a Mac, but then he *used to change / changed* to a PC.
- 5 I asked about my package in perception, but they *said / were saying* that it still *hadn't arrived / wasn't arriving*.
- 6 I was sure that I *used to lock / had locked* the door to my office last night, but it *was / had been* open this morning.
- 7 I'm sure that the winters *used to be / had been* colder when I was a child. I remember that we *used to walk / were walking* to school in the snow every winter.
- 8 I *had gone / went back* to the restaurant to look for my umbrella, but *found / was finding* that someone *took / had taken* it.
- 9 When George *saw / was seeing* Diane at the seminar, he *knew / was knowing* that he *met / had met* her somewhere before.
- 10 While I *had / was having* breakfast I *looked / was looking* at the financial pages to see the share prices. I *saw / was seeing* that my original investment *grew / had grown* by over 40%.

### Exercise 2

**Complete the sentences with the best form of the verb in brackets. In each sentence one verb will be in the Past Simple and the other in the Past Perfect.**

- 1 After she ..... (make) a few notes, she ..... (start) writing the introduction to the Annual Report.
- 2 Gary ..... (be sure) that he ..... (set) the alarm before leaving the office.
- 3 I ..... (call) my wife on my mobile because the meeting ..... (still not finish).



- 4 Once I ..... (speak) to him, I ..... (realise) there had been a misunderstanding.
- 5 After Jill ..... (give) her first presentation, she ..... (feel) much less nervous.
- 6 Before Edite ..... (become) Michael Edward's personal assistant she ..... (already work) in the company for two years.
- 7 I ..... (not see) the figures before the meeting, so it ..... (put) me at a disadvantage during the discussion.
- 8 Sorry it took so long. I ..... (have to) go down to the store room because we ..... (run out of) paper for the photocopier.
- 9 The rain ..... (stop) by the time I ..... (get out of) the taxi.
- 10 I ..... (be) surprised to find that she ..... (already leave).

### Exercise 3

**Alan is talking about his first job. Complete what he says with the best form of the verb in brackets. Choose between the Past Simple, Past Continuous or Past Perfect.**

INTERVIEWER: So, Alan, why did you quit your last job?

ALAN: Well, at the time I (1) ..... (work) as a financial officer for an International Accountancy firm in London. I (2) ..... (be) in the same company for three years.

INTERVIEWER: How (3) ..... (you/get) the job?

ALAN: Just after I (4) ..... (finish) university I (5) ..... (go) to a job fair. I still (6) ..... (decide) what I wanted to do and I was interested to see what kind of jobs there (7) ..... (be) at the fair. While I (8) ..... (look) at information on of the stands for a large international accountancy firm, someone (9) ..... (give) me an application form to fill in. I thought this might be a good career opportunity for me as I (10) ..... (already/take) some accountancy exams for my degree. So I (11) ..... (complete) the form and (12) ..... (send) off. They (13) ..... (interview) me the following week and I got job.

At first, I (14) ..... (feel) satisfied with the job, but as time went by things (15) ..... (change) and I began to hate working there. demanding

INTERVIEWER: So what (16) ..... (go) wrong?

ALAN: Well, the situation was this: I (17) ..... (work) for a person who was very difficult, very, never satisfied. What's more,

my job (18) ..... (become) too repetitive and I really wanted to do something more creative. So, that's why I resigned. I (19) .....(not/have) another job to go to, but I knew I (20) ..... (have) to mark a change.

#### Exercise 4

**Complete this magazine article by putting the verb in brackets into either the Past Simple or Past Perfect.**

#### THE DANES SAY 'NO'

On 28 September 2000 the people of Denmark (1) ..... (vote) 'No' to joining the single European currency, the euro. All the main political parties, that trades unions, the employers and the media (2) ..... (campaign) for a 'Yes' vote before the referendum. So why (3) ..... (the Danes/ reject) the euro?

Let's look first at the economic background. For many years the Danish central bank (4) ..... (be)

committed to keeping the value of the krone stable against the German mark, and this policy (5) ..... (be) very successful in maintaining stability and prosperity. Then the euro was launched the countries in the euro zone (6) ..... (perform) relatively well in economic terms. However, by the time of the referendum the euro (7) ..... (fall) significantly against the dollar, and the central banks of the USA

and Japan (8) ..... (be) forced to intervene in the foreign exchange markets to buy euros.

But the 'No' campaign (9) ..... (focus) on national identity, not economic issues. In the end the Danes (10) ..... (make) their decisions because they (11) ..... (fear) that economic integration would eventually lead to political integration. They (12) ..... (want) to keep their independence and freedom.

## UNIT 7 DESIGN

### GLOSSARY

combine	соединять(ся), объединять(ся)
desirable	желанный, желательный, приятный, очаровательный; высокого качества, превосходный
impressive	производящий глубокое впечатление, впечатляющий, выразительный
well-designed	хорошо разработанный, хорошо спроектированный
elegant	изысканный, сделанный со вкусом, элегантный
functional	функциональный
handmade	ручной работы, сделанный вручную
innovative	способный к нововведениям, технически прогрессивный
mass-produced	выпускаемый серийно
streamlined	обтекаемый, стройный, изящный
stylish	стильный, модный, элегантный
up to date	стоящий на уровне современных требований, современный, новейший
easy to carry	удобный в транспортировке
variety	многообразиие, разнообразиие
short-lived	недолговечный
extraordinary	выдающийся, замечательный, исключительный, редкий
energy-saving	энергосберегающий
ergonomic	эргономический
efficiency	эффективность, результативность, действенность
launch	запускать, начинать
industrialization	индустриализация
memorable	незабываемый
influential	влиятельный, важный
revolutionize	революционизировать, производить

packaging	коренную ломку
interior	упаковка
shape	интерьер, внутренняя часть помещения
accept	форма, очертание
current	принимать, брать, соглашаться
improve	текущий, данный, современный
appearance	улучшать(ся), совершенствовать(ся)
durable	внешний вид, наружность
outstanding	надежный, прочный, стойкий, крепкий
	выдающийся, знаменитый, известный, видный

## EXERCISES

### Exercise 1

#### A) Match the words to their definitions.

1. extraordinary	a. made in large quantities by using machines
2. invent	b. designed or made with a smooth shape so that it will move more quickly through air or water
3. futuristic	c. very unusual and surprising
4. innovative	d. progress in science, technology, human knowledge etc
5. mass-produced	e. design or create something such as a machine or process that did not exist before
6. streamlined	f. so modern that it seems to belong to the future
7. advance	g. new, original, and advanced

#### B) Match the words to their definitions.

1. ergonomic	a. the process of changing waste materials so that they can be used again
2. efficiency	b. the boxes, bottles, plastic etc used for wrapping products so that they can be sold

3. launch	c. designed to be easy and comfortable to use and to produce the most benefits to the user
4. current	d. the ability to work well and produce good results by using the available time, money, supplies etc in the most effective way
5. packaging	e. start selling a new product or service to the public
6. misconception	f. happening or existing now
7. recycling	g. a wrong belief or opinion as a result of not understanding something

### Exercise 2

Match the English words with their Russian equivalents.

1. add value	a. потребитель
2. commercial environment	b. ряд, ассортимент
3. consumer	c. коммерчески успешный
4. market place	d. срок службы, долговечность
5. simplification	e. добавлять ценность
6. common	f. коммерческая среда
7. durability	g. место торговли, рынок
8. a range of	h. упрощение, облегчение
9. commercially successful	i. общий, всеобщий

### Exercise 3

Make phrases by matching the words from the two columns. Translate word combinations into Russian.

1. value for	a. costs
2. gain	b. research
3. keep down	c. consumerism
4. market	d. a need
5. mass	e. power
6. visual	f. consumer
7. buying	g. market share
8. target	h. retention

**Exercise 4**

**Complete the sentences with *at, to, by, on* or *for*.**

1. The process of negotiation led ... a peaceful settlement.
2. This film is not suitable ... young children.
3. There is a brisk demand ... home computers.
4. This is what these objectives aim ....
5. Most students have little difficulty adapting ... college life.
6. We are all fascinated ... new technology.
7. What first attracted you ... the study of business?
8. Green politics are based ... the belief that the resources of the planet are finite.
9. We will focus ... three main topics.
10. The show's direct approach will appeal ... children.

**Exercise 5**

**Insert prepositions.**

1. The geometry, the simplicity and the modular forms have a distinct relationship ... contemporary design in furniture.
2. The consumer today is faced ... a wide variety of choices in the area of furnishings.
3. Each object and each element contributes ... the whole.
4. The beauty of any room depends ... the interrelationship of all the components.
5. The furnishings must look as though they belong ... the room in the company of one another.
6. Pictures or other accessories that are hung on the wall should accord ... both the furniture and the wall area.
7. They must comply ... the taste of the average individual and obviously fulfil the practical function.
8. Furniture in a tropical room is often large ... scale and selected for comfort and utility.
9. Artwork will look best if it sticks ... the colour palette of the room.
10. Dark lamp shades will add more weight ... the room.

**Exercise 6**

**Use the words in capitals to form new words that fit each gap.**

There are 1)\_\_\_\_\_ (COUNT) definitions of design, as you might expect of a 2)\_\_\_\_\_ (CREATE) endeavour. Some aim to 3)\_\_\_\_\_(CATEGORY) design, to explain how it is 4)\_\_\_\_\_ (DIFFER) from or related to other activities, while others try to inspire good design.

Here’s a simple definition from Sir George Cox in the Cox Review: “Design is what links creativity and 5)\_\_\_\_\_ (INNOVATE). It shapes ideas to become 6)\_\_\_\_\_ (PRACTICE) and attractive propositions for 7)\_\_\_\_\_ (USE) or customers. Design may be described as 8)\_\_\_\_\_ (CREATE) deployed to a specific end.”

Most of the results of design are visible, and that lends itself to another simple 9)\_\_\_\_\_ (DEFINE): ‘Design is all around you, everything man-made has been designed, whether 10)\_\_\_\_\_ (CONSCIOUS) or not’.

Perhaps the most obvious attribute of design is that it makes ideas tangible, it takes abstract thoughts and 11)\_\_\_\_\_(INSPIRE) and makes something concrete. In fact, it’s often said that 12)\_\_\_\_\_ (DESIGN) don’t just think and then translate those thoughts into tangible form, they actually think through making things. This 13)\_\_\_\_\_(ABLE) to make new ideas real from an early stage in developing 14)\_\_\_\_\_ (PRODUCE) or services means that they have a greater chance of becoming 15)\_\_\_\_\_ (SUCCESS) more quickly.

**Exercise 7**

**Complete the word families in the table below.**

<b>Verb</b>	<b>Noun</b>	<b>Adjective</b>	<b>Adverb</b>
create			
		promotional	
			considerably
vary			
	consumer		
		profitable	
	investment		
invent			
reduce			
require			
	solution		
	imagination		
			functionally

		careful	
	inspiration		
specify			
	appeal		

### Exercise 8

**Complete the sentences. Use the word given + the ending – ing or –ed.**

1. Are you ... in design? (**interest**)
2. The tour around all cultural places of interest in London was very .... I enjoyed it. (**excite**)
3. When you see the beginning of the process of creating a work of art the result may seem .... (**amaze**)
4. She learns very fast. She has made ... progress in design. (**astonish**)
5. The subject of the picture was really funny. I was ....(**amuse**)
6. There was something ... in this masterpiece. (**terrify**) I was almost .... (**shock**)
7. The explanation of the instructor was a bit ....(**confuse**) Most of the students did not understand it.
8. The painting was really .... (**move**) I was ... to tears. (**move**)
9. The designer was not ... (**annoy**) by the critics' remarks. He just continued to create.
10. Mary seldom visits art galleries. Art is not ... for her. (**interest**) That's why the lecture given in a gallery seemed ... for her and she fell asleep. (**bore**)
11. The design was not as good as we had expected. We were ... with it. (**disappoint**)
12. John teaches young children to paint. It is a very hard job but he enjoys it though it is often ... (**exhaust**). At the end of the day's work he is often ... (**exhaust**).

### Exercise 9

**Choose the correct modal verb.**

1. I think parents **must/ought to** help their children to develop their abilities.
2. You **must/should** develop your talent. It is my advice.
3. According to the rules of this University you **have to/are to** exhibit your works at least once a year.



4. You **may/should** go to plain-air oftener and work hard, you have a special feeling for landscapes.
5. You **have to/can** get up earlier to prepare all the paintings for your show on time.
6. Book designers **must/can** pay close attention to the legal issues to protect their works.
7. Designers **had to/can** create impressive caricatures of any individuals or characters you require.
8. Form and shape **cannot/don't have to** exist without space.
9. You **will be able to/will be allowed to** get a feel for what's out there and what's in style.
10. You **have to /may** remember that the most important thing, when it comes to decorating, is to make your client happy.
11. You **can /must** do this by flipping through design magazines or even by attending open houses in wealthy neighbourhoods, art galleries, and offices of professionals.

### **Exercise 10**

**Fill in the gaps using modal verbs *need to, may, can, should, must, be to, have to*.**

1. Suppliers provide the products and services that you ... decorate.
2. You ... learn all this through books and websites.
3. You ... also begin your solo career by working from home.
4. You ... choose 15-20 pictures to present in your portfolio.
5. Professional designers ... be aware of the latest trends.
6. Designers ... argue with customers, and definitely they ... be rude with them.
7. Mary ... to meet with her client at 6, but unfortunately, she was late.
8. ... the walls be painted? – This would be great!
9. You ... repair my door. That's an order!
10. The ceiling ... to be whitewashed.
11. You ... repair my door. That's an order!
12. Fabrics ... be soft and lush.

### **Exercise 11**

**Rewrite the sentences below using modal verbs.**

1. He seems to be a good designer but I am not sure.
2. Art and technological developments definitely influenced certain designers.

3. I think photography will replace illustrations in most graphic designs.
4. Art Nouveau is possible to be used in digital format.
5. I'm sure that the designer is reviewing catalogues and ordering samples now.
6. Maybe specialized computer software packages help designers to develop their designs.
7. I'm sure that such a name of the company doesn't create positive associations.
8. I'm sure he has an eye for details.
9. I'm sure this company spent much money on advertising.
10. Certainly this work is not done by a good designer.

## Exercise 12

**Complete the text with the words and word combinations from the box.**

consultant; user friendliness; external appearance; lecturer; representative; design philosophy; trademarks; fashion illustrator; designer; founded; marketing factor; influential; product designs; revolutionized; quality; advanced; investigated; industrial design; logo; promising; significant impact; decisions; production costs; dedicated; requirements; creative genius; effect; perception; familiar; needs.

Raymond Loewy (1893-1986), a brilliant 1) \_\_\_\_\_ and, without doubt, the most versatile 2) \_\_\_\_\_ of this discipline, became a design legend in his own lifetime. He was the most 3) \_\_\_\_\_ protagonist of 4) \_\_\_\_\_ that North America has ever known and has had a 5) \_\_\_\_\_ on the tastes and lifestyles of several generations. Loewy's 6) \_\_\_\_\_ still has an influence on the industrial design world today. After a brief but 7) \_\_\_\_\_ career as a 8) \_\_\_\_\_ Raymond Loewy 9) \_\_\_\_\_ his talent to the field of industrial design. Loewy's 10) \_\_\_\_\_ was innate and his 11) \_\_\_\_\_ on the industry was immediate. He literally 12) \_\_\_\_\_ the industry working as a 13) \_\_\_\_\_ for more than 200 companies and creating 14) \_\_\_\_\_ for everything from cigarette packs and refrigerators to cars and spacecrafts. Loewy lived by his own famous MAYA principle – Most 15) \_\_\_\_\_ Yet Acceptable. A popular 16) \_\_\_\_\_ as well, Loewy spoke at institutions such as the Massachusetts Institute of Technology, Columbia University and others. He 17) \_\_\_\_\_ three design companies: Raymond Loewy and Associates, New York; Raymond Loewy International, London; and Company of Industrial Design, Paris. Loewy was the first person to understand design as a 18) \_\_\_\_\_: 'if you have two products which do not differ in terms of price, function and 19) \_\_\_\_\_, it is the

product's attractive 20) \_\_\_\_\_ which wins the race'. Raymond Loewy used these pragmatic words to outline his 21) \_\_\_\_\_ of design and this was certainly the secret of his success.

Many of the products that Loewy designed are still 22) \_\_\_\_\_ to us today. These include the 'Studebaker', a symbol of American cars and the 'Frigidaire', the legendary refrigerator. Loewy created the 23) \_\_\_\_\_ of the 20th century's technical progress. For example, the Shell 24) \_\_\_\_\_, the Coca Cola bottle, the Exxon and BP symbols all carry his signature. Raymond Loewy also designed the packet of the famous American cigarette brand, 'Lucky Strike' and this is the one that is still used today.

For Loewy it was not design alone that was definitive. He believed that the job of a designer was more complex than that. He 25) \_\_\_\_\_ the market as well as inquiring into the wishes and 26) \_\_\_\_\_ of the customer. In addition to design he gave equal rights to the requirements for 27) \_\_\_\_\_, ease of use, 28) \_\_\_\_\_ and retail price.

Loewy's principle of creating beauty through function and simplicity is still in tune with the 30) \_\_\_\_\_ of industrial production today. His work still influences designer and consumer 31) \_\_\_\_\_.

### **Exercise 13**

#### **Read the text and think of the word which best fits each space.**

Designing a 1) \_\_\_\_\_ is a process that allows you to improve the world for the benefit of everyone. You are not just making something. Good design begins with the needs of the intended 2) \_\_\_\_\_. No product, no matter how beautiful or ingenious, is any good if it does not 3) \_\_\_\_\_ the needs or wants of the user it was intended for. The first stage of what 4) \_\_\_\_\_ do involves finding out what the 5) \_\_\_\_\_ or company require. The designer then constructs 6) \_\_\_\_\_, diagrams, plans or concepts based upon those discussions. The Design process leads to 7) \_\_\_\_\_ products and services. Different designers, or companies use different design processes. There are as many different 8) \_\_\_\_\_ to design as there are designers, but most design processes 9) \_\_\_\_\_ research, user testing, prototyping and analysis. Any product launch is ultimately a gamble, but the design process helps to uncover many problems before costly 10) \_\_\_\_\_, and therefore decreases the risk of 11) \_\_\_\_\_, a fact that often comes as a surprise to clients. Designers must learn that some ideas may seem strange, but they are still 12) \_\_\_\_\_ exploring, especially in the initial stages of the design process and that the 'common-sense' solution is not always the right one. Designers must work through

13)\_\_\_\_\_ using methods such as drawing, prototyping, brainstorming, mentor or peer feedback and user testing. So in the very beginning of the design process a good designer should ask himself such questions:

Is the product really needed or 13)\_\_\_\_\_? If so, by who, who is your 14)\_\_\_\_\_ user?

How is the product different from everything else on the 15)\_\_\_\_\_? Will it cost too much to 16)\_\_\_\_\_? Is it safe? What environmental issues will I have to 17)\_\_\_\_\_? Are materials readily available? Will I be able to deliver this product within the time or 18)\_\_\_\_\_ constraints I have?

## Exercise 14

**Translate the text into English paying special attention to the underlined words and phrases.**

Кое-что современное вызывает у людей старшего поколения настоящий ужас. К примеру, стили хай-тек, конструктивизм, минимализм, функционализм, то есть все то, что предполагает наличие странных вещей и большого количества свободного пространства, чаще всего выбирают люди молодые, как мы говорим – современные. Отсюда и вытекает понятие «современный дизайн». Сегодня человек стал гораздо более привередливым, чем был когда-то. Он привык много и плодотворно работать, а потому стремится качественно отдыхать. Современный молодой человек – специалист ли, менеджер ли – как правило, хорошо начитан и осведомлен, что постоянные стрессы без умения расслабляться приведут к ранней потере здоровья и огромным проблемам. Так что интерьер квартир, в которых он живет, и интерьер ресторанов, в которых он отдыхает, начинают играть очень важную роль. Сегодня современный дизайн интерьера квартир обязательно должен быть гораздо более широким, нежели понятие «мой дом – моя крепость». Современный дизайн обязан отвечать массе стандартов, которые на первый взгляд кажутся несовместимыми, особенно если учесть то перечисление современных стилей в дизайне, которое было выше. Вы считаете, что удобной и комфортной может быть только лишь мягкая классика? В таком случае, вы просто ошибочно полагаете, что хай-тек – это нагромождение металлических трубок, и уверены, что стеклянные стулья или железные скамейки обязательно будут жесткими и острыми по краям. Современный дизайн, как и любой другой, обязан быть удобным, ведь создается он для человека. Следовательно, студии дизайна интерьера должны были решить, каким способом сделать такие материалы, как металл и стекло,

удобными для человека, комфортными для его жизни и применимыми в интерьере квартиры.

## Exercise 15

### Read the article and do the tasks.

Упаковка – элемент бренда, который играет важную маркетинговую роль. Грамотно разработанная упаковка, решает несколько важнейших задач. Во-первых, упаковка – носитель символики бренда - логотипа. Во-вторых, дизайн упаковки – инструмент выделения бренда из конкурентного окружения. В-третьих, упаковка – носитель идеологии бренда. В-четвёртых, дизайн упаковки – важный информационный носитель, который может «рассказать» о продукте. Одного лишь креатива недостаточно, чтобы создать эффективный дизайн упаковки, разработка дизайна упаковки должна вестись в строгом соответствии с идеологией бренда, только тогда упаковка будет «работать» на конечную цель – увеличение объёмов продаж. Важно помнить, что разработка дизайна упаковки – длительный, сложный и трудоёмкий процесс, именно поэтому дизайн упаковки нужно доверять профессионалам в этой области. Но разработка упаковки не ограничивается только созданием дизайна, огромную роль в борьбе за внимание потребителя играет также и форма упаковки. Разработка упаковки оригинальной формы – это процесс, который непосредственно связан с техническими аспектами производства, следовательно, требует от агентства наличия специалистов в области индустриального дизайна.

#### 1) Match underlined words and phrases with their English equivalents.

a) logo	f) industrial design	k) development of the design
b) final goal/aim/objective	g) information medium	l) element of the brand
c) original shape	h) brand symbolism	m) well-designed package
d) sales increase	i) competitive environment	n) brand ideology
e) attention of the consumer	j) marketing role	o) package design

#### 2) Answer the following questions.

1. Why does package design play an important role in competition?

2. Why can package design be called “information medium”?
3. Can package design influence sales increase?
4. Is it easy to develop the design of a package?
5. Why is it necessary to have a specialist in industrial design when package design is created?

**3) Prepare a brief summary of the article in English.**

**Exercise 16**

**Translate the sentences from Russian into English.**

1. Это соглашения, с помощью которых производитель ограничивает источники поставок определенных ресурсов, которые используются предприятиями розничной торговли.
2. Здесь я хотел бы развеять одно заблуждение, проявляемое некоторыми зарубежными средствами массовой информации.
3. Это та сфера, в которой было бы желательно международное сотрудничество.
4. Внешняя торговля является возможностью удовлетворения потребностей, которые невозможно обеспечить посредством импортозамещения.
5. Это удивительно передовое оборудование (оборудование будущего).
6. Вы имеете в виду уникальные товары или штампованные?
7. Мы стараемся идти в ногу со временем, учитывая все факторы развития IT индустрии.
8. Мы отдаем себе отчет в том, что технологический прогресс продолжает изменять окружающий нас мир.
9. Мы считаем, что решение этих проблем должно основываться только на международном праве.
10. Спутниковое телевидение и Интернет часто используются для пропаганды идей массового потребления.
11. Девизом фирмы является долговечность и созвучность изделий с любым интерьером.
12. Известно, что наиболее популярными и прибыльными являются сайты с удобным интерфейсом и оригинальным, запоминающимся дизайном.
13. Пожалуйста отправьте e-мейл нашему работнику по продажам, если у вас есть какое-либо особенное требование по поводу упаковки.

14. Необходимо улучшить внешний вид интернет-магазина NETLIFE, изменив "шапку" сайта.

15. Большинство потребителей ищут то, что стоит уплаченных ими денег, а не гонятся за последней модой.

### **Exercise 17**

**Read the text about design process and do the tasks.**

#### **The Design Process**

Research is a very important part of the design process. It should be conducted several times during the whole process of design. Research could involve analyzing existing products, people, ergonomics, materials, shapes, forms and works of other designers. It can be divided into two types - inspirational research and technical research.

Sometimes when you design, you can get completely stuck for ideas, but inspiration can come from anywhere. You may be sitting staring out of the window at the grass and be suddenly struck by a design of a better lawnmower. Or you could be looking at a picture of a cheetah running across the plains and see a design of a better running shoe. On the other hand, inspirational research can be held deliberately when a designer is actively looking through videos, photos, books, websites, drawings or other media that will spark ideas and set fire to creativity. To conduct inspirational research you could purposefully listen to music, look through magazines, surf the web, visit museums and art galleries and look at other designers' works. Purposefully looking means that you are actively looking for something analyzing and investigating, thinking through the inspirational item and seeing how it could be applied to your design. Steve Jobs and Jonathan Ive found inspiration from nature designing their 2002 iMac "Instead of looking like the old iMac, the thing should look more like the flowers in the garden. It should look like a sunflower." (Steve Jobs, 2002)

To design any product that is to be made you must understand at least some of the technology involved in making it. Your aim when you embark on technical research is to find out what is the best, most cost-effective way to produce your product. This could involve speaking to manufacturing professionals, other designers or experts in the field. It should also involve researching through books, the Internet and other media.

Design ideas should always be written, sketched and placed in your Design Folio. The best method is to work with many rough sketches and produce more defined, detailed sketches as you work through and further develop your ideas.

Even if you think your first idea is the best and most brilliant solution you must continue to work on and develop a range of solutions. If you are in a business they will expect you to come up with many options. You should experiment with shape, arrangement, proportions, colour and evaluate every idea against the criteria for success.

Throughout the design process, there will be a range of different factors that affect the way your design develops.

The basic rule for any design is 'Form Follows Function'. If an object has to perform a certain function its design must support that function to the fullest extent possible. Function refers to how the product works. Does it work? Does it do what it was designed to do? Is it safe? Will it last its intended lifetime? Are there any more efficient ways to do it or is this the most efficient one?

Aesthetics is all about how your product looks and is closely associated with the philosophy of art. People possess two concepts of value: aesthetics and taste. Aesthetics examines what makes something beautiful, sublime, disgusting, fun, cute, silly, entertaining, pretentious, harmonious, boring, humorous, or tragic. Taste is a result of education and awareness of cultural values. Taste can be learned. A designer should ask himself whether the product has visual appeal.

Ergonomics is the study of how humans interact with their environment. This could be how we live, how we work and even how we sit. If a product does not take into account ergonomic factors it may be uncomfortable and may even cause damage or injury to a person.

Ethics and ethical design in particular means ensuring that your product does not unfairly impact on another person. This includes not stealing other designers' ideas, not using photographs or images that do not belong to you, not using music, video, fonts or software unlawfully or without permission. It also refers to the ethical use of materials such as animal based products, testing rare or endangered resources, using materials from sustainable sources. It can also be connected to the labor used to build or produce your product.

Environmental factors are tied to the ethical ones but also relate specifically to the use of resources in an environmentally friendly way. You should not use any materials in an inappropriate way that may cause damage to the environment. This may include not disposing of paints, solvents or other chemicals inappropriately, choosing environmentally responsible materials, using sustainable materials where ever possible, recycling and using recycled materials.

***1) Explain underlined words and expressions.***



## 2) *Answer the questions.*

1. What does research in design usually involve?
2. What types of research do you know?
3. How is inspirational research conducted?
4. What is the aim of technical research?
5. What could technical research involve?
6. What are the methods of developing design ideas?
7. What is the basic rule of any design?
8. What is the difference between the concepts of aesthetics and taste?
9. What is ergonomics in design?
10. What do ethical and environmental factors in design include?

## **Exercise 18**

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

1. “Have no fear of perfection—you’ll never reach it.” (Salvador Dali)
2. “The alternative to good design is always bad design. There is no such thing as no design.” (Adam Judge)
3. “The role of the designer is that of a good, thoughtful host anticipating the needs of his guests” (Charles Eames)
4. “Look at usual things with unusual eyes.” (Vico Magistretti)
5. “Design is thinking made visual.” (Saul Bass)
6. “A designer is an emerging synthesis of artist, inventor, mechanic, objective economist and evolutionary strategist.” (Buckminster Fuller)
7. “Make it simple, but significant.” (Don Draper)
8. “Do not seek praise. Seek criticism.” (Paul Arden)

## **Exercise 19**

### **Make a report on one of the following topics (or suggest your own):**

1. What is design?
2. The most outstanding designers.
3. Research in design.
4. Design ideas.
5. Factors affecting design.

**UNIT 8 EDUCATION  
GLOSSARY**

academic (n)	вузовский преподаватель, профессор
academic (adj)	учебный, научный, университетский
academic degree (n)	научная степень, диплом о высшем образовании
academic record (n)	академическая успеваемость
academic research (n)	научное исследование
academic year (n)	учебный год
approach (n)	подход
assignment (n)	задание (учебное)
attend (v)	посещать (школу, занятия)
bachelor's degree (n)	степень бакалавра
bully (v, n)	задирать, дразнить кого-л.; задира
campus (n)	территория университета, университетский городок
cater for (v)	предназначаться для, соответствовать
class (n)	занятие, урок
college (n)	университетский колледж, вуз
compete (v)	соревноваться, соперничать
competition (n)	соревнование, соперничество
competitive (adj)	соревновательный, конкурентный
compulsory education (n)	обязательное образование
confident (adj)	уверенный
continuing education (n)	система непрерывного образования, повышение квалификации
continuous assessment (n)	система непрерывной оценки
cooperation (n)	сотрудничество
corporate training (n)	корпоративное обучение, обучение на предприятии
correspondence course (n)	заочное обучение
course paper / coursework	курсовая работа
credit (n)	зачет
criticize (v)	критиковать
curriculum (n)	учебная программа, учебный план
dean (n)	декан
debt (n)	долг, задолженность (финансовая)
degree (n)	ученая степень; диплом о высшем образовании

defend a graduation thesis (v)	защитить дипломную работу
department (n)	кафедра, факультет
depend on (v)	зависеть от
develop (v)	развивать, разрабатывать
distance learning (n)	дистанционное обучение
do one's best (v)	стараться
doctor of philosophy (PhD) (n)	степень доктора наук
dormitory (n)	студенческое общежитие
educated (adj)	образованный
education (n)	образование
educational institution (n)	образовательное учреждение
elementary school (n)	начальная школа (в США)
encourage (v)	поощрять, поддерживать
enroll (v)	записаться на курс
enter university (v)	поступить в университет
entrance exams (n)	вступительные экзамены
environment (n)	среда, окружение
fail (v)	потерпеть неудачу, завалить (экзамен)
fee (n)	оплата за услуги (за обучение)
form (n)	класс, год обучения в школе
further education (n)	дальнейшее образование, профессиональное образование
grade (n)	оценка, отметка (за обучение)
graduate from (v)	окончить (образовательное учреждение)
graduate (n)	выпускник
graduation (n)	окончание вуза
hall of residence	студенческое общежитие
hand in (v)	сдать (работу, эссе), подать
high school (n)	старшие классы средней школы
higher education (n)	высшее образование
home schooling (n)	домашнее обучение, обучение на дому
independent (adj)	независимый
leave school (v)	оканчивать школу
lecture (n)	лекция
lecturer (n)	лектор, профессор
lifelong learning (n)	непрерывное обучение
loan (n)	заем, кредит

make progress (v)	достичь успеха, прогресса
master's degree (n)	степень магистра
MBA (Master of Business Administration)	степень магистра делового администрирования
measure (v)	измерить
method (n)	метод
miss lessons (v)	прогуливать уроки
mixed-sex school (n)	школа с совместным обучением мальчиков и девочек
observe (v)	наблюдать
on-campus education (n)	очная форма обучения
pace (n)	темп, скорость
pass (n)	сдать (экзамен, тест)
PhD (Doctor of Philosophy) (n)	степень доктора наук
pick on smb (v)	дразнить, приставать
play truant (v)	прогуливать уроки
primary school (n)	начальная школа (в Англии)
principal (n)	директор школы, ректор университета
private (adj)	частный
provide with (v)	обеспечить, предоставить
postgraduate programme (n)	аспирантура
public (adj)	государственный, общественный
research (n)	исследование
restrict (v)	ограничивать
retake (an exam) (v)	пересдавать (экзамен)
revise (for exams) (v)	готовиться (к экзаменам), повторять материал
secondary school (n)	средняя школа
self-correction (n)	самокоррекция, самоисправление
semester	семестр
seminar (n)	семинарское занятие
set up (v)	основать
skill (n)	навык
single-sex school (n)	школа с отдельным обучением мальчиков и девочек
student's record book (n)	зачетная книжка
subject (n)	предмет, учебная дисциплина

take (an exam) (v)	сдавать (экзамен)
term (n)	семестр
thesis (n)	дипломная работа, диссертация
timetable (n)	расписание
train (v)	обучать
truancy (n)	прогул
tuition (n)	обучение
undergraduate (n)	студент (вуза)
uniform (n)	форма (школьная)
unique (adj)	уникальный, особенный
vacation	каникулы
vocational training (n)	профессиональное обучение
year (n)	курс, год обучения в вузе

## EXERCISES

### Exercise 1

**Match the words with the Russian translations.**

1. graduate	a) директор, ректор
2. truancy	b) зачет
3. curriculum	c) выпускник
4. thesis	d) исследование
5. assignment	e) задание
6. academic	f) задира
7. credit	g) прогул урока
8. principal	h) преподаватель вуза
9. research	i) дипломная работа
10. bully	j) учебная программа

### Exercise 2

**Match the words with the Russian translations.**

1. subject	a) плата за обучение
2. undergraduate	b) семестр
3. campus	c) предмет, дисциплина

4. degree	d) университетский городок
5. vacation	e) готовиться к экзамену
6. fee	f) диплом о высшем образовании
7. dean	g) декан
8. bachelor	h) студент
9. revise	i) каникулы
10. term	j) бакалавр

### Exercise 3

Match the words to make collocations.

1. academic	a) a thesis
2. lifelong	b) education
3. secondary	c) truant
4. defend	d) degree
5. play	e) research
6. master's	f) learning
7. compulsory	g) school

### Exercise 4

Match the words to make collocations.

1. do	a) assessment
2. take	b) progress
3. higher	c) education
4. make	d) learning
5. continuous	e) one's best
6. high	f) school
7. distance	g) exams

### Exercise 5

Form new words to complete the sentences.

1. It was really difficult for her to pass the university \_\_\_\_ exams. (enter)
2. Academic \_\_\_\_ depends not only on your teacher. (achieve)
3. Some people say that mixed schools are less \_\_\_\_\_. (compete)
4. He wants to start his business career after \_\_\_\_\_. (graduate)

5. The Montessori Method teaches children skills to help them become \_\_\_\_\_.  
(depend)
6. This approach encourages children to learn by self-teaching and self-\_\_\_\_\_.  
(correct)
7. In this school children like to work together and they develop a social life based on \_\_\_\_\_ rather than \_\_\_\_\_. (cooperate, compete)
8. He didn't like school and often played \_\_\_\_\_ as he found the classes boring.  
(truancy)
9. Continuous \_\_\_\_\_ can be more efficient than exams as students have to prepare for tests regularly. (assess)
10. He had to \_\_\_\_\_ the exam because his previous attempt was unsuccessful.  
(take)

### Exercise 6

**Form new words to complete the sentences.**

1. \_\_\_\_\_ system in India is a bit different from the Russian one. (educate)
2. Harvard University is the oldest institution of \_\_\_\_\_ education in the US. (high)
3. People never \_\_\_\_\_ teachers in my country. (critic)
4. This company regularly provides \_\_\_\_\_ training for its staff. (corporation)
5. One of the advantages of \_\_\_\_\_ learning is that it is available for students from all parts of our country. (distant)
6. The \_\_\_\_\_ was off sick and the classes were cancelled. (lecture)
7. Lifelong learning is for those people who are keen on self-\_\_\_\_\_. (develop)
8. This chain of fast food restaurants offers flexible working hours to \_\_\_\_\_ who would like to combine work and studies. (graduate)

### Exercise 7

**Complete the following text with the correct derivatives of the words in bold.**

Maria Montessori is not (0) *..primarily.*, (**primary**) remembered for being Italy's first woman to graduate in medicine, although this was the first of her many significant (1) \_\_\_\_\_ (**accomplish**). Montessori went on to become one of the leading (2) \_\_\_\_\_ (**educate**) of the twentieth century. She worked with 3) \_\_\_\_\_ (**mental**) disabled children at the beginning of the century, and in 1907 opened her first school for children of "normal" (4) \_\_\_\_\_ (**intelligent**). What made her approach unique was her (5) \_\_\_\_\_



(believe) that children learn more if their (6) \_\_\_\_\_(create) talents are encouraged to develop. Individual, rather than cooperative, learning was stressed. Montessori used (7)\_\_\_\_\_ (interest) objects to capture the (8)\_\_\_\_\_ (attend) of her pupils. They were allowed to work on their own, exploring and discovering new ideas at their own pace. (9)\_\_\_\_\_ (surprise), Montessori's schoolchildren did not become (10) \_\_\_\_\_ (bore) very easily, and undisciplined children became much better behaved. Today, there are schools all over the world which bear Maria Montessori's name and use her methods.

### Exercise 8

Match the words with their definitions.

1. postgraduate programme	a) a course of study in which student and tutors communicate by post
2. compulsory education	b) a system that checks progress over a period of time
3. further education	c) a university studies at a more advanced level than a first degree
4. corporate training	d) the school where children between 4 and 11 go to in the UK
5. primary school	e) education for business people
6. continuous assessment	f) the number of years at school that you have to do
7. correspondence course	g) where you can go to study after you leave school

### Exercise 9

Match the words with their definitions.

1. principal	a) a person who has a special knowledge of the principles and methods of teaching
2. dean	b) a first degree at college or university
3. undergraduate	c) the person in charge of a school or university
4. academic	d) a person who frightens and upsets someone smaller and weaker, especially at school
5. bachelor's	e) an official of high rank at university who is responsible for the organization of a department
	f) someone who teaches at a college or university

6. educationalist	g) a student who is studying for their first degree at college or university
7. bully	

### Exercise 10

Complete the text with the words from the box.

a) compulsory	b) exams	c) reports	d) marks	e) state	f) fee
	g) secondary	h) private	i) primary		

In many countries school is \_\_\_1\_\_\_. Pupils usually attend \_\_\_2\_\_\_ school. Then they move to \_\_\_3\_\_\_ school. Most pupils attend \_\_\_4\_\_\_ schools, which are free. Some parents send their children to \_\_\_5\_\_\_ schools, where they have to pay a \_\_\_6\_\_\_. Most schools have \_\_\_7\_\_\_ at the end of the year to test pupils' progress. If pupils' \_\_\_8\_\_\_ aren't good enough, they have to give another exam. Teachers write \_\_\_9\_\_\_ about their pupils.

### Exercise 11

Read the text and do the tasks.

#### Education in Russia

Every citizen has the right to education. This right is guaranteed by the Constitution. The system of education in the Russian Federation comprises: successive educational programmes and the State educational standard; educational institutions in which educational programmes and the State educational standard are implemented; administrative and other bodies and organizations which govern the educational system.

In the Russian Federation, all educational programmes are of two types: general education and professional education. General education comprises: pre-school education; (4 years), primary general education (4 years); basic general education (5 years); secondary (complete) general education (2 years). Professional education is aimed at acquiring a professional qualification. Professional education covers the following: vocational education; non-university level higher education; university level higher education; postgraduate education.

Higher Education in Russia is provided by state or private educational institutions. There are two levels of higher education:

- Basic higher education (4 years) - the Bachelor's Degree, the first university level degree. This is equivalent to the B.Sc. degree in the US or Western Europe.
- Postgraduate higher education (5-6 years or more). After two years, students are entitled to receive a Master's Degree. After a Master's Degree, students can continue to study for Candidate of sciences (the first level, equivalent to Ph.D.) and Doctorate Degree (the second, highest level, equivalent to Professor).

**A) Find in the text:**

*право на образование; гарантироваться; последовательные образовательные программы, государственный образовательный стандарт, образовательные учреждения, органы управления и другие организации, общее образование, профессиональное образование, дошкольное образование; начальное общее образование; основное общее образование, среднее (полное) общее образование, начальное профессиональное образование, высшее образование неуниверситетского уровня (среднее профессиональное образование), высшее профессиональное образование, послевузовское профессиональное образование, базовое высшее образование, послевузовское высшее образование*

**B) Discuss the following questions in pairs:**

1. How many years are compulsory for schooling in Russia?
2. Do all primary and secondary schools belong to the state system?
3. How long does the primary/secondary cycle generally last?
4. What subjects are included into the curriculum (for primary general, basic general, secondary (complete) general education cycles)?
5. What are the subdivisions of an academic year in Russia?

**C) Translate into English.**

1. Право на образование в России гарантируется Конституцией.
2. Общее образование направлено на интеллектуальное, нравственное, эмоциональное и физическое развитие личности; формирование культуры личности; развитие умения адаптироваться к жизни в обществе.
3. Подсистема университетского образования включает высшее и послевузовское образование.
4. Основное общее образование, среднее образование, является общедоступным, обязательным и бесплатным.

5. Важная стадия, обеспечивающая непрерывность образования - начальное профессиональное образование.

## **Exercise 12**

**Read the text and do the tasks.**

### **British Schools**

All British children must stay at school from the age of 5 until they are 16. Many of them stay longer and take final examinations when they are 17 or 18. There are different types of secondary schools.

State schools are divided into the following types:

Grammar schools. Children who go to grammar schools usually prefer academic subjects, although many grammar schools now also have some technical courses.

Technical schools. Some children go to technical schools. Most course there are either commercial or technical.

Modern schools. Boys and girls who are interested in working with their hands and learning in a practical way can go to a technical school and learn some trade.

Comprehensive schools. These schools usually combine all types of secondary education. They have physics, chemistry, biology, laboratories, machine workshop for metal and woodwork and also geography, history and art departments, commercial and domestic courses.

There are also many schools which the state does not control. They are private schools. They charge fees for educating children, and many of them are boarding schools, at which pupils live during the term time.

After leaving school many young people go to colleges of further education. Those who become students at Colleges of Technology come from different schools at different ages between 15 and 17. The lectures at such colleges, each an hour long, start at 9.15 in the morning and end at 4.45 in the afternoon.

#### **A) Find in the text:**

*выпускные экзамены; сдавать экзамены; государственная школа; средняя школа; технические предметы; современная школа; профессия, ремесло; общеобразовательная школа; мастерская; домоводство; частная школа; брать плату за образование; школа-интернат; семестр; технический колледж; лекция.*

**B) True or false? Give your arguments.**

1. All British children must stay at school from 7 until 18.
2. State schools are divided into 2 types.
3. In grammar schools most courses are either commercial or technical.
4. Modern schools usually combine all types of schools.
5. In comprehensive schools pupils mostly study academic subjects.
6. Technical schools teach children to work with their hands.
7. The state controls all private schools.
8. After leaving schools all pupils must start to work.

**C) Translate into English.**

1. Британские дети должны учиться в школе с 5 до 16 лет.
2. Ученики сдают экзамены в 16 лет.
3. Общеобразовательная школа учит физике, химии, биологии, математике, истории, искусству, коммерции и домоводству.
4. Большинство частных школ - школы-интернаты, где ученики живут во время учебного семестра.
5. В 16 лет многие ученики заканчивают школу и идут в колледж дальнейшего образования.

**Exercise 13**

**Read the text and do the tasks.**

**School Education in the USA**

The federal government pays little attention to school education in the USA. There is neither a school uniform system nor a uniform curriculum. Each state has its own system of schools. But there are some common features in the organization of school education in the country.

Schools in the USA can be divided into state, or public, and private schools. State schools are free, and private schools are fee-paying.

Elementary and secondary schools consist of twelve grades. Classes meet for about ten months a year, five days a week and five hours a day. At elementary schools children learn English, mathematics, science, music, sports and other subjects.

Elementary education begins at the age of six, when a child goes to the first grade. Secondary education is offered at high schools. At the age of 14 pupils go to

junior high school. At the age of 16 children leave junior high school and may continue their education at the upper grades of high school.

Besides giving general education some high schools teach some other subjects. Students choose these subjects if they want to enter colleges or universities or hope to find jobs in industry or agriculture.

Many young people go to colleges or universities. But some students of high school don't finish it. 1% of American citizens from the age of 14 can neither read nor write.

**A) Find in the text:**

*уделять внимание; единая система школ; общая черта; государственная школа; частная школа; бесплатный; платный; класс; начальная школа; преподавать; предмет; среднее образование; средняя школа; окончить школу; продолжить образование; младшие (старшие) классы средней школы; общее образование; поступить в колледж (университет); общественные науки.*

**B) True or false? Give your arguments.**

1. There is a uniform school system in the USA.
2. Public and private schools are free.
3. Elementary and secondary schools consist of 11 grades.
4. Classes meet for 9 month a year.
5. Children go to school at the age of 5.
6. At the age of 14 pupils go to upper grades of high school.
7. All schools teach basic computer skills.

**C) Translate into English.**

1. Школы в США делятся на бесплатные государственные и платные частные.
2. Дети идут в начальную школу в возрасте 6 лет.
3. Начальная школа учит математике, естественным наукам, общественным наукам, музыке, спорту и другим предметам.
4. В США нет единой программы и единой системы школ.
5. Средняя школа включает средние и старшие классы.
6. Многие ученики продолжают обучение в старших классах средней школы и получают общее среднее образование.

## Exercise 14

Read the article and choose the right alternative to complete the gaps.

### Benefits of Continuing Education

Do you have a dead end job where there are few, if any, opportunities for \_\_\_1\_\_\_? If this describes you, there are still opportunities to make a career transition to pursue the job you've always wanted. To make a career change, you might have to obtain more \_\_\_2\_\_\_. Whether you enjoy learning or want a higher paying job, continuing education can be pursued at anytime during one's working life.

In fact, continuing education can open up previously closed doors or lead to better job opportunities. Continuing education usually refers to college courses or other \_\_\_3\_\_\_ training obtained by older adults or working professionals.

Economic conditions are one of the main reasons driving demand for continuing education, and many people \_\_\_4\_\_\_ in continuing education programs during recessions. Likewise, during recessions, many workers seek to improve \_\_\_5\_\_\_ to remain hired or find new job opportunities.

The following benefits can be derived from obtaining more education:

- Those with jobs who obtain graduate \_\_\_6\_\_\_ improve promotion opportunities and can qualify for higher wages. It is often required to \_\_\_7\_\_\_ specialized training to qualify for certain jobs, such as management or administration positions.
- Continuing education is the way to develop new skills or \_\_\_8\_\_\_ necessary for a career transition.
- Continuing education is a great way to learn about \_\_\_9\_\_\_ of personal interest. Courses taken do not necessarily have to be related to an individual's job.
- Obtaining additional education or completing a college \_\_\_10\_\_\_ can enhance self-image and have positive effects on other aspects of a person's life.

Some people enroll in college because they love learning, while some do so to qualify for certain jobs. However, many people feel unable to re-enroll in college since they must keep their \_\_\_11\_\_\_ jobs. Working professionals wanting to keep their jobs but obtain more education can enroll in online continuing education programs.

People can return to school at any age. In fact, many older adults and working professionals are taking advantage of the opportunities provided by returning to college or earning additional degrees.

- |                    |               |                 |                    |
|--------------------|---------------|-----------------|--------------------|
| 1. a) improvement  | b) promotion  | c) qualifying   | d) growing up      |
| 2. a) organization | b) assignment | c) education    | d) self-correction |
| 3. a) vocational   | b) industrial | c) vacation     | d) academic        |
| 4. a) submit       | b) subscribe  | c) apply        | d) enroll          |
| 5. a) competent    | b) skills     | c) grades       | d) methods         |
| 6. a) degrees      | b) thesis     | c) records      | d) grades          |
| 7. a) graduate     | b) end up     | c) complete     | d) submit          |
| 8. a) knowledges   | b) research   | c) researches   | d) knowledge       |
| 9. a) subjects     | b) objects    | c) somewhat     | d) approach        |
| 10. a) curriculum  | b) program    | c) requirements | d) coursework      |
| 11. a) full-time   | b) overtime   | c) ultimate     | d) timely          |

### **Exercise 15**

**Read the article and fill the gaps with these sentences.**

- a) Since the Internet is accessible for most people, anyone can enroll in an online college program.
- b) If costs are a concern, many financial aid programs are available for students struggling financially and U.S. military active and retired service members.
- c) Many companies are impressed when employees take the initiative to acquire more skills and education.
- d) In many cases, it's difficult for them to enroll in campus programs catering to working professionals.
- e) Employers often seek to promote workers with advanced degrees or specialized skills.
- f) These programs are challenging and developed specifically for working professionals.

### **Should You Pursue an Online Degree?**

It's not uncommon for workers to reach a point in their careers where they cannot advance any further. \_\_\_\_\_1\_\_\_\_\_. It can be a great disappointment for experienced workers to miss out on a promotion because they do not have a college degree.



However, with the growth of online college programs, there are more opportunities than ever for working professionals to acquire more education. Many online universities are now offering bachelor's, master's, PhD, and online certification programs. \_\_\_\_\_2\_\_\_\_\_. There are also a variety of programs to select from, including information technology, business management, accounting, nursing, and many others.

#### *Advantages of Online Education*

Most adults cannot begin, or re-enter, college because they have full-time jobs and other responsibilities. \_\_\_\_\_3\_\_\_\_\_. This is one reason for the growing popularity of online college programs since students can complete courses at their convenience. Students enrolled in online programs can complete their education at anytime and anyplace. Online programs are making it possible for working professionals to acquire work experience while they obtain more education, which can ultimately position them to receive future promotions.

#### *The Value of Education*

Employers should not be blamed or looked down upon for highly valuing educated workers. Many college programs are designed for students seeking to acquire specialized skills and prepare for certain careers. Companies rely on workers with specialized skills and training to perform vital tasks, which can often only be learned in college.

Specialized training can be acquired through an online program. Enrolling in an online college program can be an investment that pays off later in the future. \_\_\_\_\_4\_\_\_\_\_.

#### *Online Degrees vs. Traditional Programs*

Many working professionals, especially those who've never attended or finished college, are concerned about the credibility of online college programs. Although this is a concern, it's a common mistake to think that education offered through online programs is inferior. \_\_\_\_\_5\_\_\_\_\_. Often, when online programs are developed, educators collaborate with industry leaders to make sure programs adequately train and prepare students for real world situations they will encounter in the workforce.

Technology designed to deliver educational content has evolved to the point where high quality education is available without infringing upon accessibility. Since many organizations highly value employees with technology skills, earning a degree online can be very beneficial. \_\_\_\_\_6\_\_\_\_\_. However, unless workers are only seeking to add a specific skill, they should be sure to enroll in an

accredited online program. Schools must adhere to high standards and have state of the art facilities to become accredited.

### *Enhance Your Career Prospects*

The growth of online universities has increased the accessibility of college education for more people, and made it possible for working professionals with family responsibilities to acquire more education at their convenience.

<https://www.educationcorner.com/should-you-pursue-an-online-degree.html>

## **Exercise 16**

**Read the article and choose the right alternative to complete the gaps.**

### **The Value of a College Degree**

Many people are reconsidering the merits of a college degree since costs seem to always be on the rise. Potential college students frequently consider whether expensive \_\_\_1\_\_\_, large quantities of student loan debt, and attending school rather than working is a decision that will be beneficial in the future. \_\_\_2\_\_\_ college can be a very difficult decision for students who come from families struggling financially.

It's best to consider whether obtaining a college degree is worth the time and money and \_\_\_3\_\_\_ some research about the usefulness and value of degrees you're considering before deciding whether to enroll in college.

### **The Economic Value of Higher Education**

The many benefits resulting from college education usually justifies the money spent obtaining a degree. Although wages between high school and college \_\_\_4\_\_\_ often does not vary significantly until after years of work experience is acquired, college graduates usually earn more money during their working lives than people with only high school \_\_\_5\_\_\_.

The increased earnings throughout one's working life is just one good reason to acquire a college degree. Most students currently enrolled in college and universities attend public institutions. These schools do not cost as much to attend as \_\_\_6\_\_\_ schools. Students attending public college and universities usually pay just over 8,000 dollars per year, which includes tuition, books, and living \_\_\_7\_\_\_. Students attending community colleges usually end up paying nearly 1,300 dollars for tuition annually.

Obtaining a college degree can be expensive, but college graduates usually earn more money during their lives than those who do not finish college. The high

costs of attending college should be viewed as an investment that pays \_\_\_8\_\_\_ later in life.

### **Other Benefits of Higher Education**

Besides higher wages, there are numerous other benefits associated with graduating \_\_\_9\_\_\_ college. Many college graduates enjoy the opportunity to work where they want to live, have more time for recreation, and have a high \_\_\_10\_\_\_ of living. Some of the greatest benefits of a college education are experienced during school. Students have the opportunity to \_\_\_11\_\_\_ about different cultures and interesting subjects. They are also introduced to theories and unfamiliar ideas they might not learn about without attending college.

Some research indicates that many college graduates have healthy lifestyles. As a result, children of college graduates often receive instruction about the importance of good nutrition and exercise. This in turn \_\_\_12\_\_\_ the quality of life and life expectancy rates for college graduates and their families.

<https://www.educationcorner.com/value-of-a-college-degree.html>

- |                      |              |                  |                 |
|----------------------|--------------|------------------|-----------------|
| 1. a) truancy        | b) tuition   | c) revising      | d) lectures     |
| 2. a) Attending      | b) Going     | c) Visiting      | d) Graduating   |
| 3. a) running        | b) carrying  | c) making        | d) conducting   |
| 4. a) undergraduates | b) graduates | c) postgraduates | d) leavers      |
| 5. a) documents      | b) licenses  | c) diplomas      | d) certificates |
| 6. a) state          | b) private   | c) special       | d) closed       |
| 7. a) expenses       | b) prices    | c) bills         | d) loans        |
| 8. a) in             | b) of        | c) out           | d) off          |
| 9. a) after          | b) in        | c) from          | d) to           |
| 10. a) level         | b) standard  | c) way           | d) cost         |
| 11. a) study         | b) inform    | c) find          | d) learn        |
| 12. a) brings        | b) rises     | c) improves      | d) goes up      |

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