

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ЗАПОРІЗЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ

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**ПРОФЕСІЙНО-ОРІЄНТОВАНИЙ ПРАКТИКУМ ІНОЗЕМНОЮ
МОВОЮ**

Методичні рекомендації до практичних занять
для здобувачів ступеня вищої освіти магістра
спеціальності «Маркетинг»
освітньо-професійної програми «Маркетинг»

Затверджено
Вченою радою ЗНУ
Протокол № 11
від 23.06.21

Запоріжжя
2021

УДК: 81'243:339.138(076)
К444

Кисільова І. Ю., Калюжна Ю. В. Професійно-орієнтований практикум іноземною мовою : методичні рекомендації до практичних занять для здобувачів ступеня вищої освіти магістра спеціальності «Маркетинг» освітньо-професійної програми «Маркетинг». Запоріжжя : Запорізький національний університет, 2021. 104 с.

У виданні подано зміст практичних занять відповідно до робочої програми дисципліни «Професійно-орієнтований практикум іноземною мовою».

Основну увагу акцентовано на науковій та професійній (фаховій) термінології іноземною мовою у сфері маркетингу, основах професійного спілкування іноземною (англійською) мовою в письмовій та в усній формі, прийомах підготовки та участі в міжнародних наукових конференціях (програмах досліджень), етапах проведення наукового дослідження міжнародного рівня та особливостях написання наукових статей іноземною мовою. Видання сприятиме засвоєнню здобувачами вищої освіти основ використання іноземної мови у сфері маркетингу.

Для здобувачів ступеня вищої освіти магістра, які навчаються за освітньо-професійною програмою «Маркетинг».

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ЗМІСТ

| | |
|--|------|
| ВСТУП..... | 4 |
| Змістовий модуль 1. Professional terminology | |
| ТЕМА 1. НАУКОВА ТА ПРОФЕСІЙНА (ФАХОВА) ТЕРМІНОЛОГІЯ ІНОЗЕМНОЮ МОВОЮ У СФЕРІ МАРКЕТИНГУ | 6 |
| Змістовий модуль 2. Communication | |
| ТЕМА 2. ПРОФЕСІЙНЕ СПІЛКУВАННЯ ІНОЗЕМНОЮ (АНГЛІЙСЬКОЮ) МОВОЮ В ПИСЬМОВІЙ ФОРМІ..... | 522 |
| ТЕМА 3. ПРОФЕСІЙНЕ СПІЛКУВАННЯ В УСНІЙ ФОРМІ..... | 677 |
| Змістовий модуль 3. Research skills | |
| ТЕМА 4. ПІДГОТОВКА ТА УЧАСТЬ У МІЖНАРОДНИХ НАУКОВИХ КОНФЕРЕНЦІЯХ (ПРОГРАМАХ ДОСЛІДЖЕНЬ)..... | 777 |
| ТЕМА 5. ЕТАПИ ПРОВЕДЕННЯ НАУКОВОГО ДОСЛІДЖЕННЯ МІЖНАРОДНОГО РІВНЯ | 833 |
| Змістовий модуль 4. Academic writing | |
| ТЕМА 6. ОСОБЛИВОСТІ НАПИСАННЯ НАУКОВИХ СТАТЕЙ ІНОЗЕМНОЮ МОВОЮ | 933 |
| ІНДИВІДУАЛЬНЕ ЗАВДАННЯ | 100 |
| РЕКОМЕНДОВАНА ЛІТЕРАТУРА | 1033 |

ВСТУП

У наш час ставиться завдання не тільки оволодіти навичками та вміннями спілкування іноземною мовою, але й набути спеціальних знань за фахом. Оскільки навчальна дисципліна «Професійно-орієнтований практикум іноземною мовою» за своєю метою є інтегративною, а за предметним змістом – міждисциплінарною, вона має сприяти розширенню освітнього кругозору студентів, соціалізації особистості майбутніх фахівців, підготовці їх до життя в умовах багатонаціонального та полікультурного світу.

Методичні рекомендації до практичних занять з дисципліни «Професійно-орієнтований практикум іноземною мовою» розроблені авторами відповідно до робочої програми дисципліни «Професійно-орієнтований практикум іноземною мовою».

Курс «Професійно-орієнтований практикум іноземною мовою» належить до циклу нормативних дисциплін професійної та практичної підготовки. Метою його викладання є формування професійно-орієнтованої комунікативної компетенції для забезпечення ефективного застосування, спілкування в академічному, професійному, науковому, а також у побутовому, соціокультурному та інших середовищах.

Курс «Професійно-орієнтований практикум іноземною мовою» базується на знаннях таких дисциплін, як «Маркетинг», «Маркетингові дослідження», «Управління брендами», «Іноземна мова».

Основними завданнями вивчення дисципліни «Професійно-орієнтований практикум іноземною мовою» є:

- практичне оволодіння термінологічною та загальномовною лексикою;
- набуття навичок читання, усного і письмового перекладу оригінальних текстів професійного спрямування;
- набуття уміння вести бесіду у межах вивченої тематики;
- набуття уміння проводити наукове дослідження з використанням джерел іноземною мовою.

У результаті вивчення дисципліни «Професійно-орієнтований практикум іноземною мовою» студенти повинні

Знати:

- сфери комунікативної діяльності, теми, ситуації та мовний матеріал, що враховують професійну спрямованість навчання студентів;
- мовний матеріал (фонетичний, лексичний, граматичний, орфографічний), правила його застосування.

Уміти:

- аналізувати робочі ситуації англійською мовою та обмінюватися досвідом за професійним спрямуванням, обговорювати проблеми

загальнонаукового та професійно-орієнтованого характеру, що має на меті досягнення взаєморозуміння;

- реферувати наукові англомовні тексти у сфері маркетингу, анотації до тез доповідей і наукових статей;

- вести усне та письмове ділове листування, використовуючи фонові культурологічні та країнознавчі знання, складати в письмовій формі звіти, контракти, листи та інші ділові папери;

- сприймати та перекладати повідомлення іноземною мовою.

- перекладати з англійської та на англійську мову переговори, наради, ділові зустрічі та виступи з використанням функціональної лексики за фахом;

- перекладати тексти у письмовій формі, використовуючи термінологічні двомовні словники, електронні словники.

Пропоноване авторами видання сприятиме раціональній організації самопідготовки студентів до практичних занять.

ЗМІСТОВИЙ МОДУЛЬ 1. PROFESSIONAL TERMINOLOGY

ТЕМА 1. НАУКОВА ТА ПРОФЕСІЙНА (ФАХОВА) ТЕРМІНОЛОГІЯ ІНОЗЕМНОЮ МОВОЮ У СФЕРІ МАРКЕТИНГУ

Особливості наукової та професійної термінології у сфері маркетингу та труднощі перекладу. Міжгалузева та внутрішньогалузева омонімія термінів. Переклад новітніх авторських термінів та скорочень (аббревіатур).

Сучасні спеціалізовані словники з різних галузей науки і техніки. Спеціалізовані програмні продукти для перекладу (Lingvo, Promt, Плай тощо). Електронні засоби перекладу у режимі on-line (наприклад, on-line перекладач Google). Програмне забезпечення для автоматичного перекладу. Редагування автоматичного перекладу.

UNIT 1.1. MARKETING

| | | |
|--------------------|----------------------|--------------------------|
| marketing mix | advertising campaign | transmit |
| customer | publicity | interrelate |
| consumer | satisfy | average |
| objective | charge | target |
| target market | price | satisfying, satisfactory |
| marketing strategy | determine | advertising |
| market research | identify | placement |
| pricing | distinguish | channel of distribution |
| option | take place | wholesaler |
| competitor | communicate | retailer |
| price leader | persuade | promotion |

ЗАВДАННЯ ДО ТЕКСТІВ

1. Прочитайте тексти. Складіть словник термінів (20 лексичних одиниць).
2. Виконайте переклад текстів (автоматичний переклад відредагуйте).
3. Обговоріть прочитані тексти в групі. Сформулюйте 5 питань до тексту.

TEXT A

In modern terms, marketing is defined as the movement of goods and services from manufacturer to consumer in order to satisfy the customer and to achieve the company's objectives. It can be considered as dynamic field that involves a wide variety of activities.

The ABC of marketing is the so-called marketing mix. It includes the four P's: product, price, placement, and promotion.

Product (service) is often connected with development of a new product or service, searching the potential markets, and, finally, introduction it to the market. Target market selection is the most important Ex. for any firm. A target market is a group of individuals who will probably buy the product. That involves the development of a marketing strategy. A successful marketing mix depends on the

knowledge about consumers and their buying habits, gained through market research as well as correct identification of the target market.

Price is the most changeable element of all the four P's. Its definition is exchange of something of value for something else. There are three pricing options the company may take: above, with or below the prices its competitor are charging. For example, if the average price for blue jeans is \$ 50, a company that charges \$ 50, has priced with the market, a company that charges \$ 47 has priced below the market, and a company that charged \$ 53 has priced above the market. Most companies price with the market, selling their goods and services for average prices established by major producers in the industry known as price leaders.

Placement involves getting the product or service to the customer. This takes place through the channels of distribution. A common channel of distribution is: Manufacturer -> wholesaler -> retailer -> customer.

Promotion includes all kinds of communication with individuals, groups, or organizations to directly or indirectly facilitate exchange by informing and persuading them to accept an organization product or service. There are two major ways promotion occurs: through personal selling, as in a store; and through advertising, as in a newspaper. One should distinguish advertising campaign which can be developed by personnel within the firm or in conjunction with advertising agencies, and publicity, that is the means of communication transmitted through a mass media at no charge.

All marketing activities must be oriented toward creating and sustaining satisfying exchanges. Both the buyer and the seller must be satisfied. The first should be satisfied with goods, services or ideas obtained in the exchange. The seller should receive something of value, usually financial reward. All marketing variables are highly interrelated.

Marketing helps companies generate profit, the lifeblood of economy.

About half of each consumer dollar is spent on marketing activities.

A FEW RELEVANT TERMS ON MARKETING

- **Market:** Normally people understand the term market as a place where goods are bought and sold. But, in the context of Marketing, it refers to a group of buyers for a particular product or service. For example, the market for Accountancy textbooks consists of students in Commerce and specialised Accountancy Programmes; the market for ladies readymade garments consists of girls and women, and so on.

Types of Market

| According to Area | According to Goods | According to Volume of and Commodities transaction |
|------------------------|-----------------------|--|
| • Local Market | • Fruit Market | • Wholesale Market |
| • Regional Market | • Furniture Market | • Retail Market |
| • Rural Market | • Stock Market; so on | |
| • National Market | | |
| • International Market | | |

- **Marketeer:** It refers to the person who organises the various marketing activities such as market research, product planning, pricing, distribution etc.
- **Seller:** It refers to a person or organisation who is directly involved in the process of exchange of goods and services for money . This includes the wholesaler , retailer , etc.
 - **Buyer:** A buyer is one who is directly involved in the process of purchase of goods and services. He/she is one who selects the goods, makes payment and takes the delivery .
 - **Consumer:** One who actually uses the product or service. For example, you bought a shirt and gifted it to your friend who uses it. Here your friend is the consumer and you are a buyer . However , a consumer can also be the buyer .
 - **Customer:** A customer usually refers to the person who takes the buying decision. For example, in a family , father decides on the brand of the toothpaste to be used by his children. Here, the children are the consumers and the father is the customer . A customer can also be the consumer . Similarly , the buyer may be different from the customer or one can be the customer as well as the buyer .
 - **Virtual Market:** With advancement of technology , the buyer and sellers can, now-a-days, interact with each other by using Internet. This is called virtual market.

Marketing is important to the business, consumer as well as the society. This is evident from the following points.

(a) Marketing helps business to keep pace with the changing tastes, fashions, preferences of the customers. It works out primarily because ascertaining consumer needs and wants is a regular phenomenon and improvement in existing products and introduction of new product keeps on taking place. Marketing thus, contributes to providing better products and services to the consumers and improve their standard of living.

(b) Marketing helps in making products available at all places and throughout the year. We are able to get Kashmir shawls and Assam Tea all over India and get seasonal fruits like apple and oranges round the year due to proper warehousing or proper packaging. Thus, marketing creates time and place utilities.

(c) Marketing plays an important role in the development of the economy . Various functions and sub-functions of marketing like advertising, personal selling, packaging, transportation, etc. generate employment for a large number of people, and accelerate growth of business.

(d) Marketing helps the business in increasing its sales volume, generating revenue and ensuring its success in the long run.

(e) Marketing also helps the business in meeting competition most effectively

TEXT B.

CONCEPTS OF MARKETING

According to the traditional concept, marketing means selling goods and services that have been produced. Thus, all those activities which are concerned with persuasion and sale of goods and services, are called marketing. This concept of

marketing emphasises on promotion and sale of goods and services and little attention is paid to consumers satisfaction. This concept has the following implications:

(a) The main focus of this concept is on product, i.e., we have a product and it has to be sold. So, we have to persuade the consumers to buy our product.

(b) All efforts of the marketing people are concentrated on selling the product. They adopt all means like personal selling and sales promotion to boost the sales.

(c) The ultimate goal of all marketing activity is to earn profit through maximisation of sales.

The modern concept of marketing considers the consumers' wants and needs as the guiding spirit and focuses on the delivery of such goods and services that can satisfy those needs most effectively. Thus, marketing starts with identifying consumer needs, then plan the production of goods and services accordingly to provide him the maximum satisfaction. In other words, the products and services are planned according to the needs of the customers rather than according to the availability of materials and machinery. Not only that, all activities (manufacturing, research and development, quality control, distribution, selling etc.) are directed to satisfy the consumers. Thus, the main implications of the modern concepts are:

(a) The focus of this concept is on customer orientation. The marketing activity starts with an assessment of the customers needs and plan the production of items that satisfy these needs most effectively. This also applies to all other marketing activities like pricing, packaging, distribution and sales promotion.

(b) All marketing activities like product planning, pricing, packaging, distribution and sales promotion are combined into one as coordinated marketing efforts. This is called integrating marketing. It implies:

(i) developing a product that can satisfy the needs of the consumers;

(ii) taking promotional measures so that consumers come to know about the products, its features, quality, availability etc.;

(iii) pricing the product keeping in mind the target consumers' purchasing power and willingness to pay;

(iv) packaging and grading the product to make it more attractive and undertaking sales promotion measures to motivate consumers to buy the product; and

(v) taking various other measures (e.g., after sales service) to satisfy the consumers' needs.

(c) The main aim of all effort is to earn profit through maximisation of customer satisfaction.

This implies that, if the customers are satisfied, they will continue to buy, and many new customers will be added. This will lead to increased sales and so also the profits.

It may be noted that with growing awareness of the social relevance of business, marketing has to take into account the social needs and ensure that while enhancing consumer satisfaction, it also aims at society's long-term interest.

The terms 'marketing' and 'selling' are related but not synonymous. 'Marketing' as stated earlier, emphasises on earning profits through customer satisfaction. In marketing, the focus is on the consumer's needs and their satisfaction. 'Selling' on the other hand focuses on product and emphasises on selling

what has been produced. In fact it is a small part of the wide process of marketing wherein emphasis is initially on promotion of goods and services and eventually on increase in sales volume.

Marketing has long term perspective of winning over consumer loyalty to the product by providing him maximum satisfaction. However , selling has short-term prospective of only increasing the sales volume.

In marketing, the consumer is the on king whose needs must be satisfied. In selling, the product is supreme and the entire focus is its sale. Marketing starts before production and continues even after the exchange of goods and services has taken place. It is so because provision of after sale service is an important component of marketing process. Selling starts after the production and ends as soon as the exchange of goods and services has taken place.

| Marketing | Selling |
|---|---|
| Marketing includes selling and other activities like various promotional measures, marketing research, after sales service, etc. | Selling is confined to persuasion of consumers to buy firm's goods and services. |
| It starts with research on consumer needs, wants, preference, likes, dislike etc., and continues even after the sales have taken place. | Selling starts after the production process is over and ends with the handing over the money to the seller by the buyer . |
| Focus is on earning profit through maximisation of customers' satisfaction. | Focus is on earning profit through maximisation of sales. |
| Customer' s need is the central point around whom all marketing activities revolve. | Fragmented approach to achieve short-term gain. |
| It is an integrated approach to achieve long term goals like creating, maintaining and retaining the customers. | All activities revolve around the product that has been produced. |
| Stresses on needs of buyer . | Stresses on needs of the seller . |
| | |
| | |

TEXT C.

OBJECTIVES AND FUNCTIONS PERFORMED IN MARKETING

After knowing the points of importance of marketing let us discuss on the basic objectives of marketing.

(a) Provide satisfaction to customers

All marketing activities are directed towards customer satisfaction. Marketing starts with ascertaining consumer needs and produce goods that satisfy those needs most effectively . Not only that the pricing and distribution functions of marketing are also planned accordingly .

(b) Increase in demand

Through advertising and other sales promotional efforts, marketing aims at creating additional demand for their products. Satisfied customers also help in creating new customers. For example, if you buy a 'gel pen' and feel satisfied, next time also you will buy the same pen and obviously when you tell others about it they will also feel like giving it a try .

(c) Provide better quality product to the customers

This is a basic objective of marketing. The business houses try to update and upgrade their knowledge and technology to continuously provide better products. If they do not do so, they will be phased out through competition.

(d) Create goodwill for the organisation

Another objective of marketing is to build a good public image and create goodwill for the organisation. This helps in maintaining loyalty to the product and accepting new products of the same company .

(e) Generate profitable sales volume

The ultimate objective of all marketing efforts is to generate profitable sales volumes for the business. Taking care of customer needs and wants by providing the required goods and services at prices they can afford, and at places and timing that are convenient to them ultimately lead to increased sales and profits.

Functions performed in marketing

1. Marketing Research

Marketing research involves collection and analysis of facts relevant to various aspects of marketing. It is a process of collecting and analysing information regarding customer needs and buying habits, the nature of competition in the market, prevailing prices, distribution network, effectiveness of advertising media, etc. Marketing research gathers, records and analyses facts for arriving at rational decisions and developing suitable marketing strategies.

2. Product Planning and Development

As you know marketing starts much before the actual production. The marketers gather information regarding what are the needs of the consumers and then decide upon what to produce. So, the Ex. of marketing begins with planning and designing a product for the consumers. It can also be done while modifying and improving an already existing product. For example, now-a-days we find much better soaps and detergent powders than we used to get earlier . Similarly , we have many new products introduced almost on a regular basis.

3. Buying and Assembling

Buying and assembling activities as a part of marketing refer to buying and collection of required goods for resale. This function of marketing is primarily relevant to those business organisations that are engaged in trading activities. In the context of manufacturing organisations, buying and assembling involves buying raw materials and components required for production of finished goods.

4. Packaging

Packaging involves putting the goods in attractive packets according to the convenience of consumers. Important considerations to be kept in view in this

connection are the size of the package and the type of packaging material used. Goods may be packaged in bottles (plastic or glass), boxes (made of tin, glass, paper, plastic), cans or bags. The size of the package generally varies from a few grams to a few kilograms, one piece to a number of pieces of a product, or in any other suitable quantity in terms of weight, count, length etc. Packaging is also used as a promotional tool as suitable and attractive packages influence the demand of the products. It may be noted that packaging is different from packing, which refers to putting goods in suitable containers for transportation purposes.

5. Standardisation and Grading

Standardisation refers to development of standards for production of goods with respect to shape, design, colour and other characteristics. If products are standardised, customers are able to identify a product and its characteristics very well. So goods can be sold by sample or description. Standardisation helps in promoting the sale of the product by increasing consumers' confidence in the product quality. Grading involves separating products into different classes on the basis of certain predetermined standards relating to size and quality. Grading is required in case of agricultural, forest and mineral products such as cotton, sugar cane, iron ore, coal, timber, etc.

6. Branding

Branding means giving an attractive name, symbol or identity mark to the product to make a product different from others so that it is known by that name or symbol or mark. For example, Surf is the brand name of a detergent powder produced by Hindustan Unilever Limited (HUL). Similarly, you must be familiar with brands like Colgate for toothpaste, Lux for soap and so on.

7. Pricing the Product

Pricing involves decisions regarding fixation of product prices, keeping in view the product costs, the capacity of customers to pay, and the prices of the competitive products. It is an important decision as it influences the sales and so also the profits. So pricing has to be done very carefully.

8. Promotion of the Product

Promotional activities include advertising, personal selling, sales promotion and publicity. All promotional activities involve communication with the existing and prospective customers whereby they are made aware of the product, its distinctive features, price, availability etc. The objective of promotional activities is to motivate the customers to buy the product.

9. Distribution

Distribution refers to those activities that are undertaken for sale of products to the customers and the physical transfer thereof. The first aspect i.e., sale of product involves use of middlemen such as wholesalers and retailers whose services are used for making the products available at convenient points and helping in their sale to the ultimate consumers. The second aspect i.e., physical transfer involves warehousing and transportation of goods from the point of production to the point of sale or the consumer. The objective of distribution activities is to ensure that consumers get the goods and services at the place and time most convenient to them and in the desired quantity.

10. Selling

Selling is an important function of marketing whereby the ownership of goods and services is transferred from the seller to the buyer for a consideration known as price. To initiate and complete the process of selling, the seller has to inform the prospective buyer about availability of goods, the nature and uses of products, their prices and the needs of the customers that may be effectively satisfied by the product. In the process, he arouses customers' interest in the product and persuades them to buy it.

11. Storage and Warehousing

Storage refers to holding and preserving goods from the time of their procurement or production till the time of their sale. In other words storage involves making suitable arrangements for preserving the goods till they are bought by the consumers and delivered to them. Warehousing is synonymous to storage but is normally used for large-scale storage facility for goods and commodities. You must have seen cold storage where vegetables like tomato, cabbage, potato etc. are stored to be consumed throughout the year. In marketing it is essential to store raw material and finished goods to be used later by the company for production or for resale.

12. Transportation

Transportation refers to the physical movement of goods from one place to another. In marketing, transport as an activity refers to physical movement of raw materials as well as finished goods from the place of production to place of consumption. Goods are transported through various means like railways, roadways, waterways and airways. For heavy and bulky goods, the railways and waterways are the best. For other goods, it depends upon the demand, cost involved, urgency, nature of the goods etc. to decide about a suitable means of transportation.

PRACTICAL PART

Ex.1.

1. Define the term Market?
2. Who is termed as Marketeer?
3. What is meant by the term 'Grading'?
4. What are the four main elements of marketing?
5. What are three pricing options that a company may take?
6. What does placement involve?
7. What is the difference between advertising and publicity?
8. What is the purpose of marketing as per traditional concept?
9. Name the four activities included in promotion of the product.
10. Explain the modern concept of marketing.
11. Distinguish between traditional and modern concept of marketing.
12. Explain 'packaging' as a function of marketing.
13. What is meant by integrating marketing?
14. Explain the significance of marketing research.

Give a Long Answer

15. State any four points of the importance of marketing.
16. Do you think marketing and selling are synonymous terms? Give reason.
17. Explain any three objectives of marketing.

18. Describe any four important functions of marketing.
 19. Define marketing and distinguish it from selling.
 20. State any two points of importance of marketing to consumer .

Ex.2. Choose the right answers

2.1 Followings are the statements related to different concept of marketing. Identify those pertain to modern concept by mentioning 'MCM' and traditional concept by mentioning 'TCM' in the specified box given against each statement.

| | |
|--|--|
| (a) It focuses on customer' s need. | |
| (b) It focuses on product. | |
| (c) It sells satisfaction. | |
| (d) It sells goods and services. | |
| (e) It earns profit by maximisation of sales. | |
| (f) It earns profit through maximisation of customer satisfaction. | |

2.2 Following is a list of statements regarding features of 'marketing' and 'selling'. Identify the features of marketing by mentioning 'M' and of selling by mentioning 'S' in box given against each.

| | |
|---|--|
| (a) It starts after the production process is over . | |
| (b) All activities revolve around the product that has been produced. | |
| (c) Customer is the central point. | |
| (d) Satisfaction of the customer is the main focus. | |
| (e) Target is to achieve short-term gain. | |
| (f) It is an integrated approach to achieve long-term goals. | |

2.3 Following is a list of statements regarding features of 'marketing' and 'selling'. Identify the features of marketing by mentioning 'M' and of selling by mentioning 'S' in box given against each.

| | |
|---|--|
| (a) It starts after the production process is over . | |
| (b) All activities revolve around the product that has been produced. | |
| (c) Customer is the central point. | |
| (d) Satisfaction of the customer is the main focus. | |
| (e) Target is to achieve short-term gain. | |
| (f) It is an integrated approach to achieve long-term goals. | |

2.4 Following are the statements pertaining to functions performed in marketing. Identify the function of marketing from each statement.

| | |
|--|--|
| (a) Physical movement of goods from one place to another . | |
| (b) Holding and preserving goods from the time of their procurement or production till the time of their sale. | |
| (c) Collection and analysis of relevant facts to solve marketing problems. | |
| (d) This include advertising, personal selling, sales promotion and | |

| | |
|---|--|
| publicity . | |
| (e) Separating products into different classes on the basis of certain predetermined standards. | |

Ex.3. Приведіть у відповідність терміни з лівої колонки з їх тлумаченням з правої колонки.

| | |
|-------------------------|---|
| Channel of distribution | the combination of four P's |
| Charge | please |
| Marketing mix | the path goods take when moving from manufacturer to customer |
| Option | choice |
| Satisfy | set at a price |
| Wholesaler | one who sells in small amounts to customers |
| Retailer | rival |
| Competitor | one who sells in large amounts to retailers |

Ex.4. Напишіть іменники, похідні дієслів.

1. Compete; 2. Price ; 3. Place ; 4. Promote; 5. Advertise; 6. Determine ; 7. Facilitate
8. Develop.

Ex.5. 1. Following is a list of statements regarding features of 'marketing' and 'selling'. Identify the features of marketing by mentioning 'M' and of selling by mentioning 'S' in box given against each.

- (a) It starts after the production process is over .
- (b) All activities revolve around the product that has been produced.
- (c) Customer is the central point.
- (d) Satisfaction of the customer is the main focus.
- (e) Target is to achieve short-term gain.
- (f) It is an integrated approach to achieve long-term goals.

Ex.6. Translate into English.

Рекламна компанія; цільовий ринок; розміщення; ціновий лідер; Рекламна компанія; роздрібний торговець; просування товару / послуги; ціноутворення.

1. Маркетинг пов'язаний із рухом товарів і послуг від виробника до споживача.
2. Мета маркетингу – задовольнити клієнта і виконати завдання своєї фірми.
3. Чотири елементи – товар, ціна, розміщення та промоушн становлять основу маркетингу.
4. Вибір цільового ринку й маркетингової стратегії важливий на першому етапі.
5. Фірма може встановлювати ціни на рівні, нижчому та вищому від середнього рівня цін на ринку.
6. Звичайний канал збуту включає рух товару від виробника до оптовика, далі до роздрібного торговця і, нарешті, до споживача.
7. Процес передачі інформації від продавця до покупця називається промоушн.
8. Розрізняють платну й безкоштовну рекламу.
9. Обидві складові маркетингу – покупець і продавець – мають бути задоволені.
10. У ході маркетингових операцій створюється прибуток.

Unit 1.2 CHANNELS OF DISTRIBUTION

Text A Meaning of Channels of Distribution

You know that the main purpose of trade is to supply goods to the consumers living in far off places. As goods and services move from producer to consumer they may have to pass through various individuals. Let us take an example. A farmer in Srinagar has an apple orchard. Once the apples are ripened he sells the apples to an agent of Delhi. The agent collects the apples from Srinagar, packs them, and sells them to a wholesaler at New Delhi sabzimandi. The wholesaler then distributes them to various retail fruit vendors throughout Delhi by selling smaller quantities. Finally, we purchase apples from those vendors as per our requirement. Thus, we find that while coming from the producer at Srinagar, the product reaches the consumers by passing through several hands like an agent, a wholesaler and a retailer. All these three are called middlemen.

These middlemen are connecting links between producers of goods, on one side and consumers, on the other. They perform several functions such as buying, selling, storage, etc. These middlemen constitute the channels of distribution of goods. Thus, a channel of distribution is the route or path along which goods move from producers to ultimate consumers. The route taken by goods as they move from producer to consumer is known as

Channel of Distribution.

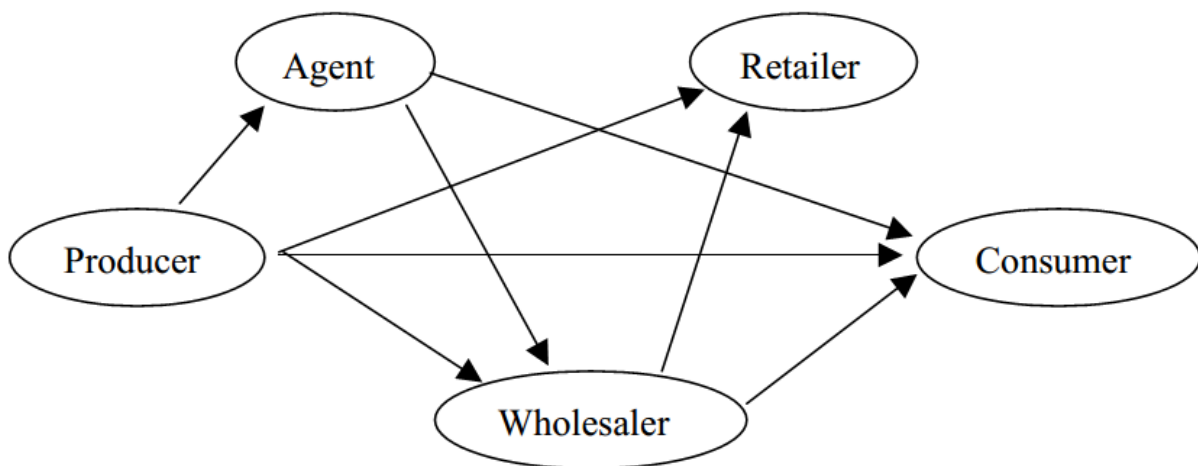


Fig. 1 Channels of Distribution

Types of Channels

Normally goods and services pass through several hands before they come to the hands of the consumer for use. But in some cases producers sell goods and services directly to the consumers without involving any middlemen in between them, which can be called as direct channel. So there are two types of channels, one direct channel and the other, indirect channel. From the above diagram it can be found that there is just one direct channel i.e. from producer to the consumer. There are many indirect channels like: Agent Retailer; Producer; Wholesaler; Consumer ; Channels of Distribution.

- (i) Producer Agent Wholesaler Retailer Consumer,
- (ii) Producer Wholesaler Retailer Consumer
- (iii) Producer Agent Consumer
- (iv) Producer Wholesaler Consumer and
- (v) Producer Retailer Consumer

Let us discuss about some of the common channels.

(i) Direct Channel

In this channel, producers sell their goods and services directly to the consumers. There is no middleman present between the producers and consumers. The producers may sell directly to consumers through door-to-door salesmen and through their own retail stores. For example, Bata India Ltd, HPCL, Liberty Shoes Limited has their own retail shops to sell their products to consumers. For certain service organizations consumers avail the service directly. Banks, consultancy firms, telephone companies, passenger and freight transport services, etc. are examples of direct channel of distribution of service.

(ii) Indirect Channel

If the producer is producing goods on a large scale, it may not be possible for him to sell goods directly to consumers. As such, he sells goods through middlemen. These middlemen may be wholesalers or retailers. A wholesaler is a person who buys goods in large quantities from producers; where as a retailer is one who buys goods from wholesalers and producers and sells to ultimate consumers as per their requirement. the involvement of various middlemen in the process of distribution constitute the indirect channel of distribution. Let us look into some of the important indirect channels of distribution.

This is the common channel for the distribution of goods to ultimate consumers. Selling goods through wholesaler may be suitable in case of food grains, spices, utensils, etc. and mostly of items, which are smaller in size.

Under this channel, the producers sell to one or more retailers who in turn sell to the ultimate consumers. This channel is used under the following conditions –

- (i) When the goods cater to a local market, for example, breads, biscuits, patties, etc.
- (ii) When the retailers are big and buy in bulk but sell in smaller units, directly to the consumers.

Departmental stores and super bazars are examples of this channel.

Producer Wholesaler Retailer Consumer

Producer Retailers Consumer

Wholesalers and Retailers

Wholesalers and retailers are important middlemen who generally facilitate flow of goods from the producers to the consumers. Let us study in details about them.

i. Wholesalers

Wholesalers are one of the important middlemen in the channel of distribution who deals with the goods in bulk quantity. They buy goods in bulk from the producers and sell them in relatively smaller quantities to the retailers. In some cases they also sell goods directly to the consumers if the quantity to be purchased is more. They usually deal with a limited variety of items and also in a specific line of product, like iron and

steel, textiles, paper, electrical appliances, etc. Let us know about the characteristics of wholesaler.

Characteristics of Wholesalers

The followings are the characteristics of wholesaler:

- (i) Wholesalers buy goods directly from producers or manufacturers.
- (ii) Wholesalers buy goods in large quantities and sells in relatively smaller quantities.
- (iii) They sell different varieties of a particular line of product. For example, a wholesaler who deals with paper is expected to keep all varieties of paper, cardboard, card, etc.
- (iv) They may employ a number of agents or workers for distribution of products.
- (v) Wholesalers need large amount of capital to be invested in his business.
- (vi) They generally provides credit facility to retailers.
- (vii) He also provides financial assistance to the producers or manufacturers.
- (viii) In a city or town they are normally seen to be located in one particular area of the market.

Functions of Wholesalers

You have well understood the meaning of wholesaler and listed their characteristics. Now let us know about the functions of wholesalers.

Following are the functions, which a wholesaler usually performs.

- (a) Collection of goods: A wholesaler collects goods from manufacturers or producers in large quantities.
- (b) Storage of goods: A wholesaler collects the goods and stores them safely in warehouses, till they are sold out. Perishable goods like fruits, vegetables, etc. are stored in cold storage.
- (c) Distribution: A wholesaler sells goods to different retailers. In this way, he also performs the function of distribution.
- (d) Financing: The wholesaler provides financial support to producers and manufacturers by sending money in advance to them. He also sells goods to the retailer on credit. Thus, at both ends the wholesaler acts as a financier.
- (e) Risk taking: The wholesaler buys finished goods from the producer and keeps them in the warehouses till they are sold. Therefore, he assumes the risks arising out of changes in demand, rise in price, spoilage or destruction of goods.

Characteristics of Retailers

The following are the characteristics of retailers:

- (i) Retailers have a direct contact with consumers. They know the requirements of the consumers and keep goods accordingly in their shops.
- (ii) Retailers sell goods not for resale, but for ultimate use by consumers. For example, you buy fruits, clothes, pen, pencil etc. for your use, not for sale.
- (iii) Retailers buy and sell goods in small quantities. So customers can fulfil their requirement without storing much for the future.
- (iv) Retailers require less capital to start and run the business as compared to wholesalers.
- (v) Retailers generally deal with different varieties of products and they give a wide choice to the consumers to buy the goods.

Functions of Retailers

All retailers deal with the customers of varying tastes and temperaments. Therefore, they should be active and efficient in order to satisfy their customers and also to induce them to buy more. Let us see what the retailers do in distribution of goods.

- (i) **Buying and Assembling of goods:** Retailers buy and assemble varieties of goods from different wholesalers and manufacturers. They keep goods of those brands and variety which are liked by the customers and the quantity in which these are in demand.
- (ii) **Storage of goods:** To ensure ready supply of goods to the customer retailers keep their goods in stores. Goods can be taken out of these store and sold to the customers as and when required. This saves consumers from botheration of buying goods in bulk and storing them.
- (iii) **Credit facility:** Although retailers mostly sell goods for cash, they also supply goods on credit to their regular customers. Credit facility is also provided to those customers who buy goods in large quantity.
- (iv) **Personal services:** Retailers render personal services to the customers by providing expert advice regarding quality, features and usefulness of the items. They give suggestions considering the likes and dislikes of the customers. They also provide free home delivery service to customers. Thus, they create place utility by making the goods available when they are demanded.
- (v) **Risk bearing:** The retailer has to bear many risks, such as risk of:
 - (a) fire or theft of goods
 - (b) deterioration in the quality of goods as long as they are not sold out.
 - (c) change in fashion and taste of consumers.
- (vi) **Display of goods:** Retailers display different types of goods in a very systematic and attractive manner. It helps to attract the attention of the customers and also facilitates quick delivery of goods.
- (vii) **Supply of information:** Retailers provide all information about the behaviour, tastes, fashions and demands of the customers to the producers through wholesalers. They become a very useful source of information for marketing research.

Distinction between Wholesaler and Retailer

You have studied about wholesaler and retailer. You might have noticed that both of them differ in their style and function. Let us find out these differences.

Wholesaler Retailer

- (i) Buys goods in large quantities. (i) Buys goods in small quantities.
- (ii) Buys goods directly from producers. (ii) Generally buys goods from the wholesalers.
- (iii) Deals with limited variety of goods. (iii) Deals with wide range of products.
- (iv) Requires more capital to start (iv) Requires less capital to start and run and run the business. the business.
- (v) Sell goods for resale purpose. (v) Sell goods for consumption.
- (vi) No direct contact with consumers. (vi) Direct contact with consumer.
- (vii) No special attention is given to (vii) In order to attract the attention of decoration of shop. customers retailers give more attention to decoration of shop.

Types of Retail Trade

You have learnt about retailers in the previous section. You may be under the impression that retailers are small shopkeepers trading in the nearby locality. However, you will be surprised to know that starting from hawkers and street traders, to super bazaars, departmental stores and multiple shops, all undertake retail-trading business in our country. We can classify this retailing business into two categories-a. Small-scale retail trade; and b. Large-scale retail trade.

Small-scale retail trade is one where a limited variety and also limited quantity of goods are sold within a local area. It requires less capital and provides goods to a limited number of customers.

On the other hand, large-scale retail trade is one where capital investment is more and it deals with large volume of goods. It caters to the needs of a large number of customers. Super bazars, Departmental stores and Multiple shops are examples of large scale retail trade organization.

Retail Trade

Small-scale Retail Trade Large-scale Retail Trade

Departmental Store

Itinerants Fixed Shop Multiple Shops

Super Bazar

You will be learning large-scale retail trade in the next lesson. In this lesson let us learn the details

about small-scale retail trade.

Small-scale Retail Trade

There are varieties of retailers engaged in small scale retail trading. They can be classified as:

(i) Itinerant Retailing

Itinerant retailing is a type of small-scale retail trade in which retailers move around and sell a variety of items directly to the consumers. They do not have a fixed shop where they can sell.

You must have seen them distributing newspapers early in the morning; selling peanuts, bangles, toys etc. in buses and trains; selling fruits and vegetables in your locality using a cart, selling ice-cream, namkeens etc. on a cycle, selling rice, earthen pots or even carpets by using a cart, etc. You can also see them on pavements in your locality. In towns and cities we come across different type of itinerant retailers. There are traders who sell their articles on fixed days at different market places. In villages these market places are called “Haat” and in towns or cities they are called “weekly bazars”. The itinerant retailing also includes persons selling articles from door to door. In most cases, the price of items is not fixed and mostly settled through bargaining. Moreover, in most cases the items sold are not branded products.

(ii) Fixed Shop Retailing

Here the retailers sell goods and services from a fixed place known as ‘shop’. These shops are usually located at market places or commercial areas or near residential localities. These shops normally deal with a limited variety of goods. The goods are stored as well as displayed in the shops.

On the basis of the type of goods which the fixed shops deal in , we can classify this form of retailing as under.

- a. General store or variety store
- b. Single line store
- c. Speciality store

Let us know the details about these stores.

- a. General store or Variety store

These stores, as the name suggest, deal with a variety of items of general use. They sell products mostly required by people for their daily use. For example, in a variety store you can find different items on toiletry, hosiery, biscuits and snacks items, grocery, cosmetic, gift items and stationery, etc. Normally these retailers make direct sale by cash only. However, for their regular customers, these retailers may give discount, provide credit facility and also deliver purchased goods at the customer's house free of charge.

- b. Single line store

These stores deal with a specific line of goods. You must have seen medicine shops, bookshops, toy shops, ready-made garment shops, etc. These are all single line stores. They sell goods of different size, brands, designs, styles and quality of the same product line. c. Speciality store These stores deal with products of specific brand or company. All varieties of any particular brand or manufacturers are made available in these stores. You must have seen stores, like woodland shoe shops where products starting from shoe to apparel produced by woodland company are made available to the customers.

What You Have Learnt

❖ Channel of distribution is the route taken by goods as they move from producers to consumers.

❖ When producers sell goods and services directly to the consumers, it is a direct channel.

❖ Where a number of middlemen are involved in the process of distribution it is an indirect channel.

❖ Wholesalers are those middlemen in the channel of distribution who deal with goods in bulk quantity. They sell goods to retailers and in some cases directly to consumers.

❖ Wholesaler performs the functions of collection and storage of goods, distribution, financing and risk taking.

❖ Retailers are the middlemen who buy goods from wholesalers or producers and sell them to consumers. They deal in goods in small quantities.

❖ Retailers perform the functions of buying, assembling and storage of goods, provide credit facility, render personal services, take risk, display the goods in stores or showrooms and also provide market information to the producers.

❖ Retail trade may be classified as small-scale retail trade and large-scale retail trade.

❖ Small-scale retail trade includes itinerants retailing or fixed shop retailing.

❖ Large-scale retail trade includes Departmental store, multiple shops and super bazaar where transactions take place in large volume.

PRACTICAL PART

Ex.1. Complete the following statements using suitable words:

- (i) Route or path along which goods move from the producer to ultimate consumer is known as _____.
- (ii) A retailer acts as a _____ between the wholesaler and the ultimate consumers.
- (iii) Where goods are sold through middlemen, it is known as _____ channel of distribution.
- (iv) Where goods are sold directly to consumers without using services of middlemen, it is known as _____ channel.
- (v) In the direct channel, producers sell goods to customers through door-to-door salesmen and through their own _____.

Ex.2 State which of following statement about wholesalers are true and which are false:

- (i) They buy goods directly from retailers, for sale to customers.
- (ii) They generally provide credit facility to producers as well as retailers.
- (iii) They collect goods in large quantities and store them safely till they are sold out.
- (iv) Wholesalers require small amount of capital investment for their business.
- (v) They are located at a number of places in different markets near the customer.
- (vi) They buy goods of a large variety in small quantities for sale.

Ex.3.A. From the sentences gives below, mark (W) for those belonging to wholesalers and (R) for retailers in the boxes given against each:

- (i) Selling goods in small quantities ()
- (ii) More capital required ()
- (iii) Sale of goods for resale ()
- (iv) Dealing only in a limited range of goods ()
- (v) Direct contact with consumers ()

B. Answer the following questions:

- (i) What are the types of risks borne by the retailers? Mention any two risks.
- (ii) How do the producers get benefits from the functions of retailers. Write the benefits arising from any two functions.
- (iii) Suppose two or three shopkeepers in your locality sell the same type of goods. From which shopkeeper would you like to purchase your requirements?

Ex.4. Match the columns :

Column A Column B

| | |
|-------------------------|--|
| (i) Super Bazar | (a) Deals in goods of one brand only. |
| (ii) Itinerant retailer | (b) Sell different varieties of the same product line. |
| (iii) Speciality Store | (c) Large variety of goods of general use. |
| (iv) Variety Store | (d) Large-scale retail trade. |
| (v) Single Line Store | (e) Sell articles on carts. |

Ex.5. Terminal Question

- 1) What is meant by Channels of Distribution?
- 2) Give four examples of services that are distributed through the direct channels.
- 3) Explain the different channels through which a product moves from producers to ultimate consumers.
- 4) Define wholesaler. How do they serve as an important link in the channel of distribution?
- 5) Give any four characteristics of retailers.
- 6) What is meant by 'itinerant retailing'?
- 7) Explain the role of retailers in distribution of goods.
- 8) State any five differences between wholesalers and retailers.
- 9) Describe the different types of fixed shop retail trade.
- 10) Explain any two functions of wholesaler.

Ex.6. Activity For You

In your own locality, find out :

- ❖ Where can you buy goods directly from producers?
- ❖ Which shops get the goods from the wholesalers?
- ❖ Which retailers stock the goods of only one producer?

UNIT 1.3 – ADVERTISING AND SALES PROMOTION

| | |
|------------------------------------|---------------------------------------|
| Promotion | Primary Demand Stimulation |
| Channels of information | Selective Demand |
| Marketing mix strategy | Stimulation Informative |
| Personal Selling | Product Advertising |
| Sales Promotion | Persuasive Product Advertising |
| Publicity | Reminder-Oriented Product Advertising |
| Mass communication | Consuming public. |
| Product | Implementation |
| Business enterprises | Planning Framework |
| On radio and television broadcasts | Nature of demand |
| Present and former consumers | Extent of demand |
| Advertisement | Name of competition |
| Primary demand stimulation | Stage of product life cycle |
| | Competitive Analysis: |

Advertising is only one element of the promotion mix, but it is often considered prominent in the overall marketing mix design.

Promotion may be defined as “the coordination of all seller initiated efforts to set up channels of information and persuasion to facilitate the sale of a good or service.” Promotion is most often intended to be a supporting component in a marketing mix. Promotion decision must be integrated and co-ordinated with the rest of the marketing mix, particularly product/brand decisions, so that it may effectively support an entire marketing mix strategy. The promotion mix consists of four basic elements. They are:-

1. Advertising is the dissemination of information by non-personal means through paid media where the source is the sponsoring organization.

2. Personal selling is the dissemination of information by non-personal methods, like face-to-face, contacts between audience and employees of the sponsoring organization. The source of information is the sponsoring organization.

3. Sales promotion is the dissemination of information through a wide variety of activities other than personal selling, advertising and publicity which stimulate consumer purchasing and dealer effectiveness.

4. Publicity is the disseminating of information by personal or non-personal means and is not directly paid by the organization and the organization is not the source.

DEFINITION OF ADVERTISING

The word advertising originates from a Latin word advertise, which means to turn to. The dictionary meaning of the term is “to give public notice or to announce publicly”.

Advertising may be defined as the process of buying sponsor-identified media space or time in order to promote a product or an idea.

Advertisement is a mass communicating of information intended to persuade buyers to buy products with a view to maximizing a company's profits.

The elements of advertising are:

- (i) It is a mass communication reaching a large group of consumers.
- (ii) It makes mass production possible.
- (iii) It is non-personal communication, for it is not delivered by an actual person, nor is it addressed to a specific person.
- (iv) It is a commercial communication because it is used to help assure the advertiser of a long business life with profitable sales.
- (v) Advertising can be economical, for it reaches large groups of people. This keeps the cost per message low.
- (vi) The communication is speedy, permitting an advertiser to speak to millions of buyers in a matter of a few hours.
- (vii) Advertising is identified communication. The advertiser signs his name to his advertisement for the purpose of publicizing his identity.

What is Included in Advertising?

- (i) The information in an advertisement should benefit the buyers. It should give them a more satisfactory expenditure of their rupees.
- (ii) It should suggest better solutions to their problems.
- (iii) The content of the advertisement is within the control of the advertiser, not the medium.
- (iv) Advertising without persuasion is ineffective. The advertisement that fails to influence anyone, either immediately or in the future, is a waste of money.

(v) The function of advertising is to increase the profitable sales volume.

That is, advertising expenses should not increase disproportionately.

Advertising includes the following forms of messages: The messages carried in-

- Newspapers and magazines;
- On radio and television broadcasts;
- Circular of all kinds, (whether distributed by mail, by person, thorough tradesmen, or by inserts in packages);
- Dealer help materials,
- Window display and counter – display materials and efforts;
- Store signs, motion pictures used for advertising,
- Novelties bearing advertising messages and Signature of the advertiser,
- Label stags and other literature accompanying the merchandise.

What is excluded from Advertising?

Advertising is not an exact science. An advertiser's circumstances are never identical with those of another; he cannot predict with accuracy what results his future advertising efforts will produce.

(i) Advertising is not a game, because if advertising is done properly, both the buyer and the seller benefit from it.

(ii) Advertising is not a toy. Advertiser cannot afford to play with advertising. Advertising funds come from sales revenue and must be used to increase sales revenue.

(iii) Advertisements are not designed to deceive. The desire and hope for repeat sales insures a high degree of honesty in advertising.

The activities excluded from advertising are:

- The offering of premiums to stimulate the sale of products;
- The use of exhibitions and demonstrations at fairs, show and conventions;
- The use of samples and activities, involving news releases and the activities of personal selling forces;
- The payment of advertising allowances which are not used for advertising;
- The entertainment of customers.

Advertising Objectives

Each advertisement is a specific communication that must be effective, not just for one customer, but for many target buyers. This means that specific objectives should be set for each particular advertisement campaign. Advertising is a form of promotion and like a promotion; the objectives of advertising should be specific. This requires that the target consumers should be specifically

identified and that the effect which advertising is intended to have upon the consumer should be clearly indicated. The objectives of advertising were traditionally stated in terms of direct sales. Now, it is to view advertising as having communication objectives that seek to inform persuade and remind potential customers of the worth of the product. Advertising seeks to condition the consumer so that he/she may have a favourable reaction to the promotional message. Advertising objectives serve as guidelines for the planning and implementation of the entire advertising programme.

The basic objectives of an advertising programme may be listed as below:

(i) To stimulate sales amongst present, former and future consumers. It involves a decision regarding the media, e.g., TV rather than print ;

(ii) To communicate with consumers. This involves decision regarding copy ;

(iii) To retain the loyalty of present and former consumers. Advertising may be used to reassure buyers that they have made the best purchase, thus building loyalty to the brand name or the firm.

(iv) To increase support. Advertising impliedly bolsters the morale of the sales force and of distributors, wholesalers, and retailers, ; it thus contributes to enthusiasts and confidence attitude in the organizational:

(v) To project an image. Advertising is used to promote an overall image of respect and trust for an organization. This message is aimed not only at consumers, but also at the government, shareholders, and the general public.

CLASSIFICATION AND TYPES OF ADVERTISING

1. Product – Related Advertising

It is concerned with conveying information about and selling a product or service. Product advertising is of three types, viz,

A. Pioneering Advertising:

This type of advertising is used in the introductory stages in the life cycle of a product. It is concerned with developing a “primary” demand. It conveys information about, and selling a product category rather than a specific brand . For example, the initial advertisement for black – and – white television and colour television. Such advertisements appeal to the consumer’s emotions and rational motives.

B. Competitive Advertising:

It is useful when the product has reached the market -growth and especially the market-maturity stage. It stimulates “selective” demand. It seeks to sell a specific brand rather than a general product category. It is of two types:

- Direct Type: It seeks to stimulate immediate buying action.

- Indirect Type: It attempts to pinpoint the virtues of the product in the expectation that the consumer’s action will be affected by it when he is ready to buy.

C. Retentive Advertising:

This may be useful when the product has achieved a favourable status in the market – that is, maturity or declining stage. Generally in such times, the advertiser

wants to keep his product's name before the public. A much softer selling approach is used, or only the name may be mentioned in "reminder" type advertising.

2. Public Service Advertising

This is directed at the social welfare of a community or a nation. The effectiveness of product service advertisements may be measured in terms of the goodwill they generate in favour of the sponsoring organization. Advertisements on not mixing drinking and driving are a good example of public service advertising. In this type of advertising, the objective is to put across a message intended to change attitudes or behaviour and benefit the public at large.

3. Functional Classification

A. Advertising Based on Demand Influence Level.

- **Primary Demand Stimulation.** Primary demand is demand for the product or service rather than for a particular brand. It is intended to affect the demand for a type of product, and not the brand of that product. Some advertise to stimulate primary demand. When a product is new, primary demand stimulation is appropriate. At this time, the marketer must inform consumers of the existence of the new item and convince them of the benefits flowing from its use. When primary demand has been stimulated and competitors have entered the market, the advertising strategy may be to stimulate the selective demand.

- **Selective Demand Stimulation** This demand is for a particular brand such as Charminar cigarettes, Surf detergent powder, or Vimal fabrics. To establish a differential advantage and to acquire an acceptable sort of market, selective demand advertising is attempted. It is not to stimulate the demand for the product or service. The advertiser attempts to differentiate his brand and to increase the total amount of consumption of that product. Competitive advertising stimulates selective demand. It may be of either the direct or the indirect type.

B Institutional Advertising

Institutional Advertising may be formative, persuasive or reminder oriented in character. Institutional advertising is used extensively during periods of product shortages in order to keep the name of the company before the public. It aims at building for a firm a Positive public image in the eyes of shareholders, employees, suppliers, legislators, or the general public. This sells only the name and prestige of the company. This type of advertising is used frequently by large companies whose products are well known. HMT or DCM, for example, does considerable institutional advertising of its name, emphasizing the quality and research behind its products.

Institutional advertisements are at consumers or focus them upon other groups, such as voters, government officials, suppliers, financial institutions, etc. If it is effective, the target groups will respond with goodwill towards, and confidence in the sponsor. It is also a useful method of introducing sales persons and new product to consumers. It does not attempt to sell a particular product; it benefits the organization as a whole.

C. Product Advertising

Most advertising is product advertising, designed to promote the sale or reputation of a particular product or service that the organization sells. Indane's Cooking Gas is a case in point. The marketer may use such promotion to generate exposure attention, comprehension, attitude change or action for an offering. It deals with the non-personal selling of a particular good or service. It is of three types as follows:-

•**Informative Product Advertising:** This form of advertising tends to characterize the promotion of any new type of product to develop an initial demand. It is usually done in the introductory stages of the product life cycle. It was the original approach to advertising.

•**Persuasive Product Advertising:** Persuasive product advertising is to develop demand for a particular product or brand. It is a type of promotion used in the growth period and, to some extent, in the maturity period of the product life cycle.

•**Reminder-Oriented Product Advertising:** The goal of this type of advertising is to reinforce previous promotional activity by keeping the brand name in front of the public. It is used in the maturity period as well as throughout the declining phase of the product life cycle.

4. Advertising based on Product Life Cycle

A. Consumer Advertising

Most of the consumer goods producers engage in consumer product advertising. Marketers of pharmaceuticals, cosmetics, scooters, detergents and soaps, cigarettes and alcoholic beverages are examples. Barring a few, all these products are all package goods that the consumer will often buy during the year. There is a heavy competition among the advertisers to establish an advantage for their particular brand.

B. Industrial Advertising

Industrial executives have little confidence in advertising. They rely on this form of promotion merely out of fear that their competitors may benefit if they stop their advertising efforts. The Ex. of the industrial advertiser is complicated by the multiple buying influence characteristics like, the derived demand, etc. The objectives vary according to the firm and the situation. They are:

To inform,

- To bring in orders,
- To induce inquiries,
- To get the advertiser's name on the buyer's list of sources,
- To provide support for the salesman,
- To reduce selling costs,
- To help get items in the news column of a publication,
- To establish recognition for the firm or its product,
- To motivate distributors,
- To recognition for the firm or its products,
- To motivate distributors, to create or change a company's image,

- To create or change a buyer's attitude, and

The basic appeals tend to increase the rupee profits of the buyer or help in achieving his non-monetary objectives. Trade journals are the media most generally used followed by catalogues, direct mail communication, exhibits, and general management publications. Advertising agencies are much less useful in industrial advertising.

5. Trade Advertising

A. Retail Advertising

This may be defined as "covering all advertising by the stores that sell goods directly to the consuming public. It includes, also advertising by establishments that sell services to the public, such as beauty shops, petrol pumps and banks." Advertising agencies are rarely used. The store personnel are usually given this responsibility as an added Ex. to be performed, together with their normal functions. The result is that advertising is often relegated to a secondary position in a retail store. One aspect of retail advertising is co-operative advertising. It refers to advertising costs between retailers and manufacturers. From the retailer's point of view, co-operative advertising permits a store to secure additional advertising that would not otherwise have been available.

B. Wholesale Advertising

Wholesalers are, generally, not advertising minded, either for themselves or for their suppliers. They would benefit from adopting some of the image-making techniques used by retailers – the need for developing an overall promotional strategy. They also need to make a greater use of supplier promotion materials and programmes in a way advantageous to them.

6. Advertising based on Area of Operation

A. National advertising

It is practiced by many firms in our country. It encourages the consumer to buy their product wherever they are sold. Most national advertisements concentrate on the overall image and desirability of the product.

B. Regional advertising

It is geographical alternative for organizations.

C. Local advertising

It is generally done by retailers rather than manufacturers. These advertisements save the customer time and money by passing along specific information about products, prices, location, and so on. Retailer advertisements usually provide specific goods sales during weekends in various sectors.

7. Advertising According to Medium

The most common classification of advertising is by the medium used. For example: TV, radio, magazine, outdoor, business periodical, newspaper and direct mail advertising. This classification is so common in use that it is mentioned here only for the sake of completeness.

ADVERTISING PLANNING FRAMEWORK

The advertising management is mainly concerned with planning and decision making. The advertising manager will be involved in the development, implementation, and overall management of an advertising plan. The development of an advertising plan essentially requires the generation and specification of alternatives. Decision making involves choosing from among the alternatives. The alternatives can be various levels of expenditure, different kinds of objectives or strategy possibilities, and kinds of options with copy creation and media choices.

Thus, the essence of planning is to find out the feasible alternatives and reduce them to decisions. An advertising plan reflects the planning and decision – making process and the decisions that have been arrived at in a particular product and market situation.

Planning Framework

Advertising planning and decision making depends on internal and external factors. Internal factors are situation analysis, the marketing program, and the advertising plan. The three legs of advertising planning concern are the

- Objective setting and target market identification,
- Message strategy and tactics, and
- Media strategy and tactics.

The advertising plan should be developed in response to a situation analysis, based on research. Once developed, the advertising plan has to be implemented as an advertising campaign, in the context of social and legal constraints and with the involvement of various facilitating agencies. Let us discuss these factors one after another.

1. Situation Analysis

It involves an analysis of all important factors operating in a particular situation. This means that new research studies will be undertaken on company history and experience.

AT&T, for example, developed a new strategy for its long-distance telephone services – based on five year of research. The research encompassed market segmentation studies, concept testing, and a field experiment. The field experiment increased on testing a new advertising campaign called “Cost of Visit”. An existing “Reach Out” campaign although successful, did not appear to get through to a large group of people who had reasons to call but were limiting their calls because of cost. Research based on annual surveys of 3,000 residential telephone users showed that most did not know the cost of a long-distance call or that it was possible to make less expensive calls in off-peak periods.

Five copy alternatives were subsequently developed and tested, from which

“Cost of Visit” was chosen. This campaign was credited with persuading customers to call during times that were both cheaper for them and more profitable for AT&T and, overall, was more effective than the “Reach Out” campaign. One estimate was that by switching 530 million in advertising from “Reach Out” to “Cost of Visit”, an incremental gain in revenue of \$22 million would result in the first year and would top \$100 million over five years.

This example highlights that a complete situation analysis will cover all marketing components and involve finding answers to many questions about the nature and extent of demand, competition, environmental factors, product, costs, distribution, and the skills and financial resources of the firm.

2. Consumer and Market Analysis.

Situation analysis begins by looking at the aggregate market for the product, service, or cause being advertised, the size of the market, its growth rate, seasonality, geographical distribution. Whereas Consumer and Market analysis is concerned with the following factors:

* **Nature of demand**

- How do buyers (consumer and industrial) currently go about buying existing products or services?
- Can the market be meaningfully segmented or broken into several homogeneous groups with in respect to “what they want” and “how they buy”?

* **Extent of demand**

- What is the size of the market (units and dollars) now, and what will the future hold?
- What are the current market shares, and what are the selective demand trends?
- Is it best to analyze the market on an aggregate or on a segmented basis?

* **Name of competition**

- What is the present and future structure of competition?
- What are the current marketing programs of established competitors?
- Why are they successful or unsuccessful?
- Is there is opportunity for another competitor? Why?
- What are the anticipated retaliatory moves of competitors?
- Can they neutralize different marketing programs we might develop?

* **Environmental climate**

- What are the relevant social, political, economic, and technological trends?
- How do you evaluate these trends? Do they represent opportunities or problem?

* **Stage of product life cycle**

- In what stage of the life cycle is the product category?
- What market characteristics support your stage-of –life-cycle evaluation?

* **Cost structure of the industry**

- What is the amount and composition of the marginal or additional cost of supplying increased output?

Skills of the firm

- Do we have the skills and experience to perform the functions necessary to be in the business?
- How do our skills compare with those of competitors?

* **Financial resources of the firm**

- Do we have the funds to support an effective marketing program?
- Where are the funds coming from, and when will they be available?

3. Competitive Analysis:

Advertising planning and decision making are affected by competition and the competitive situation facing the advertiser. Competition is such a pervasive factor that it will occur as a consideration in all phases of the advertising planning and decision making process. It should include an analysis of what current share the brand now has, what shares its competitors have, what share of a market is possible, from which competitors the increased share of a market is possible? The planner also has to be aware of the relative strengths and weaknesses of the different competing companies and their objectives in the product category. It is important to look at competition as a precursor to the planning process.

The Advertising Plan

As pointed out earlier, advertising plan and decision making focus on three crucial areas; objectives and target selection, message strategy and tactics, and media strategy and tactics. Let us elaborate on these points:

1. Objectives and Target Selection

Objectives in advertising can be understood in many ways. An important part of the objective is the development of a precise, disciplined description of the target audience. It is often tempting to direct advertising at a broad audience; but everyone is a potential customer. It is best to consider directing the advertising to more selected groups to develop stimulating copy. It is quite possible to develop several campaigns, each directed at different segments of the market, or to develop one campaign based on multiple objectives.

2. Message Strategy and Tactics

Message strategy must decide what the advertising is meant to communicate – by way of benefits, feelings, brand personality, or action content. Once the content of the campaign has been decided, decisions must be made on the best-most effective-ways of communicating that content. The decisions, such as the choice of a spokesperson, the use of humor or fear or other tones, and the selection of particular copy, visuals, and layout, are what we call “message tactics”

3. Media Strategy and Tactics

Message strategy is concerned with decisions about how much is to be allocated to create and test advertising copy, media strategy concerns decisions on how many media rupees to spend on an advertising campaign. Media tactics comprise the decisions on which specific media (television, radio magazines, etc.) or media vehicles (Reader’s Digest, etc.) to spend these dollars.

ADVERTISING BUDGET

The size of the advertising budget can have an impact upon the composition of the advertising mix. In general, a limited promotion budget may impel the management to use types of promotion that would not be employed otherwise, even though they are less effective than the others.

Industrial firms generally invest a larger proportion of their budgets in personal selling than in advertising, while the reverse is true of most producers of consumer goods. Organizations with small budgets may be forced to use types of advertising that are less effective than others.

Some marketers find it necessary to restrict their efforts primarily to personal selling and publicity. There are organizations with small promotion budget which take the opposite course of action. They concentrate on advertising and sales promotion, and neglect other methods. Some marketers advertise in expensive ways (through classified advertisement in newspapers and magazines) and spend virtually nothing on personal selling.

There is universal difficulty of relating advertising expenditures to sales and profit results. Determining the results of advertising and consequently the amount of money to be allocated in advertising budget are complicated by several major difficulties as follows:

- (i) The effects of external variables such as population, or income, changes on economics conditions and competitive behaviour ;
- (ii) Variations in the quality of advertising ;
- (iii) Uncertainty as to the time-lag effect of advertising ;
- (iv) The effect of the firm's other marketing activities, such as product improvement and stepped-up personal selling.

The above complexities make the companies resort to more than one method of determining the size of their advertising budget.

Advertising Budget involves the allocation of a portion of the total marketing resources to the advertising function in a firm. The size of the budget allocation should be based on the potential contribution that advertising can make. Advertising budgeting should be based on a careful analysis of the opportunity for using advertising.

Marginal analysis approach

The marginal analysis approach to the allocation of resources provides a useful framework. How much should a firm spend on advertising? A firm may choose to spend promotion funds up to the point where marginal cost equals marginal revenue. Such analysis may be used for advertising budget decision.

The allocation procedure is to increase advertising expenditure until each rupee of advertising expense is matched by an additional rupee of profit. This marginal analysis results in the maximization of the productivity. The difficulty arises in the identification of this optimal point. The following table illustrates this point.

OBJECTIVES OF MEASURING ADVERTISING EFFECTIVENESS:

Some advertisers do not bother to measure advertising effectiveness. They expect that the sales will ultimately increase by reason of advertising. But, recently, problems and difficulties have compelled them to measure advertising effectiveness. The producers also adopt a measuring device because they incur a sizeable amount of expenditure on advertising. The effectiveness of media and message are also assessed for their use in future.

The results of same amount of advertising budget vary for several reasons.

Only through the measuring of advertising effectiveness the success of a particular campaign can be known. Various measuring techniques have been developed to measure effectiveness at every stage to isolate the effects of

advertising from those of other promotional and marketing activities. The copy, media and other advertising components have been tested. The factors like readership, consumer opinion, belief or disbelief, recall, attention, comprehension, attitude, etc are taken into consideration for measuring effectiveness. Positive relationships are established between these factors and sales. The best read and highly rated advertisements are determined by consumers under an advertising research programme. There are different methods of measuring audience response.

METHODS OF MEASUREMENTS

There are two methods of measuring advertising effectiveness, viz., experimental method and survey method. Under experimental method, consumers are given a controlled exposure to the message and the effects are measured on the basis of the change in opinion or attitude. A base line is observed with the use of a control group not exposed to the advertising campaign.

The results of the exposure in almost all the situations are recorded. The alternative effects of each exposure are considered for comparison and with a view to establishing a relationship between the exposure and the effects. Field experiments are conducted to measure the effects of mass communication. Sample surveys or interviews or questionnaires are used to obtain information about people's exposure to the advertising campaign. The effectiveness is evaluated on the basis of the correlations between the exposure and the attitude or action.

Pre testing methods

Pre-testing is preferred because it enables one to know how effective an advertisement is likely to be, before spending the budget and adopting advertising actions. The advertiser should use only those messages and media which prove to be the strongest in producing the desired results. It is important to adopt corrective methods against mistakes. Pre-testing may be of the following types:

Consumer Jury

Consumer reaction has greater validity than the reactions of non-consumers.

Consumers can provide true information on reaction to an advertising campaign. Others may underestimate or overestimate the reactions. The copy, illustrations, filming techniques, layout, etc. can be properly evaluated by the consumers concerned with the product. The consumer jury technique is adopted for print media, broadcast media and direct mail.

Print Media: The consumers selected may be asked either to evaluate an advertisement or rate two or more advertisements. Each respondent is asked to express his preference for each advertisement. The most common method is to insert a questionnaire in the advertisement and request the readers to indicate their preferences. Copywriters test their creations on consumers. Some newspaper advertisers invite consumers to their office and invite their reaction to the advertising copy or copies of magazines are sent to some consumers to find out their reactions. The reactions of consumers are evaluated and any inconsistency in advertising is removed.

The major advantage is that they separate out the weak advertisements from the strong at a low cost and high speed. The actual consumers may suggest

improvements and modifications. Only conscious ratings are evaluated. Reply to the questions in a very conscious manner may not give a correct impression of advertisements.

Broadcast Media: Consumers are asked to come to the television studio where they are shown different television programmes for final consideration. Sometimes, the television advertisement messages are pre-examined in different localities.

Direct mail test: The direct mail test is used through the mail. The post cards containing copy appeal, each with a reply-paid card, is sent free-of-cost to consumers, who are required to give their evaluation.

Storyboard Tests: The storyboard prepared for television advertising is tested before it is used. The storyboard pictures are transferred to a film strip and the audio section onto a tape. Vision and sound are synchronized and shown to an audience for evaluation. This test uncovers the unnecessary part. The important part of advertising is accepted for telecasting. The anteroom trailer method is used to test the commercial. The anteroom contains magazines, newspapers, distractions and television recorded programmes.

Laboratory Tests: The respondents are placed in laboratory situations and are asked to explain the measurements regarding the effectiveness of the advertisement. Laboratory conditions offer a controlled environment that excludes the variables which may invalidate the test. It is used to measure awareness, attention, desire, retention, etc. For example, the respondents are taken to a theatre, mock-up supermarkets or some other place for experimental purposes.

Tachistoscope: It is a projector that can project objects on to a screen at rates so fast that the viewer cannot detect the message. It is slowed down to a level where the message can be perceived easily. The respondents should understand and appreciate the message, interesting words, slogans, headlines, etc. They can be easily segregated from the less interesting message.

Psychogalvanometer: It is a mechanical device that measures the amount of perspiration. It measures a respondent's reactions to new records and slogans.

Electrodes are attached to his palms to detect changes in electrical resistance arising from perspiration. If the machine registers lower electrical resistance it is the existence of tension. The main objective is to attract attention to the product which is reflected by the galvanic skin response. But it should not be concluded that greater tension reflects the greater success of the advertisement.

Eye Camera: The eye movements are recorded by a video camera. It records the activity of the eye by its movements. The audience is asked to look at a series of pictures on a screen but unaware that their eye actions are being photographed. It shows what the respondent sees. If a commercial is interesting and if he is attracted by it, his eyes will be fixed on that. The respondents may be asked some questions about the advertisement.

Pupil Dilation: The size of the pupil changes as people see different things. The change follows different advertising stimuli. It becomes wider as

greater interest is aroused. The pupil shrinks if the eye is not interested. A pupilometer records the dilation which is involuntary and measures the interest shown by the respondent.

Attitude Test: The attitude is closely related to advertising effectiveness.

Respondents are asked to give answers to the questions on a seven-point bipolar scale about their feelings about a particular advertisement. The semantic differential rating scale has been used extensively to measure advertising effectiveness. If the attitudes of potential customers are changed toward the products, the advertisement is considered effective. The attitude of potential customers or respondents can be measured accurately on the attitude scale. This scale measures the position of the consumers' attitudes on a continuum, varying from favourable at one end and to unfavourable at the other end. This test is applied before the use of the advertising media, message and campaign to find out how far they would influence consumer attitudes.

Depth Interviewing: It is concerned with getting the respondent to react freely to the brand, organisation and product. By suitable questions, the interviewer brings out his unconscious reactions to the surface. The reactions are noted to bring out the facts. Depth interviewing involves non-structured questions. The flexibility and intelligence of the interviewer identify the significant points made in the interview and achieve meaningful and valid results. This technique is useful for exploratory research, for ideas and suggestions.

PRACTICAL PART

Ex 1. Questions:

1. "Money spent on advertisement is not wasteful." Critically examine this statement.
2. What are the objectives of advertising? Discuss the major ones?
3. What are the uses of advertising to various parties? Discuss?
4. How are the advertising functions organized in an organization?
5. Differentiate between the Advertising and Salesmanship?
6. What is advertising?
7. Define Sales promotion? What are its objectives? Describe the various steps to be taken for promoting the sales of a big concern?
8. What are the various steps to be followed in planning the sales promotion?

Ex 2. Supply the words and phrases with the equivalents:

1. valid, 2. substantiation, 3. persuasion, 4. essence, 5. credibility, 6. compatible, 7. ambiguity, 8. abuse, 9. counter-productive, 10. media plan, 11. decent, 12. exaggeration, 13. brief (n), 14. to trigger, 15. commercials.

Ex 3. Supply the words and phrases with the English equivalents:

1. Рекламувати . 2. Рекламна кампанія. 3. Конкорувати. 4. Стимулювати збут. 5. Анкетування. 6. Цільова аудиторія. 7. Емоційний відгук. 8. Вводити в обіг. 9. Чесна конкуренція. 10. Рекламне агентство. 11. Прихована реклама. 12. Процвітання. 13. Суперечити нормам моралі. 14. Стимулювати попит. 15. Просування товару.

Ex 4. Choose the correct item to fill in the gaps:

1. The agency ... ads.
a. constructs b. builds c. composes d. creates
2. The ... of advertising media is generally strongly influenced.
a. variant b. choice c. sample d. exhibit
3. People begin to find ads
a. disgusting b. improving c. irritating d. annoying
4. Advertising is aimed ... conveying information to potential customers.
a. to b. for c. by d. at
5. For the typical manufacturer advertising is form of ...
a. defence b. insurance c. credibility d. profitability
6. The nature of consumer's needs have to be ... assessed.
a. regularly b. seldom c. constantly d. eventually
7. Advertising goes ... television and hoarding, newspapers and magazines.
8. a. far beyond b. out of c. far from d. next to
9. Some would say that advertising actually ... our lives.
a. improves b. enriches c. polishes d. helps
10. National newspapers derive much of their ... from advertising.
a. money b. benefit c. revenue d. profit
11. It is illegal make untrue ... about goods.
a. descriptions b. statements c. approvals d. sentences

Unit 1.4 MARKET RESEARCH

Маркетингові дослідження – важлива складова роботи кожного фахівця-маркетолога.

Text A

To market effectively, businesses need information – information about customer wants, market demand, competition, distribution channels and so on; this information needs to be updated regularly, because businesses operate in a dynamic environment. This study note tells you the purpose of market research.

Why do businesses need accurate and up-to-date information

Changes in technology – enabling new products and new production processes (e.g. the growth of digital study products like this toolkit which are reducing demand for printed textbooks)

Changes in consumer tastes – meaning that the demand for some products will decline, whilst others will grow more popular (e.g. increased demand for activity-related holidays at the expense of mass-market beach holidays)

Changes in the product ranges of competitors – the introduction of new rival products, or changes in pricing policies can greatly influence the demand for a product (e.g. the introduction of the Microsoft X-Box – which has challenged Sony's PlayStation 2)

Changes in economic conditions – an improvement or worsening of the economic climate will have an impact on incomes on a national or regional level. Different products may be affected differently e.g. luxuries v necessities etc

What is the purposes of marketing research

Marketing research can help a business do one or more of the following:

Gain a more detailed understanding of consumers' needs – marketing research can help firms to discover consumers' opinions on a huge range of issues, e.g., views on products' prices, packaging, recent advertising campaigns

Reduce the risk of product/business failure – there is no guarantee that any new idea will be a commercial success, but accurate and up-to-date information on the market can help a business make informed decisions, hopefully leading to products that consumers want in sufficient numbers to achieve commercial success.

Forecast future trends – marketing research can not only provide information regarding the current state of the market but it can also be used to anticipate future customer needs. Firms can then make the necessary adjustments to their product portfolios and levels of output in order to remain successful.

Text B

When it comes to understanding the world around you, market research is an essential step. Here are ten market research methods you need to utilize.

We live in a world that's overflowing with information. Sifting through all the noise to extract the most relevant insights on a certain market or audience can be tough.

That's where market research comes in – it's a way for brands and researchers to collect information from target markets and audiences.

Once reliant on traditional methods like focus groups or surveys, market research is now at a crossroads. Newer tools for extracting insights, like incorporating social media data, have joined the array of market research methods available.

Here, we break down what market research is and the different methods you can choose from to make the most of it.

Primary vs secondary market research

Market research can be split into two distinct sections: primary and secondary.

They can also be known as field and desk, respectively (although this terminology feels out of date as plenty of primary research can be carried out from your desk).

Primary (field) research

Primary market research is research you carry out yourself. This could include running your own focus groups or conducting surveys. The 'field' part referring to going out into the field to get data.

Secondary (desk) research

Secondary market research is research carried out by other people that you want to use. This could include studies carried out by researchers or financial data released by companies.

Market research methods

The methods in this list cover both areas. Which ones you want to use will depend on your aims. Have a browse through and see what fits.

Focus groups

A simple concept but one that can be hard to put into practice.

You get a bunch of people into a room, record them, and ask them about whatever you want. For some it'll be new product ideas, for others it might be views on a political candidate.

From these discussions, the organizer will try to pull out some insights, or use it judge the wider society's view on something. Generally the participants will be chosen based on certain criteria, such as demographics, interests, or occupation.

A focus group's strength is in the natural conversation and discussion that can take place between participants (if they're done right).

In comparison to a questionnaire or survey that have a rigid set of questions, a focus group can go off on tangents the organizer could not have predicted (and therefore not planned questions for). This can be good in that unexpected topics can arise, or bad if the aims of the research are to answer a very particular set of questions.

The nature of discussion is important to recognize as a potential factor that skews the resulting data. Focus groups can encourage participants to talk about things they might not have otherwise, and they might be impacted by others in the group or the presence of the researcher. This can also affect unstructured one-on-one interviews.

Surveys

In survey research. survey questions are given to respondents (in person, over the phone, emailed, or an online form). Questions can be close-ended or open-ended. As far as close-ended questions go, there are many different types:

- Dichotomous (two choices, such as 'yes' or 'no')

- Multiple choice
- Checkbox
- Rating scale
- Likert scale (common version is five options between ‘strongly agree’ and ‘strongly disagree’)
- Matrix (options presented on a grid)
- Demographic (asking after info such as gender, age, or occupation)

Surveys are massively versatile because of the range of question formats. Knowing how to mix and match them to get what you need takes consideration and thought. Different questions need the right set up.

It’s also about how you ask. Good questions lead to good analysis. Writing clear, concise questions that abstain from vague expressions and don’t lead respondents down a certain path can help your results reflect the true colors of respondents.

There’s a ton of different ways to conduct surveys as well, from creating your own from scratch or using tools, like Qriously, to do the heavy lifting for you.

Social media listening

Social media has reached a point where it is seamlessly integrated into our lives. And because it is a digital extension of ourselves, people freely express their opinions, thoughts, and hot takes on social media.

Because people share so much content on social media and the sharing is so instant, social media is a treasure trove for market research. There is plenty of data to tap into and dissect.

By using a social listening tool, like Consumer Research, researchers are able to identify topics of their interest, then analyze relevant social posts. For example, they can track brand mentions and what consumers are saying about the products owned by that brand.

Social media listening democratizes insights, and is especially useful for market research because of the vast amount of unfiltered information available. Because it’s unprompted, you can be fairly sure that what’s shared is an accurate account of what the person really cares about and thinks (as opposed to them being given a subject to dwell on in the presence of a researcher).

Interviews

In interviews, the interviewer speaks directly with their respondent. This type of market research method is more personal, allowing for communication and clarification, making it good for open-ended questions. Furthermore, interviews enable the interviewer to go beyond surface-level responses and investigate deeper.

However, the drawback is that interviews can be time-intensive and costly. Those who opt for this method will need to figure out how to allocate their resources effectively. You also need to be careful with leading questions, or simply poor ones, that lead to useless results. Here’s a good intro to leading questions.

Experiments and field trials

Field experiments are conducted in the participants' environment. They rely on the independent variable and the dependent variable – the researcher controls the independent variable in order to test its impact on the dependent variable. The key here is to try and establish whether there is causality going on.

For example, take Hofling's experiment that tested obedience, conducted in a hospital setting. The point was to test if nurses followed authority figures (doctors) if the authority figures' rules violated standards (this. The dependent variable being the nurses, the independent variable being a fake doctor calling up and ordering the nurses to administer treatment.

According to Simply Psychology, there are key strengths and limitations to this method. Their assessment reads:

- *Strength: Behavior in a field experiment is more likely to reflect real life because of its natural setting, i.e. higher ecological validity than a lab experiment.*
- *Strength: There is less likelihood of demand characteristics affecting the results, as participants may not know they are being studied. This occurs when the study is covert.*
- *Limitation: There is less control over extraneous variables that might bias the results. This makes it difficult for another researcher to replicate the study in exactly the same way.*

There are also massive ethical implications for these kinds of experiments, and experiments in general (especially if people are unaware of their involvement). Don't take this lightly and be sure to read up on all the guidelines that apply to the region where you're based.

Observation

Observational market research is a qualitative research method where the researcher observes their subjects in a natural or controlled environment. This method is much like being a fly on the wall, but the fly takes notes and analyzes them later. In observational market research, subjects are likely to behave naturally, which reveals their true selves. They are not under much pressure. Although if they're aware of the observation, they can act differently.

This type of research applies well to retail, where the researcher can observe shoppers' behavior by day of week, by season, when there are discounts offered, and more. However, observational research can be time-consuming and researchers have no control over the environments they research.

Competitive analysis

Competitive analysis is a highly strategic and specific form of market research, in which the researcher analyzes their company's competitors. It is critical to see how your brand stacks up to rivals. Competitive analysis starts by defining the product, service, or brand, and market segment. There are different topics to compare your firm with your competitors.

It could be from a marketing perspective: content produced, SEO structure, PR coverage, and social media presence and engagement. It can also be from a product perspective: types of offerings, pricing structure. SWOT analysis is key, assessing strengths, weaknesses, opportunities, and threats.

We've written a whole blog post on this tactic, which you can read [here](#).

Public domain data

The internet is a wondrous place. For those strapped for resources, or those simply seeking to support their research with some more data, public data exists. With more and more data produced every year, the question about access and curation becomes increasingly prominent – that's why researchers and librarians are keen on open data. There are plenty of different types of open data that are useful for market research: government databases, polling data, "fact tanks" like Pew Research Center, and more. Furthermore, APIs grant developers programmatic access to applications. A lot of this data is free, which is a real bonus.

Buy research

Money can't buy everything, but it can buy research. Subscriptions exist for those who want to buy relevant industry and research reports. Sites like Euromonitor, Mintel, and BCC Research host a litany of reports for purchase, oftentimes with the option of a single user license or a subscription.

This can be a massive time saver, and you'll have a better idea of what you're getting from the off. You'll also get all your data in a format that makes sense, saving you effort in cleaning and organizing.

Analyze sales data

Sales data is like a puzzle piece that can help reveal the full picture of market research insights. Essentially, it indicates the results. Paired with other market research data, sales data helps researchers gain a better picture of action and consequence. It's also important for understanding your customers, their buying habits, and how these are changing over time.

Obviously this will be limited to customers, and it's important to keep that in mind. Nevertheless, the value of this data should not be underestimated. If you're not already tracking customer data, there's no time like the present.

Choosing a market research method

Not all methods will be right for you situation or your business. Once you've looked through the list and seen some that take your fancy, spend more time researching each option. You'll want to consider what you want to achieve, what data you'll need, the pros and cons of each method, the costs of conducting the research, and the cost of analyzing the results.

Text C Market Segmentation, Targeting and Positioning

The logic of Segmentation

The concept of market segmentation has helped marketing decision making since the evolution of marketing. The goal of market segmentation is to partition the total market for a product or service into smaller groups of customer segments based on their

characteristics, their potential as customers for the specific product or service in question and their differential reactions to marketing programs. Because segmentation seeks to isolate significant differences among groups of individuals in the market, it can aid marketing decision making in at least four ways:

1. Segmentation helps the marketer by identifying groups of customers to whom he could more effectively 'target' marketing efforts for the product or service
2. Segmentation helps the marketer avoid 'trial-and-error' methods of strategy formulation by providing an understanding of these customers upon which he can tailor the strategy
3. In helping the marketer to address and satisfy customer needs more effectively, segmentation aids in the implementation of the marketing concept
4. On-going customer analysis and market segmentation provides important data on which long-range planning (for market growth or product development) can be based.

Criteria for Segmentation

If segmentation has to be useful in marketing decision making, then it must possess the following characteristics:

1. Segments must be internally homogeneous --- consumers within the segment will be more similar to each other in characteristics and behaviour than they are to consumers in other segments.
2. Segments must be identifiable --- individuals can be 'placed' within or outside each segment based on a measurable and meaningful factor
3. Segments must be accessible --- can be reached by advertising media as well as distribution channels. Only then, the segments can be acted upon.
4. Segments must have an effective demand --- the segment consists of a large group of consumers and they have the necessary disposable income and ability to purchase the good or service.

Segmentation Analysis

Here is a list of few general steps, referred to as segmentation analysis, that will be most often followed after the decision to employ market segmentation has been made.

Examples of questions to be answered during each step are also given.

Step-1 Define the purpose and scope of the segmentation

- What are our Marketing Objectives?
- Are we looking for new segments or determining how to better satisfy existing ones?
- Will we use existing data or invest time and money in new research?
- What level of detail will be needed in the segmentation analysis?

Step-2 Analyze total Market Data

- What is the character of the total market? (e.g. size)
- Are there basic differences between users and non-users of the product class?

- Are there any factors which clearly distinguish users from non-users or users of different brands?

What is our competitive position in the market now?

Step-3 Develop segment profiles

- What factor seems to differentiate groups of consumers most clearly?
- Are the profiles of each segment internally consistent?

Step-4 Evaluate segmentation

- What are the major similarities and differences among segments?
- Should the number of segments described be reduced or increased?
- How sensitive is this segmentation of the market to growth?

Step-5 Select target segment(s)

- Which segment(s) represent our best market opportunity?
- What further details do we know about the target segment's characteristics and market behaviour?
- If complete data on market behaviour for the target segment are not available, can we make reasonable assumptions?
- Are we alone in competing for this target segment?

Step-6 Designing the marketing strategy for the target segment

- What type of product do these consumers want?
- What kinds of price, promotion or distribution tactics will best suit their needs?
- Would other segments react positively to a similar strategy? (if so, the segments should probably be merged)

Step-7 Reappraisal of segmentation

- Do we have the resources to carry out this strategy?
- If we wish to broaden or change our target definition in the future, how flexible is the strategy?
- If we wish to change some element of the strategy in the future, how would that change probably influence the target segment?
- Does the target segment/strategic plan meet our objective? Does it fit our corporate strengths?

Segmenting the Consumer Markets

Consumer markets are those where the products are purchased by ultimate consumers for personal use. Industrial markets are those where the goods and services are purchased for use either directly or indirectly in the production of other goods and services for resale. Market segmentation of these markets use different variables. The consumer market segmentation variables appear to fall into two broad classes: consumers' background characteristics and consumers' market history. The following tables illustrate the most important factors and variables that have been found useful for market segmentation.

Table 1.6.1 Segmentation using consumer background characteristics

| Segmentation variable | Some examples of variables Measured | Comments |
|-----------------------|--|---|
| Geography | <ul style="list-style-type: none"> ▪ Region of product distribution ▪ Cultural differences ▪ Mobility of consumers | Geographic segmentation is one of the oldest and most basic of market descriptors. In most cases, it alone is not sufficient for a meaningful consumer segmentation |
| Demographic | <ul style="list-style-type: none"> ▪ Age ▪ Sex ▪ Income ▪ Educational level ▪ Social status | Also basic and included as a variable in most segmentation analyses. Demographic profiles of segments are important especially when making later advertising media decisions |
| Psychographic | <ul style="list-style-type: none"> ▪ Personality traits ▪ Perceptual styles ▪ Attitudes ▪ Reference groups ▪ Social roles | Psychographic variables are more useful because there is often no direct link between demographic and market behaviour variables. These consumer profiles are often tied more directly to purchase motivation and product usage |
| General life-style | <ul style="list-style-type: none"> ▪ Correlation of demographic and psychographic variables ▪ Activities and interests | Provides a rich, multi-dimensional profile of consumers that integrates individual variables into clearer pattern that describes the consumer's routines and general 'way of life' |

Table 1.6.2 Segmentation using consumers' market history

| Segmentation variable | Some examples of variables measured | Comments |
|-----------------------|---|---|
| Product usage | <ul style="list-style-type: none"> ▪ Frequency of brand/product use ▪ Brand loyalty ▪ Attitudes toward product | Segmenting the market into heavy, medium, light and non-users gives good understanding of present situation in market |
| Product benefit | <ul style="list-style-type: none"> ▪ Expectations of product performance | Very useful if product can be positioned in a number of ways. Primary use of this |

| | | |
|------------------|--|--|
| | <ul style="list-style-type: none"> ▪ Needs product must fill ▪ Perceptions of brands ▪ Satisfaction (dissatisfaction measures) | variable segments the market into groups that look for different product benefits |
| Decision-process | <ul style="list-style-type: none"> ▪ Shopping patterns ▪ Media-use patterns ▪ Product information searches ▪ Sensitivities to price, to promotion and to place (channel) | Use of this variable segments the market into price/non-price sensitive, shoppers/impulse buyers and other segments which characterize the market behaviour of each group. Must be used in conjunction with analysis of consumer characteristics to allow identification of the individuals involved |

Targeting Approaches

Target market selection is the next logical step following segmentation. Once the market-segment opportunities have been identified, the organization got to decide how many and which ones to target. Lot of marketing effort is dedicated to developing strategies that will best match the firm's product offerings to the needs of particular target segments. The firm should look for a match between the value requirements of each segment and its distinctive capabilities. Marketers have identified four basic approaches to do this:

1. Undifferentiated Marketing

A firm may produce only one product or product line and offer it to all customers with a single marketing mix. Such a firm is said to practice undifferentiated marketing, also called mass marketing. It used to be much more common in the past than it is today. A common example is the case of Model T built by Henry Ford and sold for one price to everyone who wanted to buy. He agreed to paint his cars any colour that consumers wanted, 'as long as it is black'. While undifferentiated marketing is efficient from a production viewpoint (offering the benefits of economies of scale), it also brings in inherent dangers. A firm that attempts to satisfy everyone in the market with one standard product may suffer if competitors offer specialized units to smaller segments of the total market and better satisfy individual segments.

2. Differentiated Marketing

Firms that promote numerous products with different marketing mixes designed to satisfy smaller segments are said to practice differentiated marketing. It is still aimed at satisfying a large part of the total market. Instead of marketing one product with a single marketing program, the firm markets a number of products designed to appeal to individual parts of the total market. By providing increased satisfaction for each of many target markets, a company can produce more sales by following a differentiated marketing approach. In general, it also raises production, inventory and promotional costs. Despite higher marketing costs, a company may be forced to practice differentiated marketing in order to remain competitive.

2. Concentrated Marketing

Rather than trying to market its products separately to several segments, a firm may opt for a concentrated marketing approach. With concentrated marketing (also known as niche marketing), a firm focuses its efforts on profitably satisfying only one market segment. It may be a small segment, but a profitable segment. This approach can appeal to a small firm that lacks the financial resources of its competitors and to a company that offers highly specialized good and services. Along with its benefits, concentrated marketing has its dangers. Since this approach ties a firm's growth to a particular segment, changes in the size of that segment or in customer buying patterns may result in severe financial problems. Sales may also drop if new competitors appeal successfully to the same segment. Niche marketing leaves the fortunes of a firm to depend on one small target segment.

3. Micro Marketing

This approach is still more narrowly focused than concentrated marketing. Micro marketing involves targeting potential customers at a very basic level, such as by the

postal code, specific occupation or lifestyle. Ultimately, micromarketing may even target individuals themselves. It is referred to as marketing to segments of one. The internet allows marketers to boost the effectiveness of micromarketing. With the ability to customize (individualization attempts by the firm) and to personalize (individualization attempts by the customer), the internet offers the benefit of mass customization – by reaching the mass market with individualized offers for the customers.

PRACTICAL PART

Ex 1.

1. Describe the types of research mentioned?
2. Explain the rationale for the suggestion that both a catchment area survey and a survey in the shopping centre should be conducted.
3. Give a detailed comparison of the strengths and weaknesses for each of the quantitative methods suggested in the proposal.
4. Give your arguments for and against the inclusion of the qualitative research as part of the research design.
5. Why is market research important for a business?
6. What is a market research plan?
7. What is the need of business research?
8. What are the goals of marketing research?

Ex 2. Consider the toothpaste market. Nearly everyone uses it. Yet, the toothpaste manufacturers have found that consumers have different ideas about what they would like the product to do. Prepare a list of what consumers want their toothpastes to do to them.

Ex.3. The summer looks hot. That isn't the weatherman talking, but the ice cream marketer, who seems to have abandoned an age-old positioning of the product (as a fun, family treat) in favour of a new one: as an adult indulgence. Leading the new strategy is HLL, which has reworked the marketing communication of its Kwality brand to something more risqué. Its TV and billboard ads show adults "pleasuring it up" quite suggestively. What's up? According to an HLL spokesperson, the repositioning is "a bid to reflect the sensorial awakening in society". "Evidence of which", the spokesperson continues, "is to be found in the spending one sees at malls and multiplexes". At any rate, says the spokesperson, given that half of the country's population is between 18 and 34, its new communication better reflects its image as a youthful and indulgent brand. Rivals haven't yet followed suit. On the contrary, ones like the Anand-based milk marketing cooperative Amul, whose officials were not available for comment, are sticking to their family-centric campaigns. Will HLL's new positioning put its Rs.89 crore (2004 revenue) ice cream business on the boil? Hard to say. For, this is one category where availability plays a bigger role than just branding.

Questions:

1. What are the market segmentation, targeting and positioning insights that you draw from this case?
2. Why is HLL repositioning its Kwality brand of ice creams?

Unit 1.5. JOB HUNTING

Words and expressions: Applicant supervise; ad (advertisement); offer a job; personnel / human resources department; tailor of particular position; personnel / human resources manager; employed / unemployed; post/ appointment /position /vacancy; qualified / skilled; education; unqualified / unskilled; first time job seeker; dependable; background; senior; make a career; junior; experience / experienced; officer; reference; connections; marital status; salary, wages, fee, honorarium; interview; charge; interviewer; deadline; interviewee; legal contract; work full-time; to discharge; work part-time; compensation; work by shifts; fringe benefits; be self-employed; obligation, contractual (treaty) obligation , under (an) obligation to smb.

Text A

Getting a job is a very hard period in the life of most people. Companies choose an employee from hundreds of candidates according to special rules, that's why there're special 'typical' factors, influencing on employer's choice. Among such factors are: age, sex, experience, family background and marital status, personality and references. If you're to go to an interview tomorrow, sleep well before it and don't forget your CV at home – is the basic rule. Moreover, there're some recommendations, which can help you, for example, to read annual report, or company newspaper of the company to show your understanding of the corporate strategy on the interview. What's more, you should choose corresponding dress code for the interview. Even such advices are to help you make a good impression; some companies don't want to hire a man, who follows every advice.

After getting a job, you may have some unexpected troubles with boss, too: e.g. if you dye your hair or wear something not appropriate. The best solution of such situation is to ask a trade union for advice, which can always help you in your fight with an employer. Of course, if you affect company discipline not coming in time or working badly, your dismissal wouldn't be unfair. To conclude, I can say that it is sometimes hard not only to get a job, but also to work in the staff, and if you don't want to be laid off, you should follow company rules, it is a must.

Text B. Employment Documents

The purpose of any education or training is further employment.

Finding employment takes hard work in itself; so does finding a better position once employed. A wide variety of skills is required for almost any job, anything from taking instructions to giving them, from being supervised to supervising. Often what makes a prospective applicant stand out is the attitude that comes through in the cover letter.

A cover letter/ letter of application is necessary in the following situations: (a) when answering a specific ad from the newspaper, (b) when writing to a specific person whose name you got from someone else, and (c) when writing to a specific company that you feel is a good place for you to get a job. The letter has one main objective: to interest the employer in your qualifications so you will get an interview. It should accompany either a CV/ resume or a completed application form.

A letter of application should be prepared very carefully. It can decide whether an employer will pass it to the personnel department with the note, «This looks worth a follow-up,» or will quietly drop it into the nearest wastebasket. Employers receive many letters and cannot pay attention to all of them; if you want yours to «set you apart,» or to attract attention, observe the following rules.

1. Whenever possible, address your letter by name to the appropriate person in the company.

2. Use standard-size, good-quality white bond paper.

3. Type the letter or have it typed. Make sure there are no errors!

4. Be very careful with spelling and punctuation.

5. Be brief — your letter should take up no more than a page. Businesslike letters will receive more attention. Three paragraphs is an ideal length.

6. In your first paragraph, mention the job you are applying for and where you saw it advertised. If you are not applying for a specific job, identify yourself, mention who referred you, if anyone, and why you are applying to this company.

7. In the second paragraph, state (a) why you think you are qualified for this job; (b) what contribution you can make to this company; and (c) any related work experience. If in the past you worked for a good company, it is important to mention that. Tell how many years of experience you have and add that you are enclosing a resume. Mention your most outstanding qualification as stated on the enclosed resume.

8. The closing paragraph should ask for an interview and say where and when you can be reached. You may suggest that you will phone for an interview. Make sure you telephone the company within a week after mailing the letter.

9. Keep a copy of every letter you sent.

The purpose of mailing any letter of application and resume is being granted an interview. If you are lucky, remember the following things.

What we do is often more important than what we say. The way we dress, the way we walk, the way we sit and where we sit, the way we look or don't look at other people, how early or late we are — these things, which are all elements of nonverbal communication, are responsible for over 60 percent of the impression we make on other people. Keep in mind that the employer is not only considering the way you speak, but is looking at you as a whole. Don't underestimate the importance of qualities other than job skills, which you can bring to the job: maturity and life experience, responsibility, willingness to learn new things, willingness to work hard, ability to adapt to difficult situations, initiative, pride in your work, dependability, creativity, or the ability to work in an organized way. These are qualities to emphasize.

When you leave an interview, thank the interviewer for his or her time and consideration. Ask when you will be notified of the company's decision. Most companies will inform you within two weeks. If you have not received an answer after a reasonable amount of time, follow up with a letter or telephone call.

Of course, you may decide on the basis of your interview that you do not want the job. If you are offered the job, ask for a day or two to consider the offer and then

inform the interviewer what you have decided. Never accept a job and then fail to show up. Keep in mind that employers in the same field often know each other. Unprofessional behavior with one employer could cause you trouble with another employer.

Answer the questions.

1. Why is it difficult to find a good job?
2. What qualities are of value among employers?
3. How should cover letters be prepared?
4. In what cases does one write these letters?
5. Why should one prepare for an interview?
6. What personal qualities should one emphasize during the interview?
7. How will you behave after the interview?

35 common interview questions.

1. Tell me about yourself.
2. Why did you leave your last job?
3. What experience do you have in this field?
4. Do you consider yourself successful?
5. What do co-workers say about you?
6. What do you know about this organization?
7. What have you done to improve your knowledge in the last year?
8. Why do you want to work for this organization?
9. Do you know anyone who works for us?
10. What kind of salary do you need?
11. What salary are you expecting?
12. Are you a team player?
13. How long would you expect to work for us if hired?
14. Have you ever had to fire anyone? How did you feel about that?
15. Have you ever been asked to leave a position?
16. Why should we hire you?
17. What irritates you about co-workers?
18. What is your greatest strength/weakness or deficiency?
19. Tell me what «success» means to you.
20. Tell me about your dream job.
21. What is more important to you: the money or the work?
22. Tell me about your ability to work under pressure.
23. Are you willing to work overtime? Nights? Weekends?
24. Do you have any blind spots?
25. What is more important on your job, written or oral communication?
26. Tell me about a deadline you had to meet.
27. What do you do when you're having trouble with your job?
28. What do you do when you're having trouble with a boss?
29. Describe your work ethic.
30. What has been your biggest professional disappointment?
31. What are your future plans?

32. What are your 5-year goals?
33. What are your hobbies?
34. Do you play any sports?
35. Do you have any questions for me?

**Алгоритм написания резюме резюме (resume) или CV – Curriculum Vitae.
PRACTICAL PART**

Ex 1. Work in pairs. Produce an interview.

Ex 2. Complete your application form and CV(resume)(for 1 page). Use the sample.

ЗМІСТОВИЙ МОДУЛЬ 2. COMMUNICATION

ТЕМА 2. ПРОФЕСІЙНЕ СПІЛКУВАННЯ ІНОЗЕМНОЮ (АНГЛІЙСЬКОЮ) МОВОЮ В ПИСЬМОВІЙ ФОРМІ

TEXT A. Business Writing

The aim in business writing is to communicate as clearly and concisely as you can. In our high-tech culture we expect many Ex.s to take far less time than they do. Writing is one of them. The ability to write well — clearly and concisely — is not an ancillary skill; it is an essential skill.

Contrary to general belief, writing is not something only 'writers' do; it is a basic skill for getting through life. However, writing is a high-level conceptual skill and it does take time. Many mental activities are taking place while you are writing: analyzing the audience, remembering and deciding on what information to present, organizing the information, putting it into comprehensible sentences, paying attention to the rules of good writing, proofreading, etc.

When getting started, remember, if you gain control of yourself, you will gain control of your topic.

- First of all you ask yourself the question about the purpose of your writing:

Are you writing to inquire, inform, persuade, motivate, or do you have more than one purpose?

Second, get interested in its scope:

- Given your needs and your reader's needs, how much information should you include?

Third, see clearly the contents of your writing:

- What kind of information will help you to achieve your purpose? Do you have all information you need? How, or where, can you get additional information?

At last, you should ask yourself about the available constraints:

Put yourself in your reader's place and look at the message through his eyes. Most of the readers want the results of your thinking, not the thinking itself. Remember that there is a difference between thinking and communicating. When experimenting with various ways to organize the information be guided by two factors: (1) your reader's knowledge and interest and (2) your purpose and the information itself. The contents

of any letter may be summarized as follows: (1) opening, (2) purpose; (3) action, and (4) polite expressions.

Answer the questions

1. What should you take into consideration while you are writing?
2. What can be the purposes of your writing?
3. What should you keep in mind while writing?
4. Why are readers more interested in the results of the writer's thinking?
5. Can you write well?
6. How important for you is the ability to write well?
7. What is the most important to organize information properly?

Поради щодо написання ділового листа

- При написанні ділового листа **важливо дотримуватися простоти та цілеспрямованості**, щоб сенс листа був чітким і зрозумілим. Дотримуйтеся принципу лаконічності. Використовуйте нормативну та зрозумілу лексику.

- Кращий спосіб розпочати лист – **чітко вказати мету**. Це так званий прямий підхід, який визначає подальший зміст листа та привертає інтерес читача.

- Однак, якщо у листі описуватимуться **погані новини**, то **прямий підхід недоцільний**. Замість цього доцільно використати непрямий підхід, виклавши негативні новини в другому або третьому абзацах листа.

- Звертання і вступна частина листа мають бути ввічливими. Завжди приділяйте увагу почуттям читача.

- Після вступу необхідно викласти деталі проблеми.

- Окресліть лаконічно і водночас повно проблему та запропонуйте варіант її вирішення. Повідомте читачеві про причини прийнятого рішення.

- Дотримуйтеся одинарного інтервалу і залишайте подвійні пробіли між абзацами. Вирівняйте свій лист по лівому краю ((block style – вирівнювання рядків до кінця вліво). Використовуйте короткі речення і дотримуйтеся чітких абзаців.

- Будьте максимально **відверті та поважайте час** свого читача. Відтак відразу переходьте до суті справи.

- Використовуйте шрифт «Arial», «Times New Roman», «Courier New» або «Verdana». Розмір шрифту має бути 10 або 12. Використовуйте поля 2,5 см або 1 дюйм з усіх боків.

- Завжди ставте інтереси **читачів понад свої власні**. Замість того, аби говорити про свої очікування, вкажіть те, що ви можете запропонувати.

- Будьте **уважні** з іменем і назвою компанії отримувача.

- Дотримуйтеся розмовного тону, але водночас **професійного**; уникайте надмірної формальності.

- **Уникайте** жаргонізмів, самовпевненості, зарозумілості та самовихваляння.

- У листі використовуйте дійсний спосіб та особові займенники.

- Завжди закінчуйте лист **запитом на дію**.

- Залиште пустий рядок після звертання (привітання) і перед заключною частиною.

- Зробіть подвійний відступ між останнім реченням і кінцівкою листа.

- Якщо необхідно, залиште 4 або 5 відступів для власноручного підпису.

Ділові листи завжди друкуються на білому папері формату А4, а не на кольоровому або на будь-яких канцелярських паперах. Бізнес-листи зазвичай носять формальний характер, а тон листа завжди має бути ввічливим.

Наприклад, не коректно писати: «I want you to come to our office on Wednesday». Замість цього доцільно написати: «Would you be able to come to our office on Wednesday?»

Листи повинні бути також не занадто емоційними.

Наприклад, якщо мала місце несвоєчасна доставка і, як наслідок, затримка строків виробництва, то коректно буде написати: »The delivery was six days late and that caused severe disruption to our production.»

Якщо ви повідомляєте **погані новини** або **вибачаєтеся**, потрібно дуже ввічливо і тактовно окреслити причини проблеми.

Можна використовувати вирази: «I regret to inform you», «Unfortunately» або «I'm afraid that».

Закінчуйте лист також професійно та ввічливо.

Не забудьте відредагувати лист, виправити наявні помилки (перевірте лист двічі).

Формат ділових листів являє собою послідовність таких елементів:

- **Name and Address of Recipient** (ім'я отримувача та адреса).
- **Date** (дата).
- **Reference** (посилання).
- **Salutation** (привітання).
- **Body** (головна частина).
- **Closing** (підсумок, висновок).
- **Signature** (підпис).
- **Typist initials** (ініціали відправника).
- **Enclosures** (додатки).

Обов'язково переконайтеся, що ім'я та прізвище отримувача листа написані правильно. Використовуйте «Dear Sir/Madam», якщо ви не знаєте, кому адресується лист .

Dear Sir/Madam – Шановний пане (пані).

Dear Mr. Smith – Шановний містєре Сміт.

Dear Ms. – Шановна пані.

Dear Jack Johnson – Шановний Джек Джонсон.

Dear Customer – Шановний покупець.

Gentlemen – Панове.

| | Привітання | Завершення |
|--|--|------------------|
| Якщо Вам відоме ім'я людини, якій Ви пишете | Dear Mr. (Mrs., Ms. Smith) | Yours sincerely. |
| Якщо Вам не відоме ім'я людини, якій Ви пишете | Dear Sir or Madam To Whom It May Concern, | Yours faithfully |

Приклади вступних фраз у діловому листі (для використання посилань на попередню кореспонденцію; повідомлення причини написання листа тощо):

| | |
|--|---|
| With reference to your letter of 7 September, I ... | Посилаючись на Ваш лист від 7 вересня, я... |
| I am writing to enquire about ... | Направляю Вам лист з метою уточнення інформації про... |
| After having seen your advertisement in ... , I would like ... | У зв'язку з Вашим рекламним оголошенням у ..., я хотів(ла) ... |
| After having received your contact information from ... , I ... | У зв'язку з отриманням Ваших реквізитів (контактних даних) від ..., я ... |
| I received your address from ... and would like ... | Я отримав Ваші контактні дані від ... і хотів би ... |
| In reply to your letter of 2 June, ... – | У відповідь на Ваш лист від 2 червня ... |
| Thank you for your letter/e-mail about ... – | Висловлюю Вам вдячність за Ваш лист / електронний лист про ... |
| Thank you for your letter regarding ... – | Дякую Вам за Ваш лист відносно ... |
| Thank you for your letter of 3 November. – | Дякую Вам за Ваш лист від 3 листопада. |
| We/I recently wrote to you about ... – | Нещодавно ми / я направляли(в) Вам інформацію про ... |

Завершення ділового листа

В останньому абзаці листа потрібно писати:

Please feel free to contact us in case you have any questions. –

Звертайтеся у разі виникнення будь-яких питань.

Або нижчевказані вирази, якщо ви хочете додати якісь документи, фотографії:

«**I am enclosing...**» або «**Please find the enclosed/attached ...**».

Закінчення листа передусім залежить від ваших стосунків з адресатом. Використовуйте «**Yours faithfully**», якщо ви не знаєте людину, до якої звертаєтесь; »**Yours sincerely**» – для адресатів, яких знаєте добре.

Для менш офіційних листів можна використовувати: «**Best regards**» або «**Kind regards**». Наприкінці листа потрібно поставити свій підпис, указати прізвище та посаду.

Перевірте лист на наявність помилок перед відправкою!

Приклади виразів наприкінці ділового листа:

Sincerely (Сердечно);

Sincerely yours (Щиро Ваш);

Regards (З повагою);

Best (Із найщирішими побажаннями);
Best regards (З повагою);
Kind regards (З найкращими побажаннями);
Yours truly (Щиро Ваш);
Most sincerely (Сердечно);
Respectfully (З повагою);
Respectfully yours (З найглибшою пошаною);
Thank you (Дякую Вам);
Thank you for your consideration (Дякую Вам за увагу),

Після цього ставте кому і з нового абзацу вкажіть свої дані:

- name;
- email address;
- phone number.

Якщо ви інформуєте свого колегу щодо статусу поточного проєкту, то формальне завершення буде не зовсім доречним; а якщо ви, наприклад, вступаєте в боротьбу з метою просування по кар'єрних сходах, то воно безперечно буде потрібно.

І жодних «Later», «Thanks», «TTYL», «Warmly», «Cheers» і подібної розмовної лексики! Вас просто не зрозуміють.

Приклади фраз для закінчення ділового листа

Такі фрази зазвичай використовуються для посилення на наступні події; вибачення; повторного прохання про допомогу тощо.

| | |
|---|--|
| If you require any further information, feel free to contact me at any time. Should you need any further information, please do not hesitate to contact me at any time. If you have any further questions, please do not hesitate to contact me. | Якщо Вам потрібна додаткова інформація, звертайтеся в будь-який час. |
| I look forward to your reply. / I look forward to hearing from you. | Я з нетерпінням чекаю на Вашу відповідь. |
| I look forward to seeing you. | Із нетерпінням чекаю на зустріч із Вами. |
| Please advise as necessary. | Якщо необхідно, надавайте свої рекомендації. |
| We look forward to a successful working relationship in the future. | Ми налаштовані на успішну співпрацю з Вами в майбутньому. |
| Once again, I apologize for any inconvenience. | Ще раз прийміть мої вибачення за будь-які незручності. |
| We hope that we may continue to rely on your valued custom. | Ми сподіваємось на Ваші цінні замовлення. |
| I would appreciate your immediate | Я був би вдячний за Вашу |

| | |
|--|---|
| attention to this matter. | безпосередню увагу до цього питання. |
| I await your reply with interest. | Я очікую Вашої відповіді з нетерпінням. |
| We look forward to building a strong business relationship in the future. | Ми налаштовані на побудову міцних ділових стосунків з Вами у майбутньому. |
| I look forward to our meeting on the 7th of October. | Я з нетерпінням очікую нашої зустрічі 7 жовтня. |
| Thanks for your extremely helpful attention to this matter. | Дякую за Вашу надзвичайно корисну увагу до цього питання. |
| Thanks again for your attention, consideration and time. | Ще раз дякую за увагу, розгляд і час. |
| It's always a pleasure doing business with you. | Із Вами завжди приємно мати справу. |
| Thanks again for sharing your expertise in this matter. | Ще раз дякую за обмін досвідом у цьому питанні. |
| I am looking forward to getting your input on this issue. | Я з нетерпінням чекаю можливості зробити Ваш внесок у це питання. |

КОРИСНІ ВИРАЗИ

| | |
|---|--|
| I am happy to write to confirm our agreement about the summer workshop. | Радий написати про підтвердження нашої з Вами угоди щодо літньої майстерні. |
| Thank you for writing to us about your experience in our research center last week | Дякуємо Вам за те, що написали нам про свій досвід у нашому дослідницькому центрі на минулому тижні. |
| It was a pleasure meeting you at the meeting/conference last Monday. | Був радий зустрітися з Вами на зібранні / конференції у минулий понеділок. |
| I am writing to provide the information you have requested. | Надаю інформацію, яку ви запитували. |
| As per our phone conversation ... | У продовженні нашої телефонної розмови... |
| Thank you so much for contributing to our auction | Дякую Вам за те, що зробили свій внесок у наш аукціон. |
| I am applying for graduate schools in marine biology, and I would be very grateful if you would write a letter of reference for me. | Я подаю заявку в аспірантуру зі спеціальності «Економіка» і був би дуже вдячний, якщо б Ви написали для мене рекомендаційний лист. |
| Thank you for writing to ask about attending the conference in Baltimore. I wish I could approve your request. | Дякую Вам за лист стосовно конференції у Балтиморі. Хотів би я схвалити Ваш запит. На жаль... |

| | |
|---|---|
| Please accept my apology for missing the meeting yesterday. I am very sorry that I was unable to attend. | Прийміть мої вибачення за пропущену зустріч вчора. Мені шкода, що я не зміг бути присутнім. |
| Congratulations on successfully passing your bar exam. You are now officially an attorney | Вітаємо Вас із успішно складеним іспитом. Тепер Ви офіційно є уповноваженою особою! |
| I fully meet or exceed the requirements of the Business Analyst III position, and I am pleased to apply for it. | Я повністю відповідаю вимогам бізнес-аналітика III категорії або перевершую їх, і я радію можливості подати заяву на цю посаду. |

ТЕХТ В. 10 видів бізнес-листів

• Комерційний лист. Sales Letter.

Типові комерційні (рекламні) листи починаються із сильної заяви, щоб привернути увагу читача, оскільки мета полягає в тому, аби спонукати його до дії.

Такі листи включають у себе заклики, докладний опис користі для читача, послідовність вжиття заходів, а також номери телефонів або посилання на сайт.

• Лист-доручення (лист-замовлення). Order Letter.

Листи-замовлення відправляються споживачами виробнику, продавцю чи оптовику для замовлення товарів або послуг.

Лист має містити інформацію про номер моделі, назву продукту, бажану кількість та очікувану вартість.

Інформація про оплату також іноді включається у лист.

• Лист-скарга (рекламація). Complaint Letter.

Рекламація – претензія на низьку якість товару з вимогою відшкодування збитків. Слова і тон, які ви використаєте в листі-скарзі, можуть стати вирішальним чинником при його розгляді.

Будьте тактовними, завжди дотримуйтеся професійного тону, якщо прагнете, щоб керівництво вас почуло.

• Лист із врегулювання суперечок. Adjustment Letter.

Такий лист зазвичай надсилається у відповідь на претензію або скаргу. Якщо ситуація складається на користь клієнта, то почніть лист із цієї новини. Якщо ні, дотримуйтеся фактологічного тону, зберігаючи ввічливість. Повідомте клієнту, що ви розумієте його скаргу.

• Лист-запит. Inquiry Letter.

Листи із запитом складаються з метою отримання інформації від отримувача. При складанні такого листа, дотримуйтеся чіткості та лаконічності, перерахуйте лише найбільш необхідне для вас.

Обов'язково вкажіть свою контактну інформацію, аби читач мав змогу вам відповісти.

• Лист-нагадування. Follow-Up Letter.

Зазвичай це рекламний лист, надісланий повторно (наприклад, у випадку не надходження замовлення).

Це може бути відділ продажу, який дякує клієнтові за оформлення замовлення, бізнесмен, який проводить огляд результатів зустрічі, людина в пошуку роботи, яка ставить питання про статус своєї заяви.

Найчастіше такі листи являють собою комбінацію подячної замітки та комерційного листа.

- **Рекомендаційний лист. Letter of Recommendation.**

Потенційні роботодавці часто запитують у кандидатів такі листи, перед тим як наймають їх.

Цей тип листа зазвичай являє собою відгук попереднього роботодавця (чи співробітника) про здобувача з професійної точки зору.

- **Лист-підтвердження. Acknowledgment Letter.**

Листи-підтвердження виконують функцію звичайної квитанції. Компанії посилають їх, щоб поінформувати отримувача про те, що вони отримали попереднє повідомлення з інформацією, документами або іншими матеріалами, про раніше досягнуті домовленості, наміри тощо.

Лист-підтвердження є знаком уваги й поваги до отримувача, однак сама дія може бути вжита або не вжита.

- **Супровідний лист. Cover Letter.**

Такі листи зазвичай супроводжують пакет документів, звіт або інший товар. Вони використовуються для опису того, що включено в посилку, інструктують для чого і що (за необхідності) має робити отримувач. Супровідні листи, як правило, лаконічні.

- **Заява про звільнення. Letter of Resignation.**

Коли працівник планує залишити свою роботу, лист про звільнення зазвичай спрямовується його безпосередньому менеджеру із зазначенням останнього дня роботи. Найчастіше співробітник також детально пояснює причину, з якої залишає компанію.

ТЕХТ С. Прочитайте та перекладіть ділові листи

Лист 1

1. Company Letterhead

Students Of The Future Co.

610 Fountain Ave

Burlington, NJ 08016

June 6, 2018

Burlington Township Student

Street Address

City, State Zip

Dear Student:

Use this sample letter as a template to help you complete your activities throughout this course. I have purposely set up the spacing and content to make it easier for you to delete existing text and replace it with the content that you need to use. Please be

sure to use all the tools provided to you, so that you are more efficient with your work.

Be sure to copy down the text boxes I have provided, they may be helpful when you need to compose different types of business letters. Be sure to save this document as: Letter Template.

Sincerely,

Mr. Rogers

Business Ed. Teacher

Enclosure (if needed)

Лист 2

2.Organization Letterhead

March 16, 2016

Mr. Ernie English

English Company

1234 Writing Lab Lane

Write City, IN 12345

Dear Mr. English:

The first paragraph of a typical business letter is used to state the main point of the letter. Begin with a friendly opening; then quickly transition into the purpose of your letter. Use a couple of sentences to explain the purpose, but do not go into detail until the next paragraph.

Beginning with the second paragraph, state the supporting details to justify your purpose. These may take the form of background information, statistics or first-hand accounts. A few short paragraphs within the body of the letter should be enough to support your reasoning.

Finally, in the closing paragraph, briefly restate your purpose and why it is important. If the purpose of your letter is related to your employment, consider ending your letter with your contact information and title if it not included on letterhead. However, if the purpose is informational, think about closing with gratitude for the reader's time.

Sincerely,

Signature

Lucy Letter

President

*Enclosure

Що таке мотиваційний лист?

Вступ до університету за кордоном або спроба працевлаштування передбачає написання мотиваційного листа. У більшості випадків правильно оформлений мотиваційний лист – це 50% вступу до університету вашої мрії або працевлаштування. Саме тому не варто ставитися легковажно до його написання. Мотиваційний лист – Personal Statement, Statement of Person, Motivation Letter – це необхідна частина анкети, яка разом з іншими документами подається при вступі до зарубіжних закладів освіти.

Можна сміливо стверджувати, що це найважливіша частина з усього пакета документів, що є також гарним засобом самовираження. Адже приймальна комісія не бачить людини, а тільки документи, анкету та мотиваційний лист. Безсумнівно, саме в мотиваційному листі потрібно майстерно представити себе і свої навички максимально вигідно, описати освіту, наявний професійний досвід та участь у суспільному житті.

Мотиваційний лист (motivation letter) – це есе на 1-2 сторінки, в якому кандидат описує свої інтереси (академічні), досвід, цілі, життєву позицію та досягнення. Мотиваційний лист може розповісти про автора, повідомити важливу інформацію:

- по-перше, приймальна комісія зможе отримати уявлення про кандидата, його здатність критично мислити, аналітичні навички.
- по-друге, про здатність кандидата логічно, зв'язно і граматично правильно письмово висловлювати свої думки.

Мета написання листа

Головна мета листа для вступу ЗВО – переконати членів приймальної комісії в тому, що ви є найкращим кандидатом, якому й потрібно віддати перевагу. За допомогою листа ви налагоджуєте комунікацію з членами приймальної комісії, а для того, щоб ця комунікація виявилася успішною для вас, потрібно:

- знати, чого саме чекає від вас цільова аудиторія;
- чітко усвідомлювати, що саме ви прагнете отримати від процесу навчання у виші;
- правильно розповісти про ті унікальні якості, які надають вам переваг.

Такий документ, як мотиваційний лист англійською мовою, допомагає працевлаштуватися та отримати престижну освіту. Саме тому при написанні листа пам'ятайте такі ключові правила:

1. Комісії різних факультетів оцінюють листи за різними критеріями.
2. Згадка про короткострокові та довгострокові цілі навчання є доцільною.
3. Опис особистого досвіду та досягнення вказуються обов'язково.
4. Коротка характеристика навчання і досягнень у цій сфері є необхідною.

Про що варто згадати, коли ви пишете мотиваційний лист для працевлаштування в іноземну компанію або вступу до ЗВО? Той, хто буде читати ваш лист, напевно сподівається отримати відповіді про вас. Тому не варто його розчаровувати!

У мотиваційному листі повинні бути:

- аналіз особистих якостей (за цим будуть робити висновок щодо того, як саме ви оцінюєте себе, а отже, й оточуючих);
- щирість (фальшивість відчувається одразу – майте це на увазі!);
- опис підготовки та мотивація (досвід роботи, досягнення, навички, конкретні вказівки, чому ви обрали саме цю спеціальність, як плануєте розвиватися і вдосконалюватися в цій сфері);

- наявність цілей і обґрунтованість обраної програми (важливо вказати, чого саме ви хочете досягти, навчаючись за цією спеціальністю і як процес навчання допоможе вам досягти поставлених цілей);

- логіка побудови тексту.

Чого слід уникати при написанні мотиваційного листа.

По-перше, намагайтеся уникати кліше і загальних речень, які позбавлені корисної інформації.

По-друге, мотиваційний лист ні в якому разі не повинен перетворитися на переказ резюме. Навпаки, він має доповнити уявлення членів приймальної комісії про вас, а не повідомити їм ту саму інформацію, яку вони можуть прочитати в резюме.

Окрім того, уникайте небезпечних, неоднозначних тем, утримайтеся від викладу думок щодо політики чи релігії, особливо, якщо ваша точка зору надто відрізняється від загальноприйнятої. Використовуйте прості слова і речення, не ускладнюйте читачеві сприйняття тексту. І найголовніше – не пишіть занадто багато. Це загальні правила хорошого тону в motivation letter.

Оформлення мотиваційного листа

Зрозуміло, ви можете завантажити шаблони мотиваційного листа англійською мовою та скласти свій лист відповідно до знайдених зразків. Однак найкраще – спробувати, керуючись загальними рекомендаціями, написати власний лист-есе.

Формати есе:

- не структуроване. Ви у вільній формі зможете викласти свої цілі, завдання та описати досвід, особисті якості та досягнення;

- есе у вигляді відповідей на запитання. Таке есе, як правило, пишуть кандидати, які хочуть вступити на програми MBA. У такому випадку мотиваційний лист буде складатися з коротких есе-відповідей на окремі питання.

Підходи до організації тексту:

- Тематичний підхід. Ви акцентуєте увагу на 2-4 темах і розповідаєте про них. Переваги підходу в тому, що ви отримуєте можливість провести паралель між двома не пов'язаними в хронологічному плані подіями, які ви хочете порівняти.

- Хронологічний підхід. Ви описуєте події в хронологічній послідовності.

Як правильно організувати текст?

Найцікавіші факти подавайте на початку листа, адже немає гарантії, що лист буде дочитаний до кінця.

1. Факти намагайтеся логічно викладати таким чином, щоб читач міг бачити ваш розвиток як в особистісному, так і в професійному аспектах.

2. Розподіляйте текст на абзаци. Використовуйте слова-зв'язки для переходу від одного абзацу до іншого. Прагніть до того, аби кожен абзац вашого листа був міні-історією зі зав'язкою, кульмінацією та логічною розв'язкою.

3. Вступ – саме та частина листа, яка повинна змусити читача прочитати його до кінця. Зробіть лист цікавим: використовуйте цитати, опис події з життя, незвичайні факти.

4. Висновок – не менш важлива частина листа. Висновок повинен залишити позитивне враження від прочитаного. Наприкінці немає потреби резюмувати кожен пункт, але можна розглянути запропоновані в листі проблеми під іншим кутом, пов'язати їх з більш глобальними проблемами або повніше описати ваші цілі та мотивацію.

5. Редагуйте лист в кілька етапів. Спочатку просто напишіть текст, через день-два прочитайте його, дещо пізніше – докладно вичитайте, виправте граматичні й орфографічні помилки.

Фрази, які можна використовувати в тексті листа

| | |
|--|--|
| I am particularly interested in this job, as ... – | Я зацікавлений в отриманні цієї роботи, оскільки ... |
| I would like to work for you, in order to ... | Я хотів би працювати у Вашій компанії |
| My strengths are ... | Мої сильні сторони... |
| I would say that my only weakness / weaknesses are But I am looking to improve in this / these area / s. | Можу сказати, що єдиною моєю слабкою стороною є ... Але я працюю над цим. |
| I would be well suited to the position because ... | Я вважаю себе достойним кандидатом на цю вакансію, оскільки... |
| My area of expertise is ... | Я спеціалізуюся на... |
| Even under pressure I can maintain high standards. – | Навіть під тиском я можу відповідати високим стандартам. |
| I have a lively interest in ... and would appreciate the opportunity / chance to broaden my knowledge by working with you. | Я дуже зацікавлений в ... і оцінюю шанс застосувати свої знання в цій роботі. |
| I am highly motivated and look forward to the varied work which a position in your company would offer me. | Я дійсно хочу отримати досвід роботи у вашій компанії на посаді, яку Ви зможете запропонувати. |

Мотиваційний лист можна відразу писати англійською мовою або спочатку написати українською, а потім – перекласти. Ось тільки при перекладі може виникнути низка неточностей і помилок. Найпоширеніші помилки при перекладі мотиваційного листа англійською мовою – це узгодження часів у складних реченнях, неправильний порядок слів (відтак переклад вимагатиме перебудови речення!), неправильне вживання однини і множини при перекладі.

Обсяг мотиваційного листа

Мотиваційний лист складається із 4 абзаців:

Перший абзац повинен чітко вказувати, на яку посаду ви претендуєте та звідки ви дізналися про цю пропозицію.

Другий абзац повинен окреслювати ваші вміння та кваліфікацію, що робить вас найбільш достойним кандидатом на цю посаду. Але тут мало їх просто перелічити, варто їх обґрунтувати. Для цього необхідно навести декілька прикладів із досвіду, що показують як саме ви набули та виробили в собі конкретні якості. В ідеалі, ви маєте розпочати свій мотиваційний лист із прикладів. У результаті описане повинно характеризувати вас як незалежну, креативну особистість, яка може взяти ініціативу та впоратися із поставленими завданнями (другий абзац повинен показати, чому ви придатні для цієї роботи).

Третій абзац повинен мотивувати ваше бажання отримати цю роботу. Тут варто сказати про зацікавленість у навичках, які ви набудете, отримавши відповідну посаду. Має скластися враження, що ви зробите неабиякий внесок у розвиток компанії, а також отримаєте насолоду від роботи.

Четвертий абзац повинен містити інформацію щодо найбільш зручного часу для співбесіди, тим самим демонструючи сильну мотивацію. Після четвертого абзацу залиште трохи місця та поставте підпис.

EXERCISES

Ex. 1. Заповніть пропуски в листі, поданому нижче.

Dear Mr. Watson,

----- (посилання) your letter of 26 August, _____
 (підтвердження) my participation at the Sales Workshop in October. -----
 (прохання) if you could send me the program. ----- (прикріплення
 документів) some suggestions for contribution.

----- (шкодування) that I will not have the chance to see you before the workshop but _____ (завершальна частина) to meeting you in October.

Yours _____ (закінчення)

J. Hardy.

Ex. 2. Заповніть пропуски найбільш доречним словом із наведених у дужках

1. We were pleased to . . . (receive/ get/ send) your letter of September, 26. 2. With . . . (relation/ reference/ connection) to our telephone conversation we would like to tell you the following. 3. We would welcome ... the (desire/ reason/ opportunity) to cooperate with you. 4. We have . . . (decision/ permission/ pleasure) of inviting you to visit our company. 5. We would be grateful if you . . . (may/ should/ could) come to see us next week. 6. If you have any . . . (problems/ questions/ inquiries) do not hesitate to contact us again. 7. We would . . . (want/ like/ appreciate) if you give us a ring. 8. We would like to continue this... (trend/ tradition/ communication) with the educational program. 9. We look forward to . . . (hearing/ listening/ seeing) from you soon.

Ex.3. Напишіть відповідь на лист.

P. Watson Sales

Manager Pan Engineering Unit3

Dear Mr. Watson

We have pleasure in inviting you to our annual conference. It will take place at the Sheraton Hotel, Glasgow from 15 to 18 April. We enclose details of the conference, accommodation arrangements and a provisional program. We would appreciate it if you could confirm your participation at your earliest convenience.

Yours sincerely,

J. Cooper

Conference Organizer

Ваша відповідь має містити таку інформацію:

1. Посилання на лист, наведене вище.
2. Підтвердження вашої участі в роботі конференції.
3. Запит на отримання більш детальної інформації про програму конференції.

Ех. 4. Напишіть листа, обираючи потрібне слово з наведених у дужках.

Dear (Sir/Mr. Smith/Mr. President)1:

With (relation/reference/ connection) to our telephone (dialogue/chat/conversation) .I am (enclosing/posting/ including) our latest catalogue. I (shall/will/would) be grateful (that/if/when) 6 you (may/should/could) come to see us on Monday 7th June at 11.00 a.m. to discuss our business. If this date is not (correct/comfortable/conven ient) I would (want/like/appreciate) (if/whether/when) you could give me a call.

If you have any further (problems/questions/inquiries) please do not (pause/delay/hesitate) to (connect/ contact/correspond) us again.

In the meantime, I (look/ expect/wait) 14 forward to (listening/hearing/seeing) 15 from you.

(Regards/Yours faithfully/Love) 16

Ех. 5. Доповніть пронумеровані пропуски в тексті найбільш доцільним варіантом слова з пар, наведених нижче.

| | | | | | | |
|----------------|------------|------------|---------|--------------|------------|-------------|
| As regards | At the end | want | But | look forward | sincerely | About |
| With reference | Finally | would like | However | wait | Faithfully | In addition |

75 Garbarska St.
90112 Lodz
Poland

Fast-Track Inc.
377 West Main Street

Boston, MA 02116
USA

March 16, 2007

Dear Sir or Madam,

_____1 to your recent advertisement in Kyiv Post,
I _____2 to apply for the position of Sales Manager for Central and Eastern Europe.

I have been working as Fast-Track Regional Manager for the south of Poland for five years. During this period of time, I focused on developing sales, so that they increased by 12%.

_____3, I also gained extensive experience of sales and of managing teams in a wide variety of industries in Poland and in neighboring countries.

_____4 my academic background, I have a degree in financial engineering from the university of Krakow.

_____5, I am bilingual in Polish and English and I know the region extremely well, as I travelled frequently through Poland and other central European countries.

I believe this combination of practical experience and qualifications makes me an ideal candidate for the Warsaw post.

I _____6 to hearing from you.

Yours _____7

Ex. 6. Приведіть у відповідність пронумеровані та позначені літерами частини листа. Перекладіть лист-запрошення українською мовою.

Dear Mr. Strauss,

| | |
|---|--|
| 1. As the Sales Manager of Sigma, I would like | a) to run a workshop on how to prepare a budget |
| 2. I have read many of your articles on successful planning in the Financial Times, | b) to your reply |
| 3. At Sigma, we believe | c) would be convenient |
| 4. Therefore, we arrange | d) would be particularly helpful for our junior team members |
| 5. We would be very grateful if you agreed | e) you can find time to accept our invitation |
| 6. In addition, a focus on how to make accurate sales forecasts | f) and found them extremely interesting |
| 7. We realize that you are very busy, but we hope | g) regular professional development seminars |
| 8. Any Wednesday or Friday in the next five weeks | h) staff training is of great importance |
| 9. We look forward | i) to invite you to give a presentation to our Sales Team |

Yours sincerely, Alfred Axelrod Sales Manager

ТЕМА 3. ПРОФЕСІЙНЕ СПІЛКУВАННЯ В УСНІЙ ФОРМІ

Усні штампи в професійній комунікації. Офіційна телефонна розмова. Мовні штампи ділової телефонної розмови. Ведення діалогічної бесіди, її основні складові. Формальна та неформальна мова. Переклад мовних штамів усного спілкування. Основи комунікацій.

- | | | |
|------------------------------|------------------------------|--|
| ❖ Answer phone | ❖ Dial /to dial | ❖ Phone numbers |
| ❖ Answering machine | ❖ Disconnect/ to cut off | ❖ Pick up (the receiver) |
| ❖ Book/ to order a call | ❖ Get someone over the phone | ❖ Put down/ to write down the message. |
| ❖ Buzzing | ❖ Hold on/ to hold the line | ❖ Receiver |
| ❖ Call back | ❖ Leave a message | ❖ Switchboard |
| ❖ Call/ to phone/ to ring up | ❖ Line | ❖ Take a message |
| ❖ Cellar/cell phone | ❖ Long-distance/ trunk call | ❖ Conversation |
| ❖ Chat | ❖ Make a call | ❖ Conversationalist |
| ❖ Connect/ to put through | ❖ Message | ❖ Operator |
| ❖ Connection | ❖ Mobile/mobile phone | ❖ Personal call |

Talking to People

Everyone must try to use tact in all human contacts and to make people feel at ease in your company.

There are no reasons why you should not become a good and interesting conversationalist in English. Here are some tips on the art of talking.

- Overcome embarrassment and fear of making mistakes in English;
- To chat is to exchange ideas. Mental vitamins are as important as other kind;
- Silence is the essential part of conversation.
- If you do not like what a person is saying, change your point of view or change the subject.

MISCELLANIOUS EXPRESSIONS

Expressions of agreement.

| | | | |
|------------------------|----------------------------|---------------------------|------------------------|
| I think so. | Думаю так. | I am all for it. | Я повністю «за». |
| Exactly. | Точно. | I also think so. | Я теж так вважаю. |
| I agree. | Згоден. | I'm of the same mind. | Так я і думав. |
| I totally agree. | Я цілком згоден. | I go along with... | Я погоджуюся з ... |
| I couldn't agree more. | Не можу не погодитись. | Absolutely! | Абсолютно правильно! |
| I agree with you. | Я згоден з Вами (з тобою). | Exactly! | Точно! |
| I am sure about that. | Я впевнений в цьому. | That's (absolutely) true! | Це (абсолютна) правда! |

| | | | |
|---------------------|----------------------|--------------------------------------|---|
| I am positive. | Я впевнений. | That's just how I see it! | Це саме так, як я це бачу. |
| You are right. | Ти правий. | Partly agree | Частково згодні. |
| I am with you. | Я згоден з тобою. | Well, you have a point there, but... | Так, Ви частково маєте рацію, але ... |
| Correct. | Правильно. | Perhaps you're right, but... | Можливо, Ви маєте рацію, але ... |
| I support the idea. | Я підтримую цю ідею. | I agree up to a point, however... | Я згоден певною мірою (остільки, оскільки), проте ... |
| Probably. | Напевно. | That's worth thinking about, but... | Про це варто подумати, але ... |

Expression of disagreement

| | | | |
|--|--|---------------------------------|--|
| I don't agree with you / I disagree with you | Я з вами не згоден. | I can't imagine this happening. | Не можу уявити собі, що таке може трапитися. |
| I don't think so | Я так не вважаю. | This can't be true. | Цього не може бути. |
| I have a different take on it | У мене на це інший погляд. | This can't be right. | Цього не може бути. |
| You can't actually mean that! | Не може бути, щоб Ви це мали на увазі! (Емоційно). | I can't agree with you on this. | Я не можу з Вами щодо цього погодитися. |
| You can't be serious! | Ви ж не серйозно! (Емоційно). | I am against it. | Я проти цього. |
| No way! | Нізащо! Ну немає! (Емоційно, неформально). | I don't have an opinion on it. | У мене немає думки з цього приводу. |
| Come off it! | Годі! Досить! (Емоційно, неформально, може звучати грубо). | It doesn't feel right. | У мене таке відчуття, що це неправильно. (У мене дивне відчуття з цього приводу.) |
| Partly disagree | Частково не згодні, не так категорично. | Let's agree to disagree. | Давайте погодимось не погодитися (Давайте домовимось, що кожен із нас залишиться при своїй думці.) |
| Well, I'm not sure about that... | Я не впевнений, що ... | That's incorrect. | Це неправильно. |
| Well, it depends. | Коли як, залежно від обставин. | Not really. | Не дуже (Не зовсім). |
| I'm afraid I can't agree with you here | Напевно, я тут з вами не погоджуся. | That's not how I feel about it. | Я відчуваю себе в цьому відношенні по-іншому. |
| I'm inclined to disagree... | Я схильний погодитися ... | Probably not. | Напевно ні. |

| | | | |
|----------------------|--------------------------|--|---|
| It is not true. | Неправда. | Most likely not. | Швидше за все немає. |
| I strongly disagree. | Я категорично не згоден. | That's not the case./ That's not exactly the case. | Це не той випадок / Це не зовсім той випадок. |
| Not exactly. | Не зовсім. | It's not what you think. | Це не те, про що ти думаєш |

Expressions of doubt

| | |
|-------------------------------------|--------------------------------------|
| I am not so sure. | Я не зовсім (у цьому) впевнений. |
| I'm not sure I can agree with that. | Не знаю, чи можу я з цим погодитися. |
| I am not sure about it. | Я не впевнений у цьому. |
| I doubt it. | Сумніваюся. |
| You might be right. | Можливо, Ви маєте рацію. |
| I don't think you are right. | Не думаю, що Ви маєте рацію. |
| May be. | Може бути. |
| It is possible. | Це можливо. |
| Possibly. | Можливо. |

Phrases giving you time to think

| | |
|--------------------------------------|--|
| That's an interesting point | Це цікавий момент (ідея, думка). |
| I've never really thought about that | Я ніколи в дійсності не думав (ла) про це. |
| Um, let me think/see | Мм, дозвольте подумати. |
| It's hard to say | Складно сказати... |

How to express that you didn't understand or didn't hear something clearly

| | |
|---|---|
| Sorry, could you repeat that, please? | Вибачте, не могли б Ви повторити, будь ласка? |
| Sorry, I didn't get your point | Вибачте, я не зрозумів, про що Ви. |
| I'm not sure I understand what you mean | Я не впевнений, що розумію, що Ви маєте на увазі. |
| I beg your pardon (pardon)? | Вибачте? (Прошу вибачення?) |
| I don't quite see what you are getting at | Я не зовсім розумію, до чого ти ведеш. |
| Come again? | Ще раз? (Неформально). |

Ask for clarification

| | |
|---------------------------------------|---|
| What do you mean by...? | Що Ви маєте на увазі під...? |
| Could you clarify that, please? | Чи не могли б Ви пояснити, будь ласка? |
| Could you give me an example, please? | Чи не могли б Ви навести приклад, будь ласка? |
| Could you be more specific, please? | Чи не могли б Ви сказати конкретніше? |
| Could you elaborate on that, please? | Чи не могли б Ви конкретизувати це? |

Clarifying your opinion

| | |
|------------------------------|--|
| I'm trying to say that | Я намагаюся сказати, що ... |
| I mean/ What I mean is... | Я маю на увазі, що / Що я маю на увазі, так це ... |
| All I'm saying is that... | Все, що я говорю, це... |
| Let me explain it — | Дозвольте мені пояснити це. |
| Let me put it in another way | Дозвольте пояснити це по-іншому. |
| in other words... | Іншими словами... |

Telephone speaking

You will find especially difficult to talk over the telephone — especially if you do not know the person on the other end of the line very well.

Good telephone manners include answering promptly, greeting the caller kindly, and giving your whole attention to the call. Telephone messages must be accurate and complete. Do not forget that the person you are talking to may be having difficulties too. Remember that the other person:

- Wants to understand you easily, so try to speak clearly;
- Cannot see your reactions, so always confirm that you have (or have not) understood each point that has been made;
- Cannot see you and does not know what a nice person you are, so make sure you sound polite and agreeable;
- Cannot spend much time, so make sure your call is brief;
- Is getting an impression of your company while talking to you, so make sure that you sound efficient.

How to make arrangements on the phone:

| | |
|--|---|
| Identifying yourself/ your company | — UMC. Can I help you? (a typical switchboard response) — John Smith speaking. — This is John Smith. — John here. |
| Asking the caller to identify himself/ herself | — Who is calling, please? |
| Asking for a connection | — I'd like to speak to _____, please. — I'd like to speak to someone about _____, please. — Can I talk to _____, please? — Could you put me through to _____, please? — Am I speaking to _____? — Just a moment, please. — Hold the line, please. — Can you hold? — I'll connect you. — Sorry to keep you waiting. |

| | |
|--|---|
| | – Could you call back later? |
| Taking/ leaving a message | — I'm afraid he is out/ away/ off at the moment. Can I take a message? — Can you ask him/ her to call me back? |
| Explaining the reason for the call | — The reason I called is _____. — I am (just) calling to _____. |
| | — Just a moment, I'll get my diary. — Could you manage Tuesday? — What about Wednesday? — Shall we say two o'clock? — I'm sorry, I'm out all day. — Tuesday would be fine. — That suits me. |
| Signing off | — I look forward to seeing you. — Thanks for calling. — Goodbye. |

Complete telephone messages usually include important details such as names, telephone numbers, appointments, and addresses. For example, you might request the caller's telephone number. Be specific. Request only the information you need. Getting the message right in the first place is quicker and easier than phoning back later for details.

Телефонні номери вимовляються по групах: спочатку міжнародний код, потім код країни та міста, а після цього – власне сам номер. Кожна цифра читається окремо, за винятком однакових цифр, що стоять поруч.

- 00 – double o [dʌbl ou] британський варіант;
- double zero [dʌbl zi: rou] – американський варіант;
- 77 – double seven;
- 777 – seven double seven.

Тому номер 00 7 (095) 967 77 00 буде читатися так: double ou ... seven ... ou nine five ... nine six seven double seven double ou.

Answer the questions

1. Why isn't it easy to make a telephone call?
2. What should be telephone messages like?
3. How should we take into consideration the receiver of our information?
4. How do you usually begin or finish your phone message?
5. What phrases do you use to make an appointment?

Прочитайте діалоги.

D. 1

A: Pan Electronics. Can I help you?

B: Yes, I'd like to speak to Mr. Jones, please.

A: Who is calling, please?

B: Alan Phillips.

A: Just a moment, Mr. Phillips, I'll put you through.

C: Lisa Bird speaking.

B: Alan Phillips here. May I speak to Mr. Jones?

C: I'm afraid he's away at the moment. Could you leave a message?

B: Yes, I'd like him to call me back as soon as possible.

C: Certainly, sir. Can I have your number?

B: He's got it, but just in case, it's 023276581.

C: 023276581, isn't it?

B: Yes, that's right. Thank you. Bye.

C: Goodbye.

D.2

A: Alan Phillips speaking.

B: This is Gerald Jones. My secretary said you called.

A: Yes, thanks for getting back. Look, the reason I called was we're having installation problems with E 137.

B: Really? That surprises me. What sort of problems?

A: Well, it's a bit complicated. Can you send a technician round?

B: Certainly, I'll get one round this afternoon.

A: That would be great.

B: Good, I'm sure we'll sort it out in no time. Bye.

A: Bye.

D.3

A: Black & Co. Can I help you?

B: This is Peter Reynolds from Delta. Could I speak to Mrs. Foster?

A: Just a moment, Mr. Reynolds, I'm putting you through.

C: Dyane Foster speaking.

B: Hello Dyane. This is Peter Reynolds.

C: Oh hello, Peter. How are you?

B: Fine. As you may remember, we've got to discuss something. I'm just calling to see if we could fix a meeting for next week.

C: Yes, of course. Just a moment, I'll get my diary... Could you manage Monday?

B: I'm sorry. I'm off all day on Monday. I'm available any day except Monday.

C: What about Tuesday then?

B: Yes, Tuesday in the afternoon would suit me fine.

C: That suits me too. Shall we say here at 3 p.m.?

B: Yes, that's probably easiest.

C: Good, I look forward to seeing you. Bye.

B: Bye.

D. 4

A: I am calling about the GT/12 A contract.

B: Oh yes, how's it coming along?

A: Well, we've got some problems.

B: Really, what sort of problems?

A: You haven't delivered the spare parts.

B: Oh no. I'll have to look into it. What's the order number?

A: It's PT1375 — Watson is the contact man . . .

D. 5

A: I'm phoning about the group of visitor from Germany.

B: Yes, have you got any details?

A: Well, a few — they are arriving on August 1 on Flight Number BA 435 . . . that's due in at 11.40 a.m.

B: Good. Do you want me to pick them up?

A: That would be fine.

B: Let me check: August 1, Flight No. 435, 11.40 a.m.

A: Everything is correct. I'll confirm the details by telex.

B: Right, see you soon.

D. 6

A: Alpha. Can I help you?

B: Yes. Could I speak to Ms Bird, please?

A: Bird speaking.

B: Good morning, Ms. Bird. My name is Anthony Jones from Pan Electronics. I am the Regional Manager.

A: Good morning, Mr. Jones.

B: As you probably know, we are one of your suppliers of customized software products.

A: Yes, I believe we handle some of your products.

B: Ms. Bird, I'm planning to be in London on 12th and 13th September and would like to meet you to discuss your needs in further detail.

A: I'm so sorry, Mr. Jones, but I won't be available at all that week. But if you have some new documentation about your products, I would like to see it.

B: All right, Ms. Bird. I'll put some information into the post for you. Well, perhaps we could meet when I'm in London again this year.

A: Yes, I hope so. Please contact me before your visit.

B: Certainly, I will.

A: Thanks for your call.

B: Not at all. Goodbye.

A: Goodbye

PRACTICAL PART

Ex. 1. Розмістіть уривки телефонних переговорів у правильному порядку.

1. —Just a moment, Mr. Green, I'm putting you through. ()

- Yes, I'd like to speak to Mr. Brown. ()
 — Alan Green. ()
 — Who's calling, please? ()
 — Pan Electronics. Can I help you? ()
2. He has got it, but just in case, it's (0732) 47568. ()
 — Yes, could you ask him to return my call? ()
 — John Hurt here. Could I speak to Mr. Jones? ()
 — Certainly, sir. May I have your number? ()
 — I'm afraid, he is out at the moment. Can I take a message? ()
3. — I'm sorry, I'm not available on Tuesday. ()
 — Good, that suits me too. What about 11 o'clock? ()
 — Just a moment. I'll get my diary . . . you said next week? ()
 — Yes, could you manage Tuesday? ()
 — Shall we say Wednesday then? ()
 — All right, Wednesday morning would suit me fine. ()

Ex. 2. Доповніть короткі діалоги.

1. My name's Jensen.
 _____ ?
 Yes, it is J, E, N, S, E, N.
2. The address is 32 Tunnyside Lane.
 _____ ?
 Certainly. It is 32 Tunnyside Lane.
3. My phone number is 043272853.
 _____ 72653?
 _____ 043272853.

Ex. 3. Оберіть найбільш коректні відповіді.

| | |
|--|--|
| 1. I am in fashion design. What about you? (a) Oh, I live in London. (b) Well, I work in the Sales Department. (c) My sister is in fashion too. | 2. I am a secretary to Mr. Smith. He is our General Manager. (a) Ah, that's interesting. (b) Is that one of your colleagues over there? (c) Oh, I have met him. |
| 3. I live in London. What about you? (a) I am a student. (b) I come from England. (c) I work not far from home. | 4. My brother is in the Sales Department. (a) I am in the Marketing Department. (b) Not a bad job. (c) Yes, I think I've met her. |

| | |
|--|--|
| <p>5. Hello, I am Susan. I have not seen you around before.</p> <p>(a) What do you do?</p> <p>(b) Are you one of my colleagues?</p> <p>(c) I am new here.</p> | <p>6. Sheila Rogers speaking.</p> <p>(a) Who's calling, please?</p> <p>(b) Peter Jones here.</p> <p>(c) Hello, Sheila. This is Peter Jones.</p> |
| <p>7. Can I take a message?</p> <p>(a) I'd like to leave a message.</p> <p>(b) Yes, could you ask her to call me back?</p> <p>(c) Please tell him to give me a ring.</p> | <p>8. The reason I am calling is we are having problems.</p> <p>(a) I don't believe it.</p> <p>(b) Really? That surprises me.</p> <p>(c) That's all right.</p> |
| <p>9. Could you manage Monday?</p> <p>(a) No, I can't.</p> <p>(b) No.</p> <p>(c) I'm afraid I can't.</p> | <p>10. So that's fixed — Tuesday at 2 p.m.</p> <p>(a) Right, I look forward to seeing you then.</p> <p>(b) Goodbye.</p> <p>(c) I'm afraid that's impossible.</p> |

Ex. 4. Розставте репліки позначених осіб по своїх місцях.

S = switchboard HJ = Hilary Jones AP = Alice Pinkerton

- AP: Fine thanks, and you? ()
- S: Who's calling, please? ()
- AP: It was very kind of you indeed. ()
- AP: Could I speak to Hilary Jones, please? ()
- AP: Hello, Hilary. This is Alice Pinkerton. ()
- HJ: Not at all. ()
- HJ: Oh, hello, Alice. How are you? ()
- S: Jones and Co. Good morning. ()
- AP: Hilary, I'm ringing to thank you for your recommendation ()
- AP: My name is Alice Pinkerton. ()
- AP: Thanks. Bye. ()
- HJ: Very well, too. ()
- S: One moment, please. ()
- HJ: Glad to hear that. Feel free to contact me again. ()
- HJ: Hilary Jones. ()

Ex.5. Оберіть найбільш доцільний варіант відповіді.

| | |
|--|--|
| <p>1. Could I speak to Michael Morris?</p> <p>a) Hold on, please.</p> <p>b) Don't go away.</p> <p>c) All right.</p> | <p>2. Who's speaking, please?</p> <p>a) I'm John Smith.</p> <p>b) This is John Smith.</p> <p>c) John Smith is speaking.</p> |
| <p>3. I'd like to speak to Mr. Frost, please.</p> <p>a) Who are you?</p> <p>b) Who's calling, please?</p> <p>c) What's your name?</p> | <p>4. When can I reach you?</p> <p>a) An hour.</p> <p>b) Whenever you want.</p> <p>c) I'll be in all afternoon.</p> |

| | |
|--|---|
| <p>5. Can I call you back later?</p> <p>a) Yes.</p> <p>b) Of course, call, yes.</p> <p>c) Yes, please do.</p> | <p>6. Can you put me through to Alan Jones?</p> <p>a) You've got the wrong number.</p> <p>b) I'll check again.</p> <p>c) I'll find out if he is in.</p> |
| <p>7. Isn't that Westbury?</p> <p>a) No, the number has changed.</p> <p>b) No, you must have the wrong area code.</p> <p>c) Sorry, you may have dialed the wrong number.</p> | <p>8. You asked me to confirm the dates of our appointments.</p> <p>a) Yes, that's the best time for them.</p> <p>b) Yes, let me get a diary to write them down.</p> <p>c) Yes, they'll come here soon.</p> |

Ех. 7. Попрацюйте в парах.

Складіть діалог (телефонну розмову), використовуючи відповідну лексику та мовні штампи (10-15 реплік).

ЗМІСТОВИЙ МОДУЛЬ 3. RESEARCH SKILLS

ТЕМА 4. ПІДГОТОВКА ТА УЧАСТЬ У МІЖНАРОДНИХ НАУКОВИХ КОНФЕРЕНЦІЯХ (ПРОГРАМАХ ДОСЛІДЖЕНЬ)

Reports

The purpose of a scientific report is to convey essential information in an organized, useful format. And despite technological advances, the ability to accumulate data, organize facts, and compose a readable text remains a highly marketable skill.

A wellprepared report will provide complete, accurate information. This information is often meant to influence decisions, to be used in determining changes, improvements, or solutions to problems. Therefore, the report must also be clear, concise and readable.

Reports can be analytical (analyzing the information available) and informational (providing necessary information), formal (following an established form or convention), and factual (containing information obtained through investigation). Reports are made for the benefit of others — supplying the readers or the audience with the information they need in a form they can understand. Each report must serve at least one of the following purposes:

Each report must serve at least one of the following purposes:

| | |
|-----------------|--|
| 1. to inform | <ul style="list-style-type: none"> • Circulate new ideas; • Inform others of work done or progress made; • Provide update on the progress of the project. |
| 2. to instruct | Tell others how to put new ideas into practice; <ul style="list-style-type: none"> • Explain how a new system will operate; |
| 3. to influence | Sell your ideas and persuade the reader or the audience to make a decision; <ul style="list-style-type: none"> • Recommend a course of action; • Reveal the benefits of the start up of a new project; |
| 4. to interpret | Assess a situation; <ul style="list-style-type: none"> • Draw up conclusions; • Analyze the performance of the company; |
| 5. to interest | Use the presentation to appeal to a wide audience; <ul style="list-style-type: none"> • Summarize the findings. |

The typical structure of a written report is as follows: Preliminary Sections; Preface or Foreword; Acknowledgements; Table of contents; Summary; Main part of the report; Introduction; Body of the report; Conclusions; Recommendations; Supplementing material; Appendices; Bibliography; Glossary; Indices.

It is desirable to include into a report different illustrations such as tables, charts, graphs, photographs, and line drawings.

Scientific Style

The research process aims at facts and other information discovering and interpretation. The purpose of a research prose is to analyze and interpret information while making valid conclusions based upon the research.

The scientific writing style is called expository writing — that is, it explains and clarifies information. The reliability of sources and the careful documentation is important, but its effectiveness depends on how well ideas are communicated. While writing, you should avoid excessive technical detail or jargon. When you are writing a research paper, a report, abstracts, it is as if you are having a conversation with your reader.

Sample of a Brief Business Report

All managers should have a promotion review every two years. This does not mean that promotion cannot take place in the interim. However, promotion is normally gained after the promotion review session.

The procedure for conducting a promotion review is that the promotion interview panel meets after having received SOPs (Standards of Performance) from all departments. Before asking an employee for a informal interview, the interview panel meet and discuss each employee.

The panel should analyze not only the employee's past record, but also his or her potential in the future. This will mean that the information on promotion possibilities when they have done all this, they can invite the employee to an informal interview.

The informal interview should aim to assess the employee's own expectations and ambitions. Having completed this session, the panel should meet privately to decide on recommendations which are finally submitted to the Board.

Speaking on Public

You may speak on public for different reasons, on different subjects, to people of different business culture and personal taste. The speaker may want

- to inform the audience about some subject matter;
- to introduce some subject matter;
- to encourage the audience to make a decision;
- to sell goods/ services.

However, delivering speeches will be almost the same in structure. Language points will differ a little. All good speeches have two things in common: the underlying structure and the language points which typically arise to serve this structure.

If you are going to deliver a speech, you must first have a plan. You should know exactly where and when the report is to be made. Having a clear idea of what the people in the audience are: their knowledge on the subject, status, age, business culture, specific interests — these help identify the needs of the audience. The information you are going to present should be tailored to meet the needs of the listeners. You should also devise the most appropriate format and sketch out for the use of demonstration materials and handouts. After providing answers to seven basic questions: why?, to whom?, what?, where?, when?, how long?, how?, you get down the plan of the report. It may be as follows:

1. Greeting/Introducing oneself; 2. Introducing the subject; 3. Describing the sequence; 4. Starting the report itself; 5. Moving to the next point; 6. Summarizing; 7. Concluding; 8. Thanking/ inviting questions.

You should make all the necessary preparations (audiovisual material, etc.) beforehand. Pay special attention to the opening and closing courtesies as the most memorable bits. Appear before the audience well groomed. Maintain eye contact and use body language to emphasize your talk. When answering questions from the audience, be sure you understand the question. Keep to the point, make your answers as brief as possible. Be friendly and flexible, keep the time limit of your talk.

Презентація – це виступ перед одним або кількома слухачами. Повідомлення може вважатися ефективним тільки в тому випадку, якщо воно дійшло до слухачів, тобто було почуте та правильно зрозуміле. Для цього необхідно:

1. Правильно організувати інформацію;
2. Ефективно донести її до слухачів;
3. Адекватно користуватися мовою (дотриматися стилю та точно сформулювати свої думки).

Для того щоб правильно організувати інформацію, необхідно чітко її структурувати, виокремивши початок, середину й кінець. А стосовно її змісту – чітко виділити головні та другорядні ідеї.

Ефективне використання мови передбачає використання вступних слів, щоб зв'язати думки між собою. Ці слова можуть відображати різні форми зв'язків між ідеями, головними з яких будуть: тимчасові, логічні, текстові.

Доцільно вивчити деякі з мовних форм.

| Відображають текстуальні зв'язки | | Відображають логічні зв'язки | |
|----------------------------------|---|------------------------------|----------------------------------|
| доповнення | ✓ also ✓ in addition | пояснення | that's why (informal) |
| узагальнення | ✓ to sum up ✓ then ✓ in brief ✓ in short | протиставлення | yet however but |
| висновок | ✓ in conclusion ✓ finally ✓ lastly ✓ to conclude | умова | ✓ then ✓ in that case |
| еквівалентність | ✓ in other words ✓ that means ✓ namely | порівняння | ✓ similarly ✓ in the same way |
| введення нової думки | ✓ for example ✓ for instance ✓ such as | поступка | ✓ anyway ✓ at any rate |

| | | | |
|---|--|------------|--------------------------|
| виділення | ✓ in particular ✓ especially | протиріччя | ✓ in fact ✓ actually |
| підкреслення буденності ситуації | ✓ usually ✓ normally ✓ as a rule ✓ in general | чергування | instead alternatively |
| очевидність | ✓ Obviously ✓ of course ✓ clearly | | |
| Відображають тимчасові зв'язки (в порядку від початку до кінця): | | | |
| <ul style="list-style-type: none"> •Then / after that / next •First / first of all • to start with •Second/ secondly •Finally / last of all / lastly | | | |

Answer the questions

1. Why do we have to speak on public?
2. Do all speeches have anything in common?
3. What are the common features of all speeches?
4. How would you know whether people listen to you or not?
5. What is the typical plan of a speech?
6. What should you pay special attention to?
7. What are the most memorable bits of any «speech»? For whom do people make reports?
8. Name the types of reports.
9. What are the five main purposes of writing reports?
10. What is the typical structure of a report?
11. How can the reports be illustrated?
12. What is characteristic for scientific style? How do most colleges and universities consider the style for writing papers?

PRACTICAL PART

Ex. 1. Приведіть у відповідність терміни та їх переклад.

| | | | |
|--------------|-------------|--------------------|------------------|
| introduction | таблиця | terms of reference | аудиторія |
| analytical | пояснює | audience | накидати |
| conclusion | вступ | handout | програма |
| table | висновок | plan for | запам'ятовується |
| reveal | резюмувати | encourage | планувати |
| draw up | виявляти | outline | тези доповіді |
| summarize | складати | appropriate | спонукати |
| expository | аналітичний | memorable | відповідний |

Ex. 2. Знайдіть відповідність між термінами та їх тлумаченням.

| | | | |
|----------------|---|--------------|---|
| Recommendation | extra information or further discussion of a subject placed after the end of the main text. | Flexibility | send or direct for information |
| Glossary | an introduction by the author. | Followup | in the limits of a specific time |
| Foreword | list of words and expressions and the special or technical meanings they have in a particular subject. | Mention | inform, speak of briefly |
| Chart | a line or a curve, which shows how two or more sets of numbers or measurements are related. | Refer | carefully dressed |
| Appendix | a chart of facts and figures which are shown in rows going across the page and columns going down the page. | Impression | adaptability |
| Index | an alphabetical list printed at the back of a book or an article | Deadline | a second or immediate following action |
| Graph | a diagram, illustration, or table which shows information in a visual form. | Within | time limit before or by which something must be completed |
| Table | advice or suggestion as to what is the best thing to do | Well groomed | what someone thinks about another |

Ex. 3. Приведіть у відповідність англійські фрази з лівої колонки та їх функції в правій колонці.

| <i>Phrase</i> | <i>Function</i> |
|---|-----------------------------------|
| 1. By the way | а) Почати новий пункт |
| 2. As I was saying earlier | б) Закрити пункт |
| 3. In a nutshell | в) Відійти |
| 4. That deals with the question of actions | г) З'єднати два пункти |
| 5. I'll come to that point later | д) Послатися на попереднє |
| 6. Let me conclude by saying | е) Послатися на подальше |
| 7. Let's turn to the question of | ж) Повернутися до вашої структури |
| 8. There's a further point I'd like to make | з) Додати додатковий пункт |
| 9. This brings me to the next point | і) Резюмувати |
| 10. Let me get back to what I was saying | к) Укласти |

Ех. 4. Замініть фрази, виділені курсивом, їх еквівалентами.

| | |
|-------------------------|--|
| I am sure that | <i>1. As I see it, we should leave this project.</i> |
| From this point of view | <i>2. What we have to do is withdraw from this project.</i> |
| We could discuss | <i>3. I think we can't continue as we are.</i> |
| In my opinion | <i>4. I am convinced that we must stay in this project.</i> |
| It is certain | <i>5. / am inclined to believe we should leave this project.</i> |
| I tend to think | <i>6. There is no doubt we cannot leave it any later.</i> |
| What we must do | <i>7. From this angle, we have no alternative.</i> |
| I feel | <i>8. We might consider a gradual leaving this project.</i> |

Ех. 5. Замініть крапки фразами на свій розсуд.*Sample of Presentation*

Friends and colleagues, May I welcome you on behalf of. . . . My name is . . . , let me start by giving our terms of reference. My aim today is to discuss ... I have divided my report into two parts. First, I would like to talk about . . . Secondly, I am going to analyze ... This will take about twenty minutes. To save time, could we leave questions until the end? Right. First of all, just a few words about the history of the subject . . .

Now for the main problem. There is an essential difference between Turning now to the possibilities, I must say that there is a choice of two courses of action. . . . Next we come to our recommendations. ... I have prepared a detailed list of issues to discuss . . . Could you hand around these leaflets, please? That concludes my talk. Please feel free to ask questions.

Ех. 6. Підготуйте доповідь за темою магістерської роботи або власної наукової статті. Створіть презентацію.

Для підготовки доповіді використовуйте стандартні фрази та слова-зв'язки. Доповідь представте на практичному занятті. Текст доповіді надайте в письмовому вигляді.

ТЕМА 5. ЕТАПИ ПРОВЕДЕННЯ НАУКОВОГО ДОСЛІДЖЕННЯ МІЖНАРОДНОГО РІВНЯ

Викладення наукових даних. Написання наукових текстів. Використання сталих зворотів. Використання типових фраз під час перекладу. Правила складання таблиць. Опис табличних даних. Переклад таблиць та їх назв. Особливості перекладу опису таблиць з іноземної (англійської) на українську. Графічне представлення матеріалів. Текстовий опис графіків, діаграм, рисунків і фотографій. Особливості перекладу підписів графічного представлення матеріалу з іноземної (англійської) на українську. Особливості перекладу опису графічного матеріалу. Особливості аналізу графічного матеріалу іноземною (англійською) мовою. Складання опису таблиць, діаграм та рисунків іноземною (англійською) мовою.

Dealing with Numerical Data

Statistics deals with so called quantitative side of things. However, the quantitative side is closely connected with the qualitative side of things. So statistics is a science studying mass numerical data. Most people working in various areas spend a lot of time dealing with facts and figures. Reading, hearing, pronouncing, and writing figures and numbers requires practice.

The objective of studying numbers is to enable students to recognize, understand and use numbers in English. They must be confident using different types of business numerical data. It is necessary for the following reasons:

- Analyzing the financial reports and current business problems of a company;
- Describing a market;
- Negotiating a contract or an agreement;
- Considering the financial position of a nation, its major economic and financial indicators.

Answer the questions

1. Why do we use numbers?
2. How can you translate 'business numerical data'?
3. Can we say 'the lab had a large number of equipment'?
4. What date is it today?
5. What day of the week was yesterday?
6. Can you tell us the time?

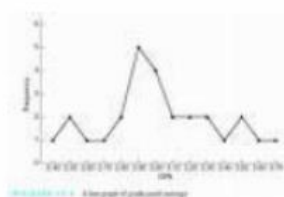
Опис графіків, діаграм і таблиць

Графіки, діаграми й таблиці містять велику кількість інформації, представленої в доступному і легко зрозумілому вигляді. Коли ви працюєте з графіком або діаграмою, важливо усвідомити мету, тобто яким чином подана інформація і що саме вона показує: частоту виконання дій, процентне співвідношення часток, поділ чогось на категорії, темп зростання тощо. Існує безліч видів діаграм, але найбільш поширеними є:

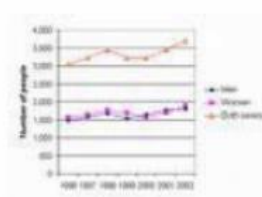
- стовбчаста діаграма (bar graph);
- секторальна діаграма (pie chart);
- лінійна діаграма (line graph).

На рисунках нижче продемонстровано графічну різницю між ними. Всі графіки або діаграми, в якому б вигляді вони не були представлені, відображають інформацію послідовно. Відтак головне завдання при їх описі – знайти так званий старт, у ході чого слідуючи алгоритму, наведеному нижче, ви зможете описати графік.

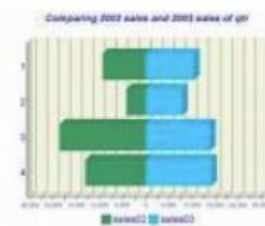
Different types of charts, graphs and diagrams



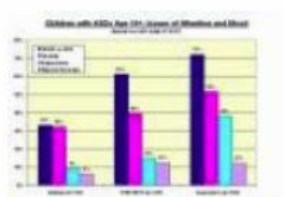
single line graph



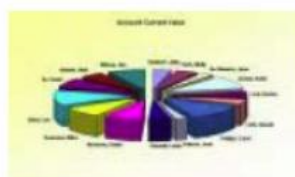
multiple line graph



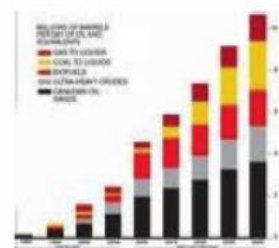
paired bar chart



percentage bar chart



pie chart



stacked bar chart

Алгоритм опису графіка (діаграми, таблиці):

1. Уважно прочитайте завдання і вивчіть графік (діаграму, таблицю), сконцентруйтеся на фактах. Визначте, яка інформація є важливою, а яку можна й опустити.

2. Складіть приблизний план, виокремивши вступ, основну частину та висновок. Причому вступ і висновок – це всього дві пропозиції: вступна пропозиція, як правило, описує, що зображено на графіку (таблиці, діаграми), і одна заключна пропозиція – висновок.

The graph (diagram) shows the rate of smoking people in ...

Figure 1 shows sales of mobile phones per month.

This table illustrates clearly the extent to which the flora of selected islands now contain alien species, with the percentage varying between about one-quarter and two-thirds of the total number of species present.

The table gives an example of an engineering curriculum.

3. У подібних завданнях можна вживати слова «я думаю», «мені здається». Також не варто оцінювати інформацію, погано це чи добре з вашої точки зору, не потрібно пояснювати можливі причини зростання або падіння. Це зайве. Використовуйте більш офіційний стиль.

4. Не відволікайтеся на деталі, не переходьте на опис дрібниць. Не можна розрізнено говорити про дані графіка, діаграми, тобто, втрачати головну думку. Так само не потрібно описувати кожен пункт на графіку окремо (наприклад, які дані були в кожному році), а робіть узагальнення, відзначаєте тенденції, зростання / падіння і т.д.

5. Підбирайте синоніми до слів. Не використовуйте однакові граматичні конструкції.

6. Додаткова довідкова інформація і приклади опису графіків, таблиць і схем:

- goodluckielts.com – ключові слова при описі схем;
- ielts.scool.nz – поширені слова в тестах IELTS;
- world-english.org – зразки опису графіків і діаграм;
- examenglish.com – зразок опису кругової діаграми;
- ielts-exam.net – зразок опису лінійного графіка;
- docstoc.com – приклади опису діаграм і графіків;
- scribd.com – велика підбірка описів діаграм і графіків;
- cstl.syr.edu – корисна книга про всі види діаграм, графіків і таблиць англійською мовою з ілюстраціями, вправами та відповідями.
- admc.hct.ac.ae – про всі види графіків і діаграм;
- adw.hct.ac.ae і admc.hct.ac.ae – опис графіків англійською та «demand curve», кривих попиту;
- eslflow.com – вправи та опис графіків англійською для IELTS тесту.

Основна лексика для опису графіків

Для того щоб графік описати, його потрібно спочатку детально й уважно вивчити та проаналізувати. На будь-якому графіку відображаються зростання і падіння, тому перша пара слів, яку потрібно запам'ятати, – це:

| | |
|-------------|------------------------|
| to increase | - збільшуватися |
| to decrease | - падати, зменшуватися |

Для опису зростання показників графіка використовуються наступна лексика:

| | |
|--|-----------------------------------|
| To pick up – піднімати | Rise – підвищення |
| To raise – підніматися | Growth – зростання |
| To rise – виростати | Soar – посилення |
| To grow – рости | Jump – стрибок |
| To go up – збільшуватися | Upsurge – сплеск |
| To jump – стрибкоподібно збільшуватися | Upturn – зростання, поліпшення |
| To surge – злітати | Upward trend – висхідна тенденція |
| To shoot up – вистрілювати | To rocket – стрімко зростати |
| To move up – просуватися вгору | To come up – підвищуватися |

Для опису зниження показників використовується така лексика:

| | |
|--|---------------------------------------|
| To reduce – скорочуватися | Fall – падіння |
| To decline – спадати | Drop – обвал |
| To come down – опускатися | Decline – зниження |
| To go down – знижуватися | Slump – зниження |
| To drop – падати | Deduction – зниження, погіршення |
| Downward trend – тенденція до зниження | Downturn – зміна в бік зниження |
| To fall – знижуватися | Shrinkage – спад, звуження, зниження |
| To slump – різко падати | To fall off – різко знижуватися |
| To plummet – стрімко знижуватися | To shrink – скорочуватися, стискатися |

Вирівнювання показників на графіку:

| | |
|--|--|
| To remain stable – залишається незмінним | Stabilization – стабілізація |
| To stagnate – застоюватися | To stabilize – стабілізуватися |
| To remain constant – залишається постійним | To stay at the same level – залишатися на тому ж рівні |
| To level off – вирівнюватися | Stagnation – стагнація, застій |

Пікові значення на описуваному графіку можна позначити так:

| | |
|----------------------|--|
| To reach a low point | - досягти точки мінімального показника |
| To peak | - досягти вершини |
| To reach a peak | - досягти пікового значення |
| To top out | - досягати найвищого рівня |
| To reach a trough | - досягати найнижчої точки |
| To reach a low point | - досягти мінімуму |
| To bottom out | - досягти «дна» |

Список фраз, які можуть стати в нагоді при описі графіків:

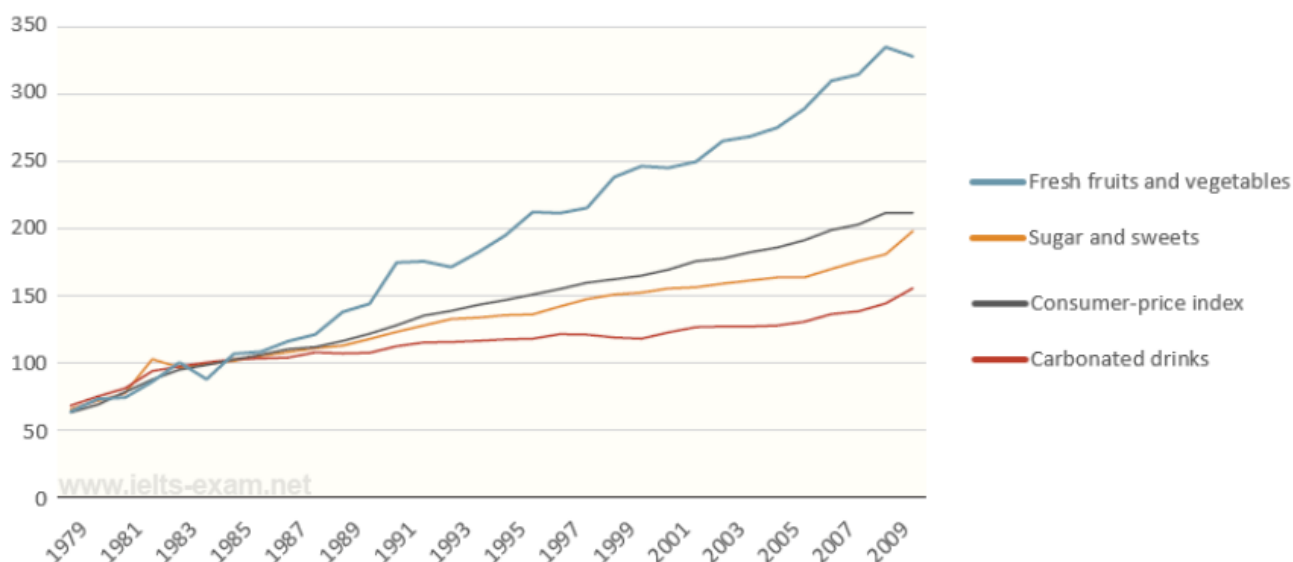
| | |
|--|--|
| The line of the graph clearly shows... | лінія графіка ілюструє, що ... |
| According to the graph... | згідно з цим графіком ... |
| The graph presents data showing... | графік відображає дані, що показують ... |
| As it is evident from the graph... | як видно з графіка, ... |
| There is a strong correlation between the X and the Y... | між кривими є істотна кореляція... |
| The graph provides strong evidence that... графік | презентує неспростовні докази того, що ... |
| The curve X is significantly... | крива X значно ... |

Learn useful vocabulary

| | | | |
|---------------------|---------------------------------------|--------------------------|---|
| a paired bar chart | парна гістограма, стовбчаста діаграма | to level off = level out | вирівнювати, робити рівним; вирівнюватися |
| a pie chart | кругова діаграма | negligibly | досить незначно |
| a stacked bar chart | складова стовбчастої діаграми | moderate = modest=slight | помірний |
| a diagram | діаграма, графік | steadily | безперервно |
| a flow chart | блок-схема | strikingly | разюче |

| | | | |
|----------------------------|------------------------|------------|---------------------|
| a bar graph | стовбчаста діаграма | marginally | трохи, ледь |
| a bubble diagram | діаграма станів | to plummet | різко зменшуватися |
| Temporarily | тимчасово | to surge | різко збільшитися |
| to plunge | різко знижуватися | to soar | стрімко зростати |
| to fluctuate (fluctuation) | коливатися (коливання) | to dip | падати, знижуватися |
| gradual=steep | поступовий | remarkably | значно |
| Periodic | періодичний, циклічний | | |

The graph below shows relative price changes for fresh fruits and vegetables, sugars and sweets, and carbonated drinks between 1978 and 2009. Summarise the information by selecting and reporting the main features, and make comparisons where relevant.



Data are from the Bureau of Labor Statistics and represent the U.S. city averages for all urban consumers in January of each year.

Read the following model answer. Complete the answer by filling the gaps with a word from the box below.

| | | | | |
|----------|-------------|--------|----------|-------|
| periodic | temporarily | and | steadily | from |
| period | remained | steady | by | trend |

Model answer

The graph shows changes in the price of fresh fruits and vegetables, sugar and sweets, and carbonated drinks over a thirty-yearperiod..... in the US between 1979and..... 2009. The graph also shows the generaltrend..... in the consumer price index during this time.

While the consumer price index showed a slow andsteady..... increase from 1979 to 2009, the same cannot be said for the price of carbonated, or soft drinks. After rising briefly between 1979 and 1981, theyremained..... fairly constant until 1999, when the price did begin to increase slowly.

In contrast, there was a marked difference in the price of fresh fruits and vegetables, which, despite.....periodic..... fluctuations, rosesteadily..... throughout this period. In fact, fresh food prices only levelled out....temporarily..... between 1990 and 1992 and againfrom..... 2000 to 2001. However,by..... 2008 the price had increased by more than 300%.HomeEx.:

1. Learn new words
2. Describe the graph below

The graph shows the percentage of UK adolescents following a vegetarian diet. Summarise the information by selecting and reporting the main features.

Write at least 150 words.



Model answer:

Over the past fifty years, there has been significant variation in the percentage of young people in the UK who choose to eat a vegetarian diet.

In 1960, only a small percentage of adolescents (about 1 percent) were vegetarian. There was then a steep increase until 1978, when over 15 per cent were following a vegetarian diet. Thereafter, the percentage fell steadily until 1990 and then fluctuated for a decade. It reached a low point of just 4 per cent in 1996. It has risen gradually since 2000 and is expected to continue to do so over the next few years. After reaching a high point in around 2015, it is projected to decline again and possibly level off by the decade's end.

Overall, the graph shows two main periods of interest in vegetarianism among young people in the UK : one peaking around 1978 and the second projected to peak approximately forty years later, in 2015.

PRACTICAL PART

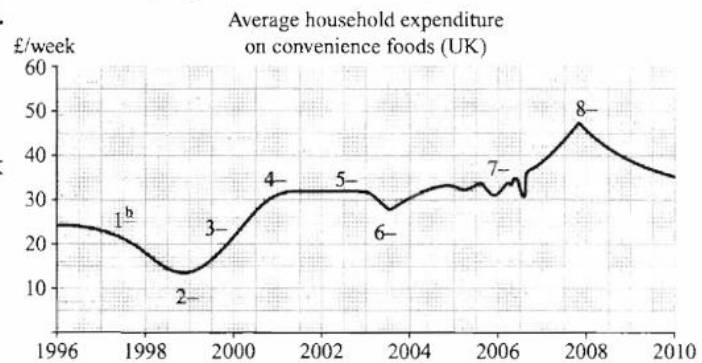
Ex. 1. Зобразіть графік, щоб проілюструвати інформацію.

At 10 a.m. the library had 50 people. At noon it had a big increase to 200 people. Between 2 p.m. and 4 p.m. the number of people was stabilized at 150. Not many people were there at 5 p.m. The same thing happened after 6 p.m. It declined a lot to 60 people and 70 people at 7 p.m. and 8 p.m. respectively.

Ex. 2.

The verbs a-h can all be used to describe line graphs. Match each expression with the part of the graph it best describes.

- a rise [rose, risen]
- b fall [fell, fallen]
- c peak [-ed, -ed]
- d reach [-ed, -ed] its lowest point
- e level [-led, -led] off
- f dip [-ped, -ped]
- g remain [-ed, -ed] the same
- h fluctuate [-d, -d]



2 Which of the adverbs in the box below describe:

- | | |
|-------------------------------------|--------------------------------------|
| 1 a big change? <i>dramatically</i> | 5 a slow change? |
| 2 a small change? | 6 a comment by the writer? |
| 3 a medium-size change? | 7 a consistent increase or decrease? |
| 4 a fast change? | |

considerably ~~dramatically~~ gradually marginally
negligibly rapidly remarkably sharply significantly
slightly steadily strikingly

Ex. 3.

Complete the text describing the graph with words from the box. Look at A, B and C opposite to help you.

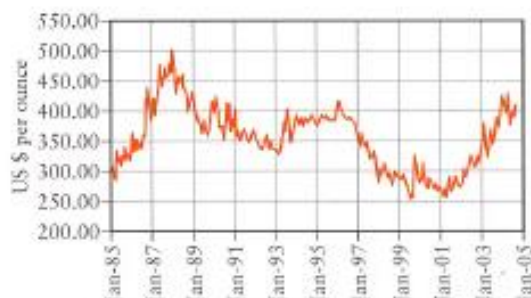
grew slowly increased rapidly
remained stable risen regularly
sharp increases

The number of hedge funds (1) in 1991-92 but has (2) ever since. Although the number of funds (3) between 1992 and 1997 the assets of the funds only (4) There were (5) in hedge funds' total assets in 1999 and 2003.

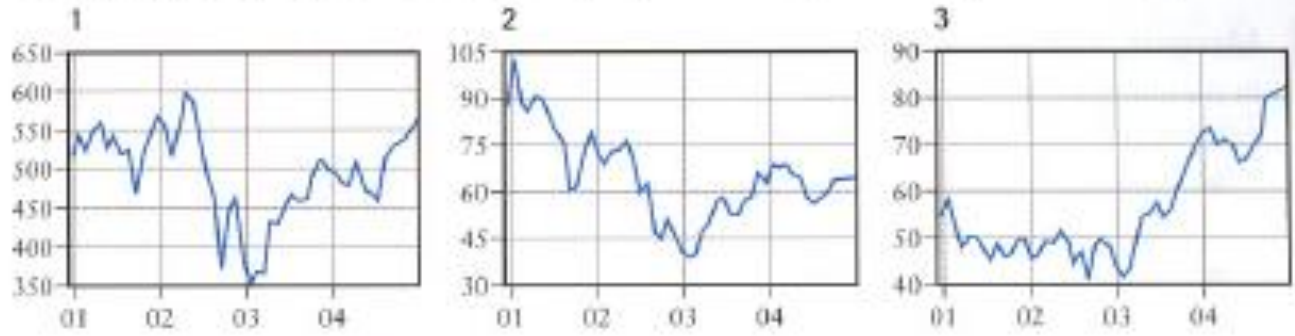
Growth of hedge funds



Describe the graph showing the price of gold. Look at A, B and C opposite to help you.

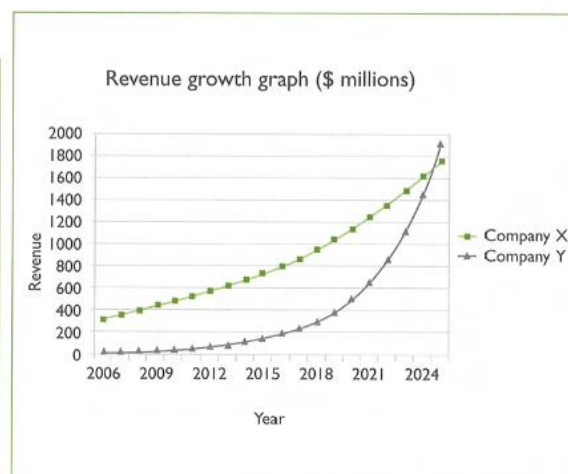
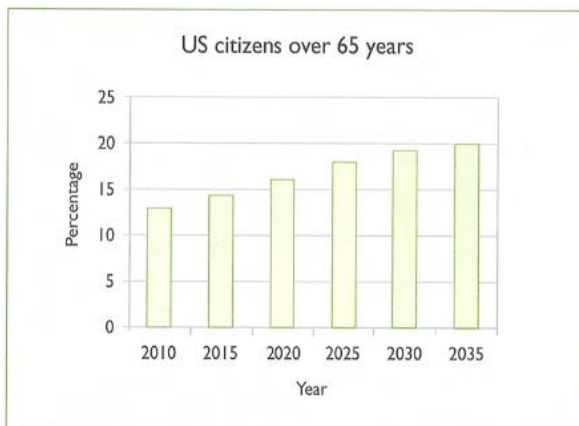
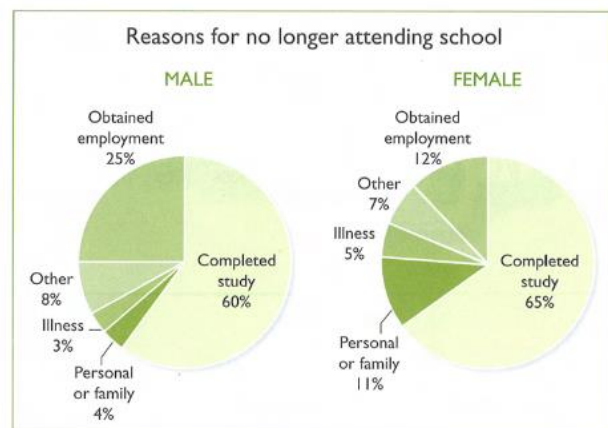
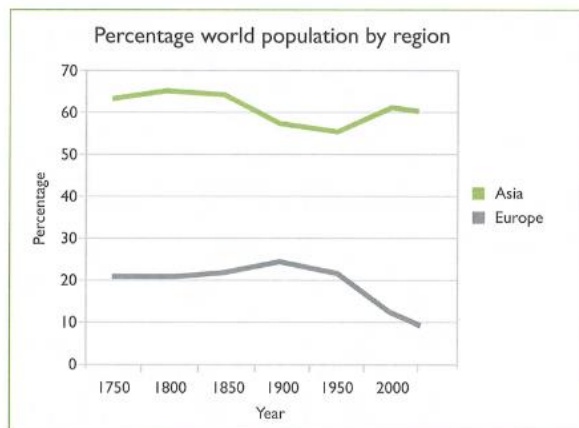


Match the graphs (1–3) to the descriptions (a–c). Look at A, B and C opposite to help you.



- a After peaking early in 2001, Deutsche Bank shares declined for nearly two years, apart from a slight rise in the autumn of 2001. They bottomed out in early 2003, and climbed steadily for most of the year. They fell again in the summer of 2004, but the end of the year saw an improvement.
- b Following a sharp fall early in 2001, UBS shares were up and down for a couple of years, reaching a low of CHF40 in September 2002. They improved steadily in 2003 and after a moderate drop in the middle of 2004 they began to increase again.
- c Barclays shares reached a peak in spring 2002, and then fell steadily for six months, before rising slightly and then dropping again until the end of the year. However, 2003, saw an almost uninterrupted growth, which despite a couple of moderate falls continued in 2004.

Ex. 4. Name the kinds of charts you can see.



Ex. 5.

3 In IELTS Writing Task 1, you have to summarise information which is usually presented in a visual form. Match the figures 1–6 with the headings a–f. Then complete the descriptions with the words i–ix. The first one has been done for you.

a bar chart

b diagram

i comparisons

ii axis

iii columns

c flow chart

d line graph

iv trends

v percentage

vi vertical

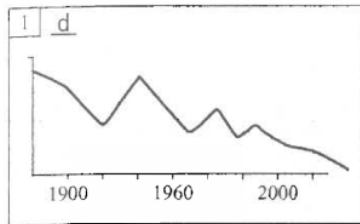
e pie chart

f table

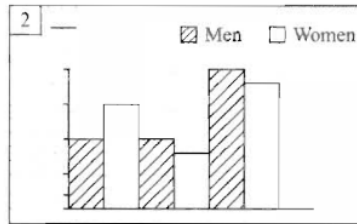
vii segment

viii features

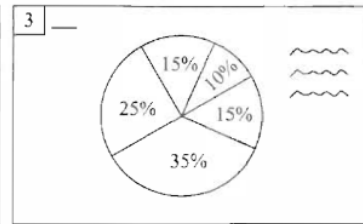
ix stage



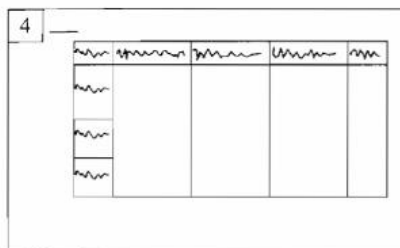
This type of figure can be used to show [7] **iv**. The horizontal [8] _____ often indicates time, and the [9] _____ axis often shows what changes over time.



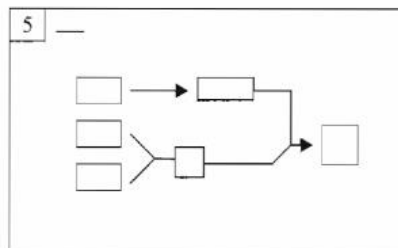
These figures are useful for illustrating [10] _____ between items or categories of items. This one compares men and women.



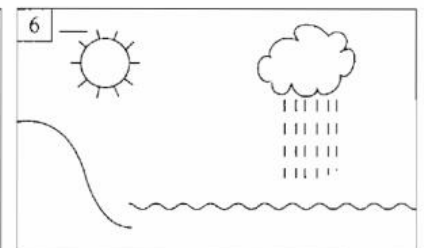
You can use a figure like this to show how a whole is composed of parts. Here, each [11] _____ indicates a [12] _____ of the whole.



You should present data like this if you need to give precise numbers. This example contains four rows and five [13] _____.



This type of figure is useful for representing a process. Each box represents one [14] _____ in the process.

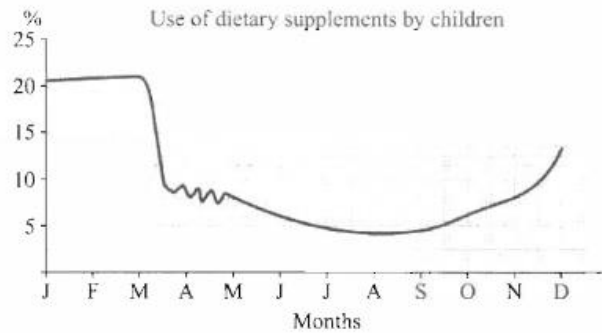


Figures like this are also used to represent a process. They can also illustrate the [15] _____ of an object.

Ex. 6.

When describing a line graph, you should also indicate precisely the time you are referring to. Use the expressions a–e to complete the passage below.

- a over the next .../for the following ...
- b thereafter
- c from ... to/between ... and
- d until
- e in (x2)



The percentage of children using supplements is at its highest level (1) _____ January _____ March. It then falls sharply and fluctuates (2) _____ two months. Supplement use continues to fall gradually (3) _____ it reaches its lowest point (4) _____ August. (5) _____, it increases gradually during the autumn months and more sharply (7) _____ December.

ЗМІСТОВИЙ МОДУЛЬ 4. ACADEMIC WRITING

ТЕМА 6. ОСОБЛИВОСТІ НАПИСАННЯ НАУКОВИХ СТАТЕЙ ІНОЗЕМНОЮ МОВОЮ

TEXT A. How to Write Research Papers?

In many ways a research paper is an effort to answer a question or a series of questions. From this the researcher forms a main idea (that is, a thesis) on which to base the writing of the paper. So a research paper is a form of writing based upon a thesis supported by facts, figures, statistics, and other writers' carefully documented ideas. The purpose of a research paper is to analyze and interpret information while making valid conclusions based upon the research.

Remember that to write a research paper you must:

1. Rely on more than your own personal opinions and experiences.
2. Choose a topic and explore it (narrow down the topic; formulate a research focus; gather data; write a thesis statement).
3. Make an argument (select the supporting details, facts, and statistics; prepare a working outline).
4. Bring a conclusion (bring together the main ideas of the paper; repeat the thesis on the paper).
5. Write your notes, records, and plans in English.
6. Always ask your instructor for make sure of the direction of your paper before proceeding with the research.

Once you have collected and analyzed the information you need you can begin to determine your article design. When writing a research paper you must communicate your own ideas, but you must also include other writers' and speakers' ideas. In addition, you will need to refer to facts, figures, statistics, and other information from other sources. Therefore, it is your responsibility to document your writing by making clear which ideas are your own and which ideas belong to others. All of this must follow special rules for documenting sources that are not your own opinion by making references.

Another concern is how to illustrate your writing. Most people are familiar with tables, charts, and graphs — they are a common staple of business reports, newspapers, and even television news. But few people understand why particular data are shown using particular kinds of tables, charts, or graphs. In determining when to use words and when to use tables and other illustrations, keep the following criteria in mind as you are developing a draft. Tables, charts, and graphs are better than words when:

- You have complex numerical or statistical data to convey;
- You are describing something that requires the reader to form a mental image in order to understand it;
- You want to present information in a form the reader will be able to recall easily.

Abstract, Summary and Annotation

Abstracts are far more than a one or two page piece of writing on a particular subject written for publication in scientific journals. They are also considered as a way to answer a particular question but only one in contradistinction to the research paper. Abstracts should contain at least an introduction to the matter, its brief description, and sometimes probable benefits for the interested party. As a rule, they lack illustrations and references.

The reading of original literature is crucial to get the latest information. Summary and annotation have become important forms of such information providing. These forms can essentially reduce the specialists' time of information (data) processing.

Summary is a short written account of something, which gives the important points but not the details. It usually opens an article or a report. It can be considered as a shortened version of an original. The summary is expected to be about a sixth or a tenths of the original in length. It is usually far easier to write it after you have read the original. First go through it lifting out important information, findings, conclusions and recommendations. It is necessary to avoid including excessive background and detail. Sometimes the summary may take a spoken form. To prepare a summary you should: 1. Study the work carefully; 2. Make definite opinion of what has been read; 3. Develop the appropriate style of writing; 4. Communicate accurately the author's conclusions; 5. Write briefly and clearly.

Annotation is the extremely brief account of the main contents like the list of major problems. If the purpose of summary is to get the reader acquainted with the main contents of the original and the substitute it to some degree, the annotation considers only the article's or the book's topic and facilitates search of necessary information on the subject.

| | |
|-----------------------------|--|
| Opening annotations: | The article is concerned with . . . This work deals with . . . This work is devoted to . . . |
| Main part | Mention was made of the new achievements in the field of. . . Special emphasis is laid on . . . Particular attention is given to . . . Notice has been taken to . . . It is known (thought) that. . . A new method (approach) has been proposed . . . |
| Conclusion | The author comes to the conclusions . . . The work is of primary interest (importance, value) for . . . |

Guide words

| | | | |
|-----------------------|------------------------|--------------------------------------|---------------------|
| As | Так як, в міру того як | In general; Altogether Overall | Загалом |
| As for | Що стосується | Furthermore ; In addition to | Окрім того |
| As well | А також | However | Однак |
| Although; But; Yet | Однак, все ж, хоча | Finally; In conclusion | На завершення |
| Because of | Через, унаслідок | Moreover | Понад те, крім того |
| Still | Тим не менше, проте | Thus | Таким чином |
| Speaking of | Кажучи про | While | У той час як / Коли |
| Therefore | Тому, отже | | |

TEXT B. Hypothesis

From their Latin translations, an hypothesis is what you «suppose;» a thesis is what you «pose» (or «posit»). An hypothesis is what you do before you examine, analyze, critique, argue, and verify the evidence for or against your hypothesis. A thesis is what you conclude to after you do all this difficult work. Thus an hypothesis is what you suppose just 'off the face' of things. A thesis is what you pose after deeper examination. However all this work does not make a thesis necessarily correct. All we can say is that a thesis is the best-supported explanation of the evidence, and that it has many things to say for it. However the true explanation may require something even deeper or more extensive than you have posed in your thesis, and so theses are to a certain extent somewhat incomplete.

If a thesis ever should reach complete understanding and explanation of an issue (such that no questions are left to be asked) it transforms itself into Episteme which is immediate, present, total, and thorough knowledge or comprehension of an issue ('from the top down'). This happens in the standarization of a science after many years of experimentation. Opposed to Episteme then, Hypotheses and Theses then involve knowledge 'from the bottom (i.e. base experiences) up.' The process of trying to rise to an understanding of the highest causes of something is known as Dialectic. The process of dialectic involves repeatedly deciding between two opposed and usually contradictory hypotheses (e.g. «Is justice always the same or Is justice sometimes different? Is there only one form of justice or are there multiple forms of justice? Is justice a thing or a process? If it is a thing, then is justice a substance, a relation, or an accident?») The answers to a long string of such opposed hypotheses forms a thesis (e.g. «Justice is relation, or rule or measure that is itself unchanging, but takes different forms--commutative or distributive--in different situations). Hypotheses can then be regarded as the lowest explanation that an uneducation person would give to a particular phenomenon; thesis is a higher explanation that rests upon many facts and experiments; and episteme is the highest explanation that

explains everything about an issue from the highest and deepest questions, all the way down to the tiniest and most insignificant details and effects.

Answer the questions

1. What is the purpose of a research paper?
2. How should you document the ideas of other writers?
3. How should you communicate your own ideas?
4. Is it necessary to explain and clarify information?
5. How is the main idea of your writing called?
6. When do you use illustrations instead of words?
7. What is a definition of a summary?
8. Is it difficult to write summaries?
9. What phrases are typical for a summary or an annotation opening?
10. What technique can be proposed for making an annotation?
11. How long can it take you to write a summary?

TEXT C. Samples of Annotations

(1) Business Reporting in Great Britain

The article deals with business reporting requirements in the United Kingdom. In most developed countries financial reporting plays a crucial role. As there are differences in countries' economies, respectively there are differences in requirements for financial reporting. The UK reporting requirements are less restrictive, more limited in number and generally more easily defined as those in Ukraine. In Great Britain relevant business legislation varies according to the size and nature of the business as well as on its activities. In general, sole traders and partnerships are less regulated than companies and firms that are Value Added Tax registered. The need for comprehensive detailing of accounts and audits, and the requirements for submitting elaborate tax returns are far greater for larger organizations with higher turnovers than for small businesses.

(2) Noncash transactions

This work is concerned with the procedure for carrying out noncash transactions in a foreign currency. A list of permissible operations and practices that resident legal entities may conduct in a foreign currency from their current accounts is specified in the Provision on opening and functioning the accounts of correspondent banks in the authorized banks of Ukraine in a foreign currency and in local currency. It is approved by the Resolution of the National Bank of Ukraine Board, dated December 18, 1998 No. 527. The Provision specifies current trade and nontrade operations, and which monetary means are to be passed to a current account, and what transactions are to be conducted from this account.

PRACTICAL PART

Ex. 1. Прочийте та проаналізуйте текст реферату до кваліфікаційної роботи магістра. Визначте основні складові та ключові фрази.

SUMMARY

Qualifying work: 116 pp., 19 fig., 27 tab., 6 annex, 76 references.

Object is the investment portfolio management of commercial bank.

The subject of the study is a set of theoretical, methodological and applied aspects of portfolio management of commercial bank.

The purpose of qualification master's work is development of theoretical, methodological and organizational provisions and elaboration of practical recommendations of investment portfolio management of JSC CB «PrivatBank».

Methods: logical synthesis – to summarize scientific experience problems with the study and teaching sequences provisions of qualifying work; deductive – to study the theoretical aspects of investment portfolio management; financial and economic, factor, statistical analysis, comparison, construction and grouping methods, quantitative and qualitative comparison; synthetic methods and methods of expert estimation, graphical method; methods of critical analysis and analysis of theoretical studies – for theoretical generalization of the results and defining the conclusions.

The information base of research involves legislative acts and regulations, professional literature, materials of conferences and periodicals, statistics, annual financial statements of JSC CB «PrivatBank», results of personal researches and analysis.

The results: the algorithm of investment strategy formation of JSC CB «PrivatBank». Its efficiency has been achieved on the assumption of passing such steps as: determination the period of strategy formation; formation of investment activity strategic targets; elaboration of the most effective ways of strategic objectives implementation; development of investment strategic areas and development of investment resources strategy; concrete definition of investment strategy on periods of its implementation; assessment of developed investment strategy.

Investment portfolio assessment methodology based on the quantitative estimation of the investment portfolio using definite integral index has been improved.

Scientific novelty: Got further development the practical recommendations on the composition of the investment portfolio, and it has been proved that investment portfolio involves commercial potfolio; portfolio for sale; paying-off portfolio; and investments in associated companies and subsidiaries.

Results of investigation allows the management of commercial banks to qualitatively assess the effectiveness of the existing investment portfolio management process and to adjust strategic management decisions and to fill identified gaps.

Results of the qualifying work are adapted to domestic financial commercial institutions characteristics and also can be used by non-commercial interested organizations.

Ex. 2. Зробіть переклад анотацій англійською мовою, використовуючи ключові фрази. Номер обирайте за номером зі списку.

1. У статті актуалізовано необхідність використання маркетингових досліджень як основного джерела достовірної інформації, розкрито поняття та роль маркетингових досліджень у роздрібній торгівлі, а також основні методи, які застосовуються для детального вивчення ринку й тенденцій на ньому. Проаналізовано ефективність маркетингової стратегії щодо визначення ступеня розуміння ринкових потреб. Визначено сутність достовірної маркетингової інформації з позиції досягнення комерційних цілей на підприємстві.

2. Розглянуто роль і місце маркетингу на продовольчому ринку. Проаналізовано рівень споживання продуктів харчування залежно від розміру середньодушових еквівалентних грошових доходів домогосподарств. Встановлено, що найбільшу частку в структурі споживчих сукупних витрат становлять витрати на продукти харчування 97 %, що необхідно враховувати при формуванні цінової та збутової політики підприємства.

3. Висвітлено сучасний підхід до визначення ефективності роботи підприємств легкої промисловості. Розглянуто роль і значення маркетингу та маркетингових досліджень як невід'ємного елемента розвитку галузі. У статті підкреслюється, що розвиток підприємств легкої промисловості неможливий без докорінної перебудови організаційної структури на основі концепції маркетингу. Ключові слова: ефективність, підприємство, легка промисловість, маркетинг, маркетингова діяльність, маркетингові дослідження, організаційна структура.

4. У сучасних ринкових умовах кожному підприємству для підтримки своїх конкурентних переваг необхідно обирати більш досконалі способи розвитку, які гарантують йому вигідну конкурентну позицію. У зв'язку з цим значний інтерес становлять структуризація та алгоритмізація процесів маркетингових досліджень, які забезпечують інформаційне підґрунтя такого вибору. Стаття присвячена моделюванню процесу маркетингових досліджень конкурентного середовища. Ключові слова: маркетингові дослідження, моделювання, конкурентне середовище.

5. Розглянуто поняття маркетингових досліджень, розкрито його сутність та роль, описано маркетингові дослідження й основні їхні етапи. Проаналізовано сучасний стан ринку телекомунікацій в Україні, визначено основні тенденції його розвитку. Метою маркетингових досліджень є забезпечення підприємств надійною і достовірною інформацією про ринок, структуру та динаміку попиту, смаки й бажання споживачів, створення асортименту, що відповідає вимогам ринку і задовольняє попит краще, ніж товар конкурента. Систематичні дослідження ринку, тобто маркетингові дослідження дають змогу формувати інформаційну базу для ефективного керівництва підприємствами.

6. У статті досліджено теоретичні основи проведення маркетингових досліджень страховими компаніями України, їхню роль у реалізації маркетингової стратегії. Акцентовано увагу на сутності маркетингових досліджень, сферах застосування результатів, отриманих під час проведення

досліджень. Наведено класифікацію маркетингових досліджень за критерієм характеру виконання, за типами джерел інформації, за критеріями кількості цілей, виду цілей, за територіальним охопленням, за кількістю представлених інтересів. У статті виділено якісні та кількісні маркетингові дослідження, розглянуто їхні види.

7. У статті систематизовано й узагальнено підходи до визначення маркетингових досліджень, на основі чого сформульовано авторське визначення маркетингових досліджень локального ринку. Розглянуто маркетингове дослідження локального ринку як джерела достовірної та надійної інформації для підприємства. Доведено доцільність використання маркетингових досліджень як центральної керівної функції управління підприємством на локальному ринку. Ключові слова: система маркетингових досліджень підприємства, функції маркетингового управління, маркетингова інформація, процеси маркетингового дослідження на локальному рівні.

8. У статті розглянуто тенденції розвитку українського ринку маркетингових досліджень. Систематизовано переваги та недоліки досліджень, що проводяться в Інтернеті, порівняно з традиційними методами збору інформації. Удосконалено типологію здійснення маркетингових онлайн-досліджень: виділено вибірккові одиниці та визначено типи й методи проведення досліджень залежно від поставлених завдань. Метою статті є вдосконалення типології проведення маркетингових інтернет-досліджень, систематизація переваг і недоліків онлайн-досліджень порівняно з традиційними методами збору інформації в умовах глобалізації економічного простору.

9. У статті розглянуто сутність питань «маркетинг» та «маркетинговий менеджмент», досліджено особливості функціонування маркетингового менеджменту в сучасних умовах. Основним завданням статті є узагальнення теоретичних підходів до розуміння сутності категорій «маркетинг», «маркетинговий менеджмент» та визначення їх особливостей функціонування. Знання закономірностей та особливостей функціонування маркетингу дозволяє сформувати більш повно систему маркетингу й маркетингового менеджменту, а також визначити інструментарій маркетингу для застосування його на підприємствах загалом та на підприємствах агропромислового комплексу зокрема.

ІНДИВИДУАЛЬНЕ ЗАВДАННЯ

з дисципліни «ПРОФЕСІЙНО-ОРІЄНТОВАНИЙ ПРАКТИКУМ ІНОЗЕМНОЮ МОВОЮ»

1) Знайдіть наукову статтю за темою кваліфікаційної роботи. Прочитайте її та перекладіть. Проаналізуйте статтю за планом:

1. Назва статті, автор, стиль.

The article I'm going to give a review of is taken from ... – Стаття, яку я зараз хочу проаналізувати з ...

The headline of the article is – Заголовок статті ...

The author of the article is ... – Автор статті ...

It is written by – Вона написана ...

The article under discussion is ... – Стаття, яку мені зараз хочеться обговорити....

The headline foreshadows ... – Заголовок відкриває...

2. Тема. Логічні частини.

The topic of the article is ... – Тема статті...

The key issue of the article is ... – Ключовим питанням у статті є...

The article under discussion is devoted to the problem ... – Стаття, яку ми обговорюємо, присвячена проблемі ...

The author in the article touches upon the problem of ... – У статті автор окреслює проблему

I'd like to make some remarks concerning ... – Я б хотів зробити декілька зауважень щодо ...

I'd like to mention briefly that ... – Хотілося б коротко відзначити ...

I'd like to comment on the problem of ... – Я б хотів прокоментувати проблему ...

The article under discussion may be divided into several logically connected parts which are ... – Стаття може бути розподілена на кілька логічно взаємопов'язаних частин, а саме ...

3. Короткий зміст.

The author starts by telling the reader that – Автор починає, розповідаючи читачеві, що

At the beginning of the story the author – На початку історії автор describes – описує

depicts – зображує

touches upon – зачіпає

explains – пояснює

introduces – знайомить

mentions – згадує

recalls – згадує
 makes a few critical remarks on – робить кілька критичних зауважень про
 The story begins (opens) with a (the)
 description of – описом
 statement – заявою
 introduction of – поданням
 the mention of – згадкою
 the analysis of a summary of – коротким аналізом
 the characterization of – характеристикою
 (Author's) opinion of – думкою автора
 author's recollections of – спогадом автора
 the enumeration of – переліком
 The scene is laid in ... – Дія відбувається в ...
 In conclusion the author
 dwells on – зупиняється на
 points out – вказує на те
 generalizes – узагальнює
 reveals – показує
 exposes – показує
 accuses / blames – звинувачує
 gives a summary of – дає огляд

4. Ставлення автора до окремих моментів.

The author gives full coverage to ... – Автор дає повністю, охоплює ...
 The author outlines ... – Автор описує
 The article contains the following facts / Describes in details ... – Стаття містить такі факти / Докладно описує...
 The author starts with the statement of the problem and then logically passes over to its possible solutions. – Автор починає з постановки завдання, а потім логічно переходить до його можливих вирішень.
 The author asserts that ... – Автор стверджує, що ...
 The author resorts to ... to underline ... – Автор вдається до ..., щоб підкреслити ...
 Let me give an example ... – Дозвольте мені навести приклад ...

5. Висновок автора.

In conclusion the author says / makes it clear that ... / gives a warning that ... – Наприкінці автор стверджує / прояснює, що ... / дає попередження щодо...
 At the end of the story the author sums it all up by saying ... – У кінці статті автор робить висновок, кажучи ...
 The author concludes by saying that .. / draws a conclusion that / comes to the conclusion that – На закінчення автор говорить, що .. / робить висновок, що / приходить до висновку, що...

6. Виразні засоби, що використовуються в статті.

To emphasize ... the author uses ... – Щоб акцентувати увагу ... автор використовує

To underline ... the author uses ... Щоб підкреслити ... автор використовує

To stress ... – Посилюючи

Balancing ... – Балансуючи

7. Ваш висновок.

Taking into consideration the fact that. – Беручи до уваги той факт, що

The message of the article is that / The main idea of the article is... – Основна ідея статті (ідея автора)...

In addition ... / Furthermore ... – Окрім того, ...

On the one hand ..., but on the other hand ... – З одного боку ..., але з іншого боку ...

Back to our main topic ... – Повернемося до нашої основної теми

To come back to what I was saying ... – Щоб повернутися до того, що я говорив

In conclusion I'd like to ... – На завершення я хотів би ...

From my point of view ... – Із моєї точки зору ...

As far as I am able to judge ... – Наскільки я можу судити...

My own attitude to this article is ... – Моє особисте ставлення до...

I fully agree with / I do not agree with – Я повністю згоден з / Я не згоден з

It is hard to predict the course of events in future, but there is some evidence of the improvement of this situation. – Важко передбачити хід подій в майбутньому, але є деякі підтвердження поліпшення.

I have found the article dull / important / interesting / of great value. – Я вважаю статтю нецікавою / важливою / цікавою / Стаття має велике значення (становить цінність).

2) Напишіть розширену анотацію до статті англійською мовою (250-300 слів).

Для захисту індивідуального завдання здобувачеві вищої освіти необхідно:

- надати викладачеві роздруковану наукову статтю (вказаті вихідні дані до статті, видання, автора, електронну адресу тощо);
- надати роздрукований письмовий аналіз статті, розширену анотацію;
- прочитати та перекласти (вибірково). Продемонструвати знання відповідної лексики.

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Навчально-методичне видання
(українською мовою)

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Калюжна Юлія Вікторівна

ПРОФЕСІЙНО-ОРІЄНТОВАНИЙ ПРАКТИКУМ ІНОЗЕМНОЮ МОВОЮ

Методичні рекомендації до практичних занять
для здобувачів ступеня вищої освіти магістра
спеціальності «Маркетинг»
освітньо-професійної програми «Маркетинг»

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