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МИНИСТЕРСТВО ЗДРАВООХРАНЕНИЯ РОССИЙСКОЙ ФЕДЕРАЦИИ

Федеральное государственное бюджетное образовательное учреждение высшего образования

«Пермская государственная фармацевтическая академия»

Министерства здравоохранения Российской Федерации

Кафедра иностраннных языков и фармацевтической терминологии

Полное наименование кафедры

УТВЕРЖДЕНЫ

решением кафедры

Протокол от «13»мая 2025г. №9

МЕТОДИЧЕСКИЕ МАТЕРИАЛЫ ПО ДИСЦИПЛИНЕ

Б1.В.ОД.5 Деловые коммуникации на иностранных языках

(индекс, наименование дисциплины), в соответствии с учебным планом)

Направление подготовки: 19.03.01 Биотехнология

Профиль программы: Фармацевтическая биотехнология

Год набора 2026

Пермь, 2025

1. Рекомендации по подготовке к лекционным занятиям.

Изучение дисциплины требует систематического и последовательного накопления знаний, следовательно, пропуски отдельных тем не позволяют глубоко освоить предмет. Именно поэтому контроль над систематической работой обучающихся всегда находится в центре внимания кафедры иностранных языков.

Обучающимся необходимо:

- перед каждой лекцией просматривать рабочую программу дисциплины, что позволит сэкономить время на записывание темы лекции, ее основных вопросов, рекомендуемой литературы;
- перед очередной лекцией необходимо просмотреть по конспекту материал предыдущей лекции; при затруднениях в восприятии материала следует обратиться к основным литературным источникам; если разобраться в материале не удастся, то необходимо обратиться к преподавателю на семинарских занятиях.

Темы лекций.

- 1. Деловая коммуникация : дефиниции.
- 2. Деловая коммуникация в англоязычных странах. (Социо-культурный аспект).
- 3. Особенности письменной деловой коммуникации.
- 4. Структура делового письма на иностранном языке.
- 5. Типология деловых писем.
- 6/7. Особенности написания деловых писем.
- 8. Электронная деловая коммуникация.
- 9. Рефлексия.

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2. Рекомендации по подготовке к практическим занятиям.

Обучающимся следует:

- приносить с собой рекомендованную преподавателем литературу к конкретному занятию;
- до очередного практического занятия по рекомендованным литературным источникам проработать теоретический материал соответствующей темы занятия и отработать задания, определённые для подготовки к лабораторному занятию;
- при подготовке к лабораторным занятиям следует использовать не только лекции, но и учебную литературу;
- в начале занятий задать преподавателю вопросы по материалу, вызвавшему затруднения в его понимании.

3. Рекомендации по подготовке по теме 1.1

Анкетирование: самоанализ на основе анкет личных, деловых качеств, знаний, необходимых для успешной работы в бизнесе.

Task 1. Find out if you know these words.

ability – способность	fair – честный, справедливый
accounting – бухгалтерский учет	fire - увольнять
accurate – точный, правильный	gain one's end – добиваться своего
application form – форма заявления о приеме на работу	generous – благородный, щедрый
appoint - назначать	go into business – заниматься бизнесом
apply for – обращаться за работой	inspire confidence – внушать(вселять) доверие
attract customers – привлекать покупателей	life assurance – страхование жизни
background – данные; истоки, происхождение, опыт работы	patient - терпеливый
be liable – нести юридическую ответственность	persuasive - убедительный
cope with problems –справляться с проблемами	persistence – настойчивость, упорство
CV – краткое жизнеописание	reliable executer – надежный исполнитель
discharge assignments –выполнять поручения	run risk - рисковать
encourage- ободрять, поощрять, поддерживать	salary – оклад, жалованье
entrepreneurship – предпринимательство	set a goal – ставить цель
	shareholder - акционер
	take decision – принимать решение
	wage - зарплата

Task 2. Read and fulfill the task.

Questionnaire: We would like to propose you one of the American systems for self testing your own business qualities. The main human qualities are written vertically in the table and their estimations – horizontally. The estimation is carried out by the four point system. You need to pick up the appropriate column for yourself and write down your point (mark). When finished you should sum up all your points and you will learn your business qualities.

If your score is 25-28 it means that you have characteristics of an ideal businessman.

If it is 21-24 or 17-20 points it means that you are a “very good” or “good” businessman.

The score 13-16 means that you have an average business talent,

if your score is 12 or less - you should think hard if it's worth being engaged in business.

(from the American newspaper “Business for all”)

		1	2	3	4
	Entrepreneurship	Need encouragement	do only the most necessary tasks	imaginative while doing the tasks	do more than necessary
	Relationship with colleagues, partners; communicative ability	cold, avoid contacts	create conflicts	even (повный) temper	aimed at contacts

	ties				
	Leader's qualities (acumen)	need a boss/a leader	can work independently	tend to give commands	inspire confidence to subordinates, can take decisions
	Attitude to business	try to avoid assignments (поручения)	do everything unwillingly	discharge assignments but with reservations	reliable ex-ecuter and partner
	Administrative talent	Bad organizer	can solve average management responsibilities	good administrator	iron consistency in staff selection
	Dynamics	Doubts and wavering	quick to act but do many mistakes	well-grounded and circumspect (осмотрительный)	quick and correct
	Persistency	Extreme sluggishness (вялость)	can gain your end (добиваться своего) but without persistence	Initiative	not afraid of any difficulties

Task 3: What is your answer to the question “Can you be a businessman?” Why do you think so? Discuss your results and your business qualities with the ones of your desk-mate and then with students of your group. Exchange your opinions.

Task 4: Here is a list of adjectives distributing qualities certain professions need. Read the sentence and fill in the correct adjective.

persuasive, brave, creative, patient, intelligent, polite, accurate, fair, friendly

1. Pharmacist need to be to get people to buy their products.
2. A scientist has to be in order to understand complex theories.
3. Receptionists should be in order to make people feel welcome.
4. Surgeon must be very as they should not make mistakes in their work.
5. A shop assistant has to beeven when dealing with a rude customer.
6. Lifeguards have to be as they often find themselves in dangerous situations.
7. Teachers need to be very as students sometimes take a long time to learn things.
8. Judges should be and give all the evidence equal consideration.
9. Fashion designers should be very so that they can come up with new designs.

Рекомендации по подготовке по теме 1.2.

Презентация — это структурированное представление материала, подготовленное в программе MS Power Point, которое сопровождает выступление докладчика . Презентация как документ

представляет собой последовательность сменяющих друг друга слайдов. Количество слайдов адекватно содержанию и продолжительности выступления (например, для 5-минутного выступления рекомендуется использовать не более 10 слайдов).

На первом слайде обязательно представляется тема выступления и сведения об авторах. Следующие слайды можно подготовить, используя две различные стратегии их подготовки:

1 стратегия: на слайды выносятся опорный конспект выступления и ключевые слова с тем, чтобы пользоваться ими как планом для выступления. В этом случае к слайдам предъявляются следующие требования:

- объем текста на слайде – не больше 7 строк;
- маркированный/нумерованный список содержит не более 7 элементов;
- значимая информация выделяется с помощью цвета, кегля, эффектов анимации.

Особо внимательно необходимо проверить текст на отсутствие ошибок и опечаток. Основная ошибка при выборе данной стратегии состоит в том, что выступающие заменяют свою речь чтением текста со слайдов.

2 стратегия: на слайды помещается фактический материал (таблицы, графики, фотографии и пр.), который является уместным и достаточным средством наглядности, помогает в раскрытии стержневой идеи выступления. В этом случае к слайдам предъявляются следующие требования:

- выбранные средства визуализации информации (таблицы, схемы, графики и т.д.) соответствуют содержанию;
- использованы иллюстрации хорошего качества (высокого разрешения), с четким изображением;

Максимальное количество графической информации на одном слайде – 2 рисунка (фотографии, схемы и т.д.) с текстовыми комментариями (не более 2 строк к каждому). Наиболее важная информация должна располагаться в центре экрана.

Обратите внимание на критерий оценки презентации:

"зачтено"-презентация включает не менее 12 кадров основной части. В презентации полностью и глубоко раскрыто наполнение (содержание) представляемой темы, четко определена структура презентации, отсутствуют фактические (содержательные), орфографические и стилистические ошибки. Представлен перечень источников, оформленный согласно общепринятым требованиям. Цветовые, шрифтовые решения, расположение текстов и схем в кадрах соответствуют требованиям реализации.

КОМПЛЕКТ ТЕКСТОВ ДЛЯ ПОДГОТОВКИ ПРЕЗЕНТАЦИИ

1. Прочитайте, переведите текст.

2. Заполните таблицу информацией из текста

personality

Parents, family background values:	Personal qualities:
Education:	Management style beliefs:
The work done:	Achievements :
Hobbies:	Honours:

3. Используйте информацию для подготовки презентации, распределив материал на слайдов соответствии с таблицей.

Вариант 1.

TEXT: CEO of Coca Cola

Ivester, a factory foreman's son and former accountant, stepped in- smoothly to run Coca-Cola as CEO following the death of champion wealth creator Roberto Goizueta. Early in his job as Coke's chief, Goizueta had recognized Ivester's drive, commenting that he was the hardest-working man he had ever met. Together the two changed the company's operations and capital structure to maximize shareholder value.

Both of Ivester's parents were factory workers from a tiny mill town in Georgia. His parents were children of the depression, he recalls, strong savers, very strong religious values, and had very high expectations for their only son. If he got an A, his father would say: "They give A pluses, don't they?"

Doug Ivester is the guy who for nearly two years worked constantly to provide essential support to Roberto Goizueta as he not only turned Coca-Cola around but made it into a powerhouse. If you want to know just how driven Ivester is, know that more than a decade ago he set himself the goal of becoming the CEO and chairman of Coca-Cola. Then he put on paper the dates by which he intended to do that.

By comparison with Goizueta, Ivester is an accountant by training, an introvert by nature.

He worked systematically to obtain the breadth needed to be a modern chief executive getting media coaching and spending three years worth of Saturdays, six hours at a time, being tutored in marketing. He is a straight arrow, constantly encouraging his executives to do the right thing, yet he is fascinated with Las Vegas, which he visits once a year, gambling and-people-watching a lot.

He is big on discipline, which to him means: be where you're supposed to be. Dress the part (he is opposed to casual Fridays). Return phone calls promptly (employees know never to get too far away from their office voice-mail, even on weekends). Still when directing his troops, he asks them to set "aspirations" (difficult targets).

Hierarchy is out - it slows everything down: he communicates freely with people at all levels. The conventional desk job is also out. Ivester prefers that employees think of themselves as knowledge workers - their office is the information they carry around with them supported by technology that allows them

to work anywhere. This really matters when your business is as large as Coke's, which gets 80% of its profit from overseas.

At Coke business planning is no longer an annual ritual, but a continual discussion - sometimes via voice-mail among top executives. Technology is not just nice; it's crucial. Huge volumes of information don't frighten Ivester; he insists that they are necessary for real-time decision-making. With past-generation executives, their style were more "don't bring me your problems, bring me your solutions,"- says Tim Haas, Senior Vice President and Head of Latin America. Doug thrives on finding the solutions. "In a word this complicated and fast-moving, a CEO can't afford to sit in the executive suite and guess," Ivester says. He believes that many of America's executives are getting terribly isolated

(from Fortune Magazine)

Вариант 2.

TEXT: WHO IS TO SPEAK ABOUT?

Upon hearing the term "famous" it is likely a celebrity or historical figure such as Abraham Lincoln comes to mind. Hear the term "famous pharmacist" and people will typically think of John Stith Pemberton (inventor of Coca-Cola) or Hubert Humphrey (Vice President of the United States 1965-1969). However, hear the term "pharmacy famous" and while people may identify this refers to someone well-known in the pharmacy profession, anyone outside the profession is unlikely to be familiar with who could deserve such recognition. Who is the most pharmacy famous person today?

Well, the answer to that question is a bit subjective and no doubt in the eye of the beholder. Another way to identify the most pharmacy famous person is to see which pharmacist has achieved the most publications. With this tactic, vancomycin inventor [Dr. Michael Rybak](#), renowned pediatric pharmacist [Dr. Milap Nahata](#).

The person at the top of the pharmacy famous list is not someone with a massive social media following. He is also not the pharmacist with the most publications in pubmed (although he has an outstanding 131 hits at the time of composing this text). While he has achieved a variety of significant accomplishments in his career there is one thing that has made him better known than any other pharmacist.

His name is [Dr. Joseph DiPiro](#) and he is the first author and senior editor for one of the most widely used pharmacy textbooks. While the true name of this textbook is [Pharmacotherapy: A Pathophysiologic Approach](#), most people simply refer to the text as "DiPiro." Given that the textbook is commonly required reading for core pharmacy courses over multiple semesters, pharmacy students get to know the name DiPiro very well.

It is an interesting thing to have someone within a profession be so well known in name, yet many would not be able to recognize Dr. DiPiro if they saw him in person.

The first time I saw Dr. DiPiro I was at a pharmacy conference standing next to a research poster. He walked by and I saw his name badge. Then I saw two other pharmacists pointing and commenting how that was Dr. Dipiro. There are not many pharmacists others will stop to stare or point at. I think many wonder what it must be like to be Dr. DiPiro and be so well-known within the profession. So, I reached out to him and he was kind enough to provide some insight.

(Authored By: [Timothy P. Gauthier, Pharm.D., BCPS-AQ ID](#))

Вариант 3.

TEXT: DAVID JACK

Sir David Jack FRS, former Director of Research and Development at Glaxo, died on 8 November 2011 at the age of 87 years. He probably did more to benefit patients with asthma and chronic obstructive pulmonary disease than anyone else in history. He discovered the first β_2 -selective agonist (salbutamol), the first inhaled corticosteroid (beclomethasone dipropionate), the first long-acting β_2 -agonist (salmeterol), the most widely used inhaled corticosteroid (fluticasone propionate) and the best-selling asthma treatment of all time (Seretide). He also discovered several other important drugs, including the histamine H_2 -receptor antagonist ranitidine (Zantac), which became the best-selling drug of its day, and sumatriptan (Imigran), a novel therapy for migraine.

David Jack was born in Markinch, Fife, the sixth and youngest child of a coal miner. It is extraordinary that the other great drug discoverer of our time, Sir James Black, who went on to discover β -blockers and histamine H_2 -receptor antagonists, was born in the same year in a nearby village. James Black was awarded the Nobel Prize for Medicine in 1988, and many think that David Jack should also have been similarly honoured. After secondary education at Buckhaven High School, David became an apprentice pharmacist with Boots the Chemists in Cupar, turning down an opportunity to study mathematics at the Edinburgh University, as his intention was to become a retail pharmacist. In 1944, he entered a BSc course in Chemistry and Pharmacy at the Royal Technical College in Glasgow (now Strathclyde University), where he won every undergraduate prize open to him and graduated with first class honours. He then became an Assistant Lecturer in Experimental Pharmacology in the University of Glasgow having turned down an offer to study for a PhD. He joined Glaxo Laboratories in 1951 as a pharmacist where his main role was to formulate new products and supervise their transfer to production. But he found this work repetitive and unfulfilling and in 1953 moved to Smith Kline & French as Senior Development Pharmacist, while at the same time studying for an external PhD at the Chelsea College of Technology under the supervision of Professor Arnold Beckett. His exceptional research potential was immediately recognised and in 1961 he was invited to become Director of Research and Development at Allen and Hanburys, whose parent company was Glaxo. At this time, Allen and Hanburys were best known for their blackcurrant pastilles! At the Ware research laboratories he brought together a remarkably productive team of chemists, pharmacologists and pharmacists in order to achieve his ambition of inventing medicines to treat important human diseases, a venture new to Glaxo group that time.

David Jack is best known for the discovery of some of the most effective and widely used drugs to treat asthma and chronic obstructive pulmonary disease. He appreciated the importance of delivering asthma treatments directly to the lungs by inhalation to produce a more rapid effect and to have fewer systemic side effects than drugs given by mouth. Working with Roy Brittain, he recognised the advantage of developing selective activators of β_2 -receptors to avoid cardiovascular side effects from stimulating β_1 -receptors that were seen with the non-selective inhaled β -agonist isoprenaline. This led to the discovery of salbutamol (Ventolin), the first selective β_2 -receptor agonist, which was launched in 1969. This proved to be a major commercial success and remains the most widely used asthma drug in the world today. Salmeterol was discovered by careful structure–function studies to optimise the duration of action by prolonging the time the drug occupies the β_2 -receptor and was launched in 1990. Oral corticosteroids were very effective in asthma treatment but could not be used routinely because of many long-term side effects and previous attempts to give steroids. This has now become the most widely used corticosteroid in the world. Clinical studies showed that when salmeterol was added to fluticasone propionate it improved asthma control to a greater extent than increasing the dose of inhaled corticosteroids and this led to the logical development of a combination inhaler (Seretide) which was launched in 2000 and went on to become the third best selling drug in the world.

But David Jack also discovered important drugs for other common diseases. His friend James Black had invented the first effective treatment for peptic ulcer, cimetidine (Tagamet), which acted by blocking histamine receptors in the stomach. Using logical chemical approaches David improved on cimetidine to de-

velop ranitidine (Zantac) in 1981, which had a longer duration of action and fewer side effects and was to become the biggest selling drug in the world and the first blockbuster drug to make over \$1 billion a year.

Not surprisingly, many honours came his way. He was awarded a CBE in 1982 and knighted in 1993 for his services to the British pharmaceutical industry. He was elected a Fellow of the Royal Society of Edinburgh in 1978 and elected FRS in 1992. He was awarded the Royal Society's Mullard Medal in the same year. The British Pharmacological Society, the Royal Pharmaceutical Society and the Royal Society of Chemistry all bestowed their highest awards and he was given honorary degrees by seven universities.

In all this, David was ably supported by a strong and stable family life. Lydia was a fellow pharmacy student in Glasgow, and they married in 1952. She gave him the support he needed when negotiating the caprices of the pharmaceutical industry and survives him with their two daughters. His hobbies included gardening, golf and theatre-going. Many will mourn his passing. Doctors and patients with common diseases throughout the world and particularly those with obstructive airway diseases owe him an enormous debt of gratitude as his research has literally transformed their lives.

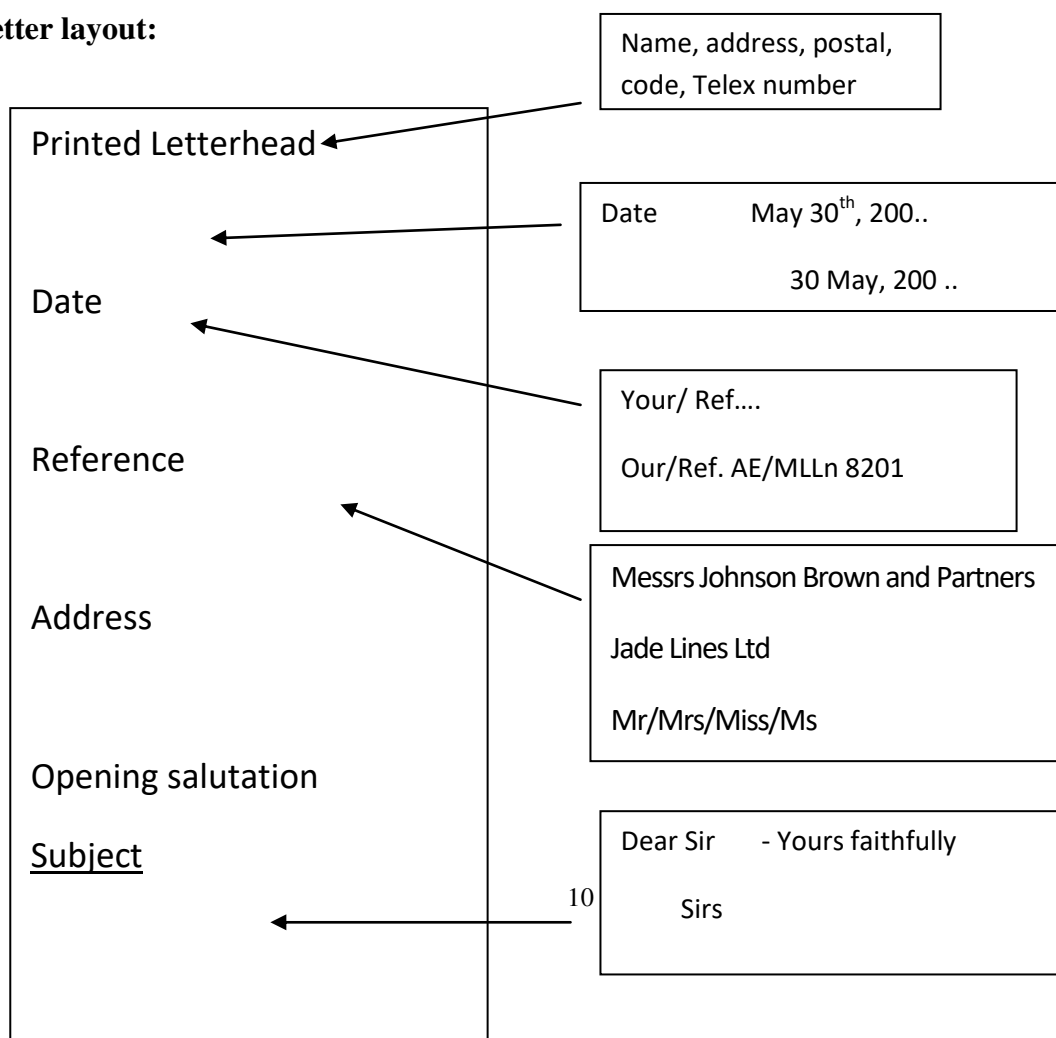
(Published by the BMJ Publishing Group Limited)

4. Рекомендации по подготовке по теме 2.1.

Контрольная работа — форма контроля знаний и навыков обучающихся в образовательном процессе. Это письменное задание, которое направлено на проверку знаний по конкретной теме или разделу учебного материала. В содержание работ включают основные и наиболее значительные вопросы по ранее изученным темам, которые соответствуют данному этапу обучения

Task 1. Read and analyze the chat.

Letter layout:



USEFUL PHRASES AND SENTENCES FOR BUSINESS LETTER WRITING.

1) in the opening salutation:

- We would like to inform.....
- We have received your letter....
- We are sorry to have to remind ...
- In reply to your letter ...
- In accordance to ...

2) in the body of the letter ...

- We regret being unable to...
- We regret we cannot accept...
- Unfortunately we cannot/it will be impossible ...
- We offer our apology ...
- We shall appreciate it if ...
- We would be very much obliged ...
- We shall be grateful to you ...
- We are delighted to accept...
- We are pleased to accept...
- Please let us ask ...
- We would request you to ...

3) in the closing paragraph:

- We look forward to seeing/to joining you ...
- In anticipation of your reply ...
- Your prompt reply will be appreciated.

4) in the complimentary closing:

- Yours sincerely / faithfully / truly ...
- Thank you for your letter of (date) / your inquiry

Model letter: (№ 1)

Task: a) Look through the following letter and analyze its layout.

b) What is the subject of the letter?

c) What phrases are used - in opening salutation?

- in the closing paragraph?

- in the complimentary closing?

d) What have you learned about the author and his job?

3333 Imperial Way
R-10004 Freetown
Fredonia

Mr. Charless Fox
European Sales Office
ACME Atlantic Ltd
45 Pentonville Road
London EC2 4AC
13 May 20.....

Dear Mr. Fox,

I wish to apply for one of the positions described in your
advertisement “ Work in Bermuda” in this week’s Daily Planet.

My name is Jean Muster. I am 25 years old and a Fredonian citizen. I am at present working for Fredonian Enterprises, And as you know, we have been doing business with ACME

Atlantic for a number of years. I would be interested in a 6-month contract. During this time my present employers are willing to give me leave of absence. My recent work has involved working in a team in the export department of my firm and I have developed confidence and skill in dealing with foreign buyers the telephone and in writing, mainly using English. My Fredonian is fluent, I speak and write reasonably good English and I can also handle business correspondence in German and Italian. As you will see from my enclosed CV, my qualifications are good, and I think you will agree that my experience and language skills will help me to make a valuable contribution to your firm and you find that I am an enthusiastic and resourceful employee.

I am available for interview at any time except for June 12th to 21st.

My daytime phone number in 287 8889 extension 333.

Looking forward to hearing from you,

Yours sincerely,

Jean Muster

Model Letter (№ 2)

After leaving school. College, or university a graduate needs a reference letter to continue his/her education or to apply for a job. He or she will have to ask somebody for a letter of this kind. The letter below is given to you as an example.

Coppin State College

Baltimore, USA

May 12, 200 ...

New York University

Dr. J. Fowles

Dear Dr. Fowles,

As you know I'll be leaving this summer. I'm now looking for a university to continue my education and will soon be making a number of inquiries and send my application.

I should be grateful if you would agree to act as my referee, should I need one. Please let me know if you would have time to write a letter of reference to one of the universities.

Yours sincerely,

Robert Carrington

Model Letter 3

Task: Read the following letter and then act as a referee and write a letter of reference recommending your best to a higher educational establishment.

GLOBAL INTERNATIONAL, Inc.

544, Valles Avenue, Riverdale,

N.Y. 10775, USA

Tel : 767-432-0853

The Secretary

The Brush Group

96, Duke Street,

LONDON, S.W.I.,

New York University

Chemistry Faculty

May 25, 200...

Washington State University

President

Dear Mr. President,

I write to say that Robert Carrington who is currently a student at Coppin State College has been in touch with me to say that he is going to continue his education at Washington State University and has asked me if I could act as a referee for him and submit this reference to you.

I have to say that I am very happy indeed to do so. Robert has been at New York State University Summer School every year since 1997 and I think that the best way of describing him is as a very positive man. He is a very serene person and with the confidence to deal with any problem that arise from time to time either on his own initiative or, by asking a superior how a particular matter should be dealt with.

I have also found him an extremely willing person and one who never complains whilst he also has the ability to study independently, and in 1998 we gave him the opportunity to carry out research in connection with Ecological Studies.

I have to say, therefore, that I have absolutely no doubts in recommending Robert to you.

I am absolutely sure that he will study well and will also mix in well with other students.

I do hope that the foregoing is of help and if I can assist further, please do not hesitate to contact me.

Yours sincerely,

Jane Fowles

Task: a) Read and translate the following letter. (№ 4)

b) You are a dean of our Academy. Inform your post graduate students about the announcement of the US College of pharmacy.

NOVA SOUTHEASTERN UNIVERSITY

Health Profession Division

College of Pharmacy

Dear Dean:

In an effort to meet the changes demanded of the expanding pharmacy profession. The college of Pharmacy at Nova Southeastern University is pleased to announce the Doctor of Pharmacy (Pharm.D.) – International Program. This 2,5 year program was designed exclusively for graduates of pharmacy degree program outside of the United States jurisdiction, allowing them to build upon their pharmacy education and prepare them for a clinical pharmacy practice. Upon the completion of the program students are eligible to take U.S. pharmacist licensure examination. The College of Pharmacy selects students for admission into this program based on previous academic performance, Test of English as a Foreign Language (TOEFL) scores, written application, and letters of evaluation. For more information and application forms see NSU web site at <http://pharmacy.nova.edu>.

Nova Southeastern University is accredited by the Commission on Colleges of the Southern Association of College and Schools to award bachelor's, master's educational specialist, and doctoral degrees. It is the largest independent non-profit university in the State of Florida, and with an enrollment of approximately 20.000 students, is among the 20 largest in the entire United States. The College of Pharmacy has been granted full accreditation status by the American Council on Pharmaceutical Education (ACPE), the national agency for the accreditation of professional programs of pharmacy. The educational programs and facilities of the College of Pharmacy are among the best in the country. Pharmacy faculty at the university are young, enthusiastic, and on the cutting edge of pharmaceutical practices. With over 200 clinical sites and over 450 preceptors, experiential education is as comprehensive and diverse as anyone could desire. These include sites ranging from the clinic pharmacy at Davie, Florida, where faculty practice disease state management to the 1500-bed Jackson Memorial Hospital as well as medical centers in Tampa, Orlando, and West Palm Beach.

Please inform your faculties and students about this opportunity to attain a Doctor of Pharmacy (Pharm.D.) degree in the United States. If you have any questions, please do not hesitate to call or email me. Thank you for your attention and we look forward to hear from you soon.

Sincerely

Leanne Lai, Ph.D. Associate Professor

International Program Director

College of Pharmacy

Nova Southeastern University

Model Letters (№ 5)

In answer to an ad. in a newspaper, magazine, a circular letter, or from an agency. Compare these two letters № 5, № 6

. Dear Sirs,

I am very interested in the type of work done by your company, and am at present looking for a post in this particular sector of industry. As you will see from my CV, I have some experience in this field, and would appreciate the opportunity of explaining how I feel I can be

of use to your company.

I should be pleased to attend an interview at any time which is convenient to you. I can be contacted at the telephone number given.

I look forward to hearing from you.

Yours faithfully,

D.Jones.

Speculative application. (№ 6)

Dear Sirs,

I am very interested in the type of work done by your company, and am at present looking for a post in this particular sector of industry. As you will see from my CV, I have some experience in this field, and would appreciate the opportunity of explaining how I feel I can be of use to your company.

I should be pleased to attend an interview at any time which is convenient to you. I can be contacted at the telephone number given.

I look forward to hearing from you.

Yours faithfully,

D.Jones.

Model Letter (№ 7)

Task: Look through this letter and say what kind of letter is it. Pay your attention to its structure and useful phrases.

Institute of Chemistry

St.Petersburg, Russia

Dr. R.H. Lookenbill

Chairman

Organizing Committee

Montana University

Dear Dr. Lookenbill

Thank you for your letter of October the 10th together with the kind invitation to partici-

pate in the Symposium on History of Chemistry to be held in Missoula next year.

I shall be happy to participate in this gathering and would be prepared to give a talk on “Alchemy”.

I enclose my preliminary registration form and will send an abstract of my paper before the end of the year.

Yours sincerely,

V.Yakovlev

Model Letter (№ 8)

Task: The next letter is for you to reply positively or negatively.

The 14th International Conference on the Structure of Atom

Missoula, Montana, USA

Dr.

25 September

Chemistry Faculty, MSU

Moscow, Russia

Dear Dr. ...,

This letter is to call your attention to the 14th International Conference on the Structure of Atom to be held October 21-25, 200... in Missoula, Montana, USA.

In view of your active interest in this field, we would be pleased to have you as a participant in this Conference. If you are interested in attending, please forward the application form (enclosed) to Professor A.B.Hill, Department of Chemistry, Montana University.

Attendance to this Conference is limited to approximately 100 persons.

Nevertheless, if you know of anyone who has a significant contribution to make to this Conference, please, ask him to send an application form to Professor A.B.Hill.

We are planning to allow room in the programme for short presentation of very recent work warranting general discussion.

If you are aware of such developments, we would be grateful if you could bring them to the attention of the Conference Chairman

Sincerely yours,

J.L.Phillips

Conference Secretary

Model Letter (№ 9)

Task: Read the following letter and then write a letter in the name of

Miss Petrova beginning it with “I would like some information about ...” or “Could you please ...” and finishing with “ I would appreciate/be grateful...”

Dear Miss. Petrova,

Please find enclosed our prospectus covering Proficiency Courses in English for the period July-December. Details of fees and accommodation in London for that period are covered in the booklet “Living in London” which accompanies the prospectus.

At present we still have places available for students taking the courses beginning in July, but would ask you to book as soon as possible so that we can reserve a place for you in the class and arrange accommodation with an English family.

We are sure you will enjoy your stay here and look forward to seeing you.

Yours sincerely,

.....

Task: Match the beginning and the endings below and identify the technique which have been included. Then say which letter:

* is informal

* is to a newspaper

* is applying for a ...

A Dear Mr Wooster,

I am writing in my capacity as secretary of the college social club to say how concerned we were to read about the decisions taken at the committee meeting held on the fourth of last month.

C Dear Sir/Madam,

I am writing to express my interest in the position of part-time library assistant that I saw advertised in your newspaper dated 13th June.

B Dear Mark,

I am writing to let you know about a marvelous opportunity that I have heard about and that I think is exactly what you are looking for.

1. As I've said, this really is too good a chance to let slip by, I honestly don't think it will be very difficult for you of all people to qualify. So why not give it a go? Write and let me know how to get on.

Say hello to everyone for me,

Lots of love,

Jill

3 I trust you will give this issue your urgent consideration and will take the opinions of the students into account. Thanking you in anticipation for your cooperation on this matter.

Your sincerely,

Graham Wiseman

2 I hope that you will consider me for the post. I enclose a copy of my CV together with two letters of reference. I look forward to hearing from you and having the opportunity to discuss this matter further. Yours faithfully,

Kate Lowe

Task . You are a second year student of our Academy and want to find any job abroad during your summer holidays. Write a letter to “Work and Travel” Company to get a detailed information.

Task . You have graduated from our Academy.

a) Write a letter to a foreign Job Center or any company in view of finding a job connected with your profession.

b) Write a letter to a Travel Company to know if you can have practice abroad, ask them to enclose their requirements or programmers.

Task . You were invited to take part in the Scientific Conference (or Exhibition) abroad. Write a letter of confirmation or give reasons to refuse politely from taking part in it.

Task . *Analyze the types of letters to recognize them in the tests.*

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Mr John Lewis
General Manager
Hoverny Ltd
4567 Snake street
Oakland, California

Howard Stanley
9034 Canyon Street
San Francisco, California
USA, 90345

October 01, 2015

Dear Mr Stanley,

October, 02 will be a remarkable day of your 10th anniversary as a member of Hoverny Ltd. During these years of work you proved to be a loyal and qualified worker with great potential. We recognize the contribution you make in our company success and wish to congratulate you upon your 10th anniversary.

With respect,
John Lewis,
General Manager

Письмо-приглашение (Letter of Invitation)

Чаще всего деловые Letter of Invitation отправляют, чтобы пригласить на мероприятия, связанные с деятельностью компании.

Dear Charles Milton,

I would like to invite you to a seminar that I'm confident will interest you.

The 3D Technologies Seminar held at the Moscow Crocus Congress Centre on June 13 will feature lectures by several key programmers and designers in the field of 3D modeling, with topics including filtering, anti-aliasing and mipmapping.

I am enclosing 3 tickets for you. I hope that you decide to attend and I am looking forward to seeing you there.

Best regards,
Igor Petrov ,
Managing Director Ltd. The company "Center"
Tel: +7 912 XXXXXXXX

Письмо о приеме на работу (Letter of Acceptance)

Letter of Acceptance уведомляет Вас о принятии на работу.

Mrs Jane Tumin
HR Manager
Sommertim
7834 Irving Street
Denver, Colorado

Mrs Lean
9034 Cody Street
Denver, Colorado
USA, 90345

February 15, 2016

Dear Mrs Lean

With reference to our telephone conversation yesterday I am glad to tell you that we offer you the position of Senior Lawyer in our company. You will be provided with company car according to the corporate policy and full medical insurance. Your salary will be \$100 000 per year according to your request. You may learn about job conditions in job offer attached to this letter.

With respect,
Jane Tumin,
HR Manager

Письмо-заявление (Application letter)

Содержит резюме и предложение себя в качестве работника. Kira Stan
7834 East street
Chicago, Illinois

Trend&Fashion
9034 Groom Street
Chicago, Illinois
USA, 90345

July 12, 2017

Dear Sirs

With reference to your vacancy for Office Manager I am sending you my CV attached to this letter. I have an experience of working as a secretary for 2 years in a small company where I had no career prospects. I am the Bachelor of Business Administration and so I think my education would allow me to make a significant contribution to your company. I would be very grateful if you consider my application.

With respect,
Kira Stan

Письмо-предложение (Commercial Offer)

Такое письмо отправляется потенциальному деловому партнеру с условиями и предложениями о сотрудничестве.

Mr Dean Hipp
General Director
Roses For You
4567 Camino Street
San Diego, CA

Mrs Olga Linnet
Perfect Wedding
9034 South Street
San Diego, CA
USA, 90345

March 10, 2016

Dear Mrs Linnet

Your wedding agency is becoming more and more popular in our city. I would like to help you make it more attractive to the customers. I am the owner of rose gardens, we grow fine roses all the year round. Roses would become a very good decoration for all wedding ceremonies. The prices are reasonable and include the designer service. More information you may find in the brochure attached.

Yours sincerely,
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General Director

Письмо-жалоба (Letter of Complaint)

Letter of Complaint содержит жалобу или претензии на качество приобретенного товара или оказанных услуг.

Mr Jack Lupin
7834 17th Street
Detroit, Michigan

Electronics Ltd
9034 Commerce Street
Detroit, Michigan
USA, 90345

April 25, 2017

Dear Sirs,

I am writing to inform you that yesterday I got my new TV set which was delivered by your delivery service. The package was undamaged so I signed all documents and paid the rest of the sum. But when I unpacked it I found several scratches on the front panel. I would like you to replace the item or give me back my money. Please let me know your decision within 2 days.

Yours faithfully,

Jack Lupin

Письмо–извинение Letter of Apology

Письмо–извинение обычно отправляется в ответ на письмо-жалобу, чтобы извиниться перед покупателем или прояснить недоразумение.

Mr Dereck Smith
General Manager
Electronics Ltd
9034 Commerce Street
Detroit, Michigan
USA, 90345

Mr Jack Lupin
7834 17th Street
Detroit, Michigan

April 28, 2017

Dear Mr Lupin,

It was distressing to learn that the TV set that we delivered to you on April 24 was scratched. We do not have any idea how it may have happened that is why we are very sorry that this unfortunate incident occurred and ready to exchange your scratched TV for another one.

Yours sincerely,

Mr Derek Smith
General Manager

Письмо–просьба (Request letter/Enquiry Letter) Письмо-просьбу или письмо-запрос отправляют, когда необходимо получить информацию об услуге или товаре, выяснить цену или условия доставки.

Mr Ken Smith
9034 Commerce Street
Detroit, Michigan
USA, 90345

ParkInn Hotel
7834 17th Street
Tampa, Florida

June 28, 2016

Dear Sir or Madam

I'd like to book a single room in your hotel from August 1 till August 10. Could you please tell me the price per night including breakfast and dinner if possible? Do you have airport transfer and car rent service?

I am looking forward to your reply,
Mr Ken Smith

Письмо–ответ на запрос информации (Reply to Information Inquiry /Reply Quotation)

В этом письме содержится запрашиваемая информация. Основное правило для Reply to Information Inquiry четко ответить на вопросы в письме-запросе. Ms Jennifer Watson

Sales Manager
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Dear Mr Smith

Thank you for your enquiry about the staying in our hotel. We have a single room available at the period you stated. The price is \$85 per night. Breakfast and other meals are not included as we do not have such service. But there is a buffet in our hotel where you can have meals at any time of the day and night. We have airport transfer service, it's free for our guests, as well as Wi-Fi. It is also possible to rent a car in our hotel in advance together with reserving a room. If you have any more questions we are ready to answer.

Yours sincerely,

Jennifer Watson
Sales Manager

4. Рекомендации по подготовке по теме 2.2

Контрольная работа — форма контроля знаний и навыков обучающихся в образовательном процессе. Это письменное задание, которое направлено на проверку знаний по конкретной теме или разделу учебного материала. В содержание работ включают основные и наиболее значительные вопросы по ранее изученным темам, которые соответствуют данному этапу обучения

Task 1. Read and define the type of the e-mail.

Blank21@...

Dear Mr. Blankenship

The invoice we received yesterday. From your office was dated February 25. This date is incorrect ,the date should read February 28 attached is the original invoice with the incorrect date . Please correct the date and resend the invoice . We will be able to send the fund promptly. Bye the end of the day.

Sincerely
Isabelle

Task 2. Read and find the phrases corresponding the type of e-mail.

1	I am writing to apologize for... Please accept our sincere apologies for... I deeply regret the inconvenience caused by We understand the frustration this has caused. We are taking steps to ensure that this does not happen again.		Letter of Recommendation
2	I am writing to express my dissatisfaction with... I regret to inform you that I am not satisfied with... I purchased/ordered [product/service] on [date], but unfortunately I would appreciate it if you could [proposed solution]. I look forward to your prompt attention to this matter.		Apology Letter
3	I am writing to apply for the position of... I am interested in applying for the role of... advertised on... Please find attached my resume and cover letter. (I believe my skills and experience make me well-suited for this position. I would welcome the opportunity to discuss my application further in an interview.		Complaint Letter
4	I am writing to inquire about... I would be grateful if you could provide me with information regarding... Could you please send me details about... I am particularly interested in Would it be possible to receive...		Application Letter
5	I am writing to recommend/support [Name]'s application for... I have known [Name] for [time period] in my capacity as [Name] has demonstrated exceptional skills in... I believe that [Name] would be an excellent addition to your... I highly recommend [Name] without reservation. (Inquiry Letter

REVISION MATERIAL:

Task . Analyze the types of letters to recognize them in the tests.

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Yours sincerely,

Jennifer Watson
Sales Manager

5. Рекомендации по подготовке к тестированию

Тест- система стандартизированных заданий, позволяющая унифицировать и автоматизировать процедуру измерения уровня знаний и умений обучающегося.

Цель тестирований в ходе учебного процесса студентов состоит не только в систематическом контроле за знаниями, но и в развитии умения студентов выделять, анализировать и обобщать.

Как и любая другая форма подготовки к контролю знаний, тестирование имеет ряд особенностей, знание которых помогает успешно выполнить тест. Можно дать следующие методические рекомендации:

- Прежде всего, следует внимательно изучить структуру теста, оценить объем времени, выделяемого на данный тест, увидеть, какого типа задания в нем содержатся. Это поможет настроиться на работу.
- Лучше начинать отвечать на те вопросы, в правильности решения которых нет сомнений, пока не останавливаясь на тех, которые могут вызвать долгие раздумья. Это позволит успокоиться и сосредоточиться на выполнении более трудных вопросов.
- Очень важно всегда внимательно читать задания до конца, не пытаться понять условия «по первым словам» или выполнив подобные задания в предыдущих тестированиях. Такая спешка нередко приводит к досадным ошибкам в самых легких вопросах.
- Если Вы не знаете ответа на вопрос или не уверены в правильности, следует пропустить его и отметить, чтобы потом к нему вернуться.
- Психологи также советуют думать только о текущем задании. Как правило, задания в тестах не связаны друг с другом непосредственно, поэтому необходимо концентрироваться на данном во-

просе и находить решения, подходящие именно к нему. Кроме того, выполнение этой рекомендации даст еще один психологический эффект – позволит забыть о неудаче в ответе на предыдущий вопрос, если таковая имела место.

Виды тестов:

открытый тест представляют собой тип тестовых заданий, предусматривающих свободные ответы обучающихся, по сути это задания без предлагаемых вариантов ответов. Предполагается, что тестируемый должен дать короткий и четкий ответ из одного, реже – двух слов (это следует указать в инструкции к тесту-),

закрытый тест-выбор одного или нескольких вариантов ответов в произвольном порядке.

КОМПЛЕКТ ТЕСТОВ ДЛЯ САМОПОДГОТОВКИ.

Задание 1.

А.Расположите части делового письма в правильном порядке

1. Dear Sirs,

2. Kenneth Beare

2520 Visita Avenue

Olympia, WA 98501

September 12, 2000

3. With reference to your advertisement in yesterday's «New York Times», could you please send me a copy of your latest catalogue? I would also like to know if it is possible to make purchases online.

4. Jackson Brothers

487 23rd Street

New York, NY 12009

5. Yours faithfully,

(Signature)

Kenneth Beare

Administrative Director

English Learners & Company

В. Укажите порядковый номер выбранной вами части.

1	2	3	4	5

С. Укажите тему письма. (SUBJECT)

Задание 2.

А. Расположите части делового письма в правильном порядке

1. Dear Mr. Sawyer,

2. I look forward to hearing from you.

Yours sincerely,

Simon Tramp

Sales Manager

3. Thank you for your letter. I am afraid that we have a problem with your order. Unfortunately, the manufacturers of the part you wish to order have advised us that they cannot supply it until November. Would you prefer us to supply a substitute, or would you rather wait until the original parts are again available?

4. James Sawyer, Sales Manager,

Electro Ltd,

Perry Road Estate,

Oxbridge UN54 42KF

5. Pine Estate,

Bedford Road,

Bristol, UB28 12BP

Telephone 9036 174369

Fax 9036 36924

6 August 2005

В. Укажите порядковый номер выбранной вами части

1	2	3	4	5

С. Укажите тему письма. (SUBJECT)

Задание 3.

А. Расположите части делового письма в правильном порядке

1. Thank you for your letter of October the 10th together with the kind invitation to participate in the Symposium on History of Chemistry to be held in Missoula next year. I shall be happy to participate in the gathering and would be prepared to give a talk on “Alchemy”.

I enclose my preliminary registration form and will send an abstract of my paper before the end of the year.

2. Institute of Chemistry

St. Petersburg, Russia

September 12, 2010

3. Yours sincerely,

V. Yakovlev

4. Dr. R.H. Lookenbill

Chairman

Organizing Committee

Montana University

USA

5. Dear Doctor Lookenbill,

В. Укажите порядковый номер выбранной вами части

1	2	3	4	5

С. Укажите тему письма. (SUBJECT)

Задание 4.

А. Расположите части делового письма в правильном порядке

1. We thank you for your letter dated the 29th September and are pleased to send you our latest catalogue and the current price list. We shall send you a special offer as soon as we have your exact requirements.

2. Yours faithfully,

Sally Blinton

Sales Manager

3. Messrs Dickson & King,

9 Newgate Street,

London

4. George Finchley & Sons,

68 Bond Street,

London

4 October 2009

5. Dear Sirs,

В. Укажите порядковый номер выбранной вами части

1	2	3	4	5

С. Укажите тему письма. (SUBJECT)

Задание 5.

А. Расположите части делового письма в правильном порядке

1. Dear Mr. McPherson,

2. Recently I've learned that the Hyde Park Group routinely recruits and hires college graduates. Having lived in the Kansas City area for ten m years, I am very familiar with your organization and its reputation for being a leader in the management consulting industry and I am certain that my education and experience would compliment the Hyde Park Group's tradition of excellence.

3. Thank you for your consideration.

Yours sincerely,

La Rhonda S. Jackson

Kansas Community College Graduate

4. Mr. Clarence T. McPherson Recruiting Specialist CD

The Hyde Park Group

92401 South Broadway, Suite 140

Kansas City, MO 64154

5. 627 North Grand Boulevard

St. Louis, MO 63105

3 August 2008

В. Укажите порядковый номер выбранной вами части

1	2	3	4	5
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С. Укажите тему письма. (SUBJECT)

Задание 6.

Определите, к какому виду делового документа относится представленный ниже отрывок (выберите один вариант ответа)

.....

I am very much interested with the job position that is available in the ABC Company that's why I am writing. The job position in the ABC Company is exactly what I am looking for as this will surely fit my skills.

I can surely give a job help with the company because of my experiences before. I will try my best to meet the expectation of the company given with the enough chance.

Included with the letter is my bio data that will serve as my references in the future.

You can find my contact number in the resume and as well as my educational and working experience history. I am very much interested for a chance of meeting you to discuss further on what I can do to give contribution to the company.

I am indeed grateful to the time you have spent in reading my letter.

.....

Задание 7.

Какая информация опущена после адреса отправителя в письме №1?

- a) Тема письма b) Обращение c) Приложение d) Дата

№ 1

Dr. R.H. Lookenbill Chairman Organizing Committee Montana University USA	Institute of Chemistry St. Petersburg, Russia
Dear Doctor Lookenbill,	

Thank you for your letter of October the 10th together with the kind invitation to participate in the Symposium on History of Chemistry to be held in Missoula next year.

I shall be happy to participate in the gathering and would be prepared to give a talk on “Alchemy”.

I enclose my preliminary registration form and will send an abstract of my paper before the end of the year.

.....

V. Yakovlev

Задание 8. Выберите подходящее вступительное обращение (приветствие) для письма №2:

- a) Sir b) Mr. John c) Dear John d) Hello John

№2

671 Hw 81st. Street 52

London

GM 71408

October 4, 2008

Thanks for your letter about my old friend. I arrived in London last month, everything is fine. My new apartment has got one bedroom, a big living room, a kitchen and a bathroom. I started my new job two weeks ago

With love

Kate

Задание 9. Выберите правильный ответ

Задание 1. К какому типу относится письмо:

Dear Doctor Lookenbill,

Thank you for your letter of October the 10th together with the kind invitation to participate in the Symposium on History of Chemistry to be held in Missoula next year.

I shall be happy to participate in the gathering and would be prepared to give a talk on “Alchemy”.

I enclose my preliminary registration form and will send an abstract of my paper before the end of the year.

- a) Letter of enquiry
b) Notification letter
c) Information letter
d) Letter of invitation.

Задание 2. Выберите заключительную форму вежливости, подходящую для письма:

Dear Doctor Lookenbill,

Thank you for your letter of October the 10th together with the kind invitation to participate in the Symposium on History of Chemistry to be held in Missoula next year.

I shall be happy to participate in the gathering and would be prepared to give a talk on “Alchemy”.

I enclose my preliminary registration form and will send an abstract of my paper before the end of the year.

- a) Love
- b) Good day
- c) Yours sincerely
- d) With love

Задание 3. Какая информация опущена после адреса отправителя в письме:

Dr. R.H. Lookenbill
Chairman
Organizing Committee
Montana University USA

Dear Doctor Lookenbill,

Thank you for your letter of October the 10th together with the kind invitation to participate in the Symposium on History of Chemistry to be held in Missoula next year.

I shall be happy to participate in the gathering and would be prepared to give a talk on “Alchemy”.

- a) Тема письма
- b) Обращение
- c) Приложение
- d) Дата

Задание 4. Выберите подходящее вступительное обращение (приветствие) для письма:

671 Hw 81st. Street 52
London
GM 71408
October 4, 2008

Thanks for your letter about my old friend. I arrived in London last month, everything is fine. My new apartment has got one bedroom, a big living room, a kitchen and a bathroom.

I started my new job two weeks ago

Kate

- a) Sir
- b) Mr. John
- c) Dear John
- d) Hello John

Задание 5. К какому типу относится письмо:

671 Hw 81st. Street 52
London
GM 71408
October 4, 2008

Thanks for your letter about my old friend. I arrived in London last month, everything is fine. My new apartment has got one bedroom, a big living room, a kitchen and a bathroom. I started my new job two weeks ago

With love

Kate

- a) Letter of enquiry
- b) Personal letter
- c) Information letter
- d) Letter of invitation

Задание 6 Фраза "Yours sincerely"используется:

- a) для приветствия (обращения)
- б) для заключительной фразы.
- c) для заключительной формулы вежливости.
- d) для указания цели письма.

Задание 7. Определите тему письма по отрывку:

"I wish to apply for one of the positions described in your advertisement "Work in Bermuda" in this week's Daily Planet.

My name is Jean Muster. I am 25 years old and a Fredonian citizen. I am at present working for Fredonian Enterprises, and as you know, we have been doing business with ACME Atlantic for a number of years.

I would be interested in a 6-month contract"

- a) Concluding the contract
- b) Applying for a job
- c) About advertisement "Work in Bermuda"
- d) Business with ACME Atlantic

Задание 8. К какому документу относится, приведенный ниже отрывок (абзац):

Brighton, England

April 10, 2009

Continental Equipment Pic. Brighton, England, hereinafter referred to as "the Seller", on the one part, and TST System Ltd., Kiev, Ukraine, hereinafter referred to as "Buyer", on the other part, have concluded the present document as follows:

1. The subject of the

1.1. The Seller has sold and the Buyer has bought the machinery, equipment, materials, and services ("Equipment") as listed in Appendix 1 being an integral part of this ...

- a) Letter of enquiry
- b) CV
- c) Contract
- d) Memo

Задание 9. Какой из приведенных ниже пунктов не относится к C.V/ Resume:

- a) Education
- b) Time of delivery
- c) Place of birth
- d) Terms of payment

Задание 10. К какому типу относится, приведенный ниже документ:

To: Nikos Tanakis

From: Valerie Harper

Date: 2 July 2005,

Subject: Complaint about Carl Thompson.

I would like to make a formal complaint about Carl Thompson's unprofessional behavior.

Mr. Thompson has been putting pressure on me, have a personal relationship. When I showed no interest he became aggressive and unpleasant. He gave me too much work. He has frequent long lunches with female staff. He returns to the office late in the afternoon then expects me to work overtime (unpaid) in the evening. I feel that unless the situation improves, I shall be unable working for the company.

- a) Letter of application
- b) CV
- c) Contract
- d) Letter of complaint

Задание 11. Какой из приведенных ниже пунктов относится к C.V/ Resume:

- a) Time of delivery
- b) Quality of goods
- c) Terms of payment
- d) Present work

Задание 12. Какой компонент письма не на месте:

- a) thanks
- b) address/date
- c) name
- d) subject

Задание 13. Как обратиться к коллеге Andrew в деловом письме?

- a) Andrew,
- b) Dear Andrew,
- c) Andrew!
- d)Hi

Задание 14. Определите тему письма (*subject*)

I am very much interested with the job position that is available in the ABC Company that's why I am writing. The job position in the ABC Company is exactly what I am looking for as this will surely fit my skills.

I can surely give a job help with the company because of my experiences before. I will try my best to meet the expectation of the company given with the enough chance.

a) applying for a job

b) a complain

c) a confirmation

d) a credit period.

Задание 15. Какая фраза соответствует "Letter of Invitation":

a) I enclose my preliminary registration form and will send an abstract of my paper before the end of the year.

b) We are glad to inform you that we were very impressed by your qualifications and your work experience. We came to the conclusion to offer you the job you have applied for.

c) Thank you for your letter of application for the post of a marketing manager.

d) We would like to invite you to the interview on Thursday 28-th April at 2 p.m. Please, contact us either by fax, e-mail or by phone if this time suits you.

Задание 16. Какая фраза соответствует "Letter of Acceptance":

a) Please, confirm your acceptance of the post within the next five days.

b) We look forward to meeting you.

c) Thank you for attending the interview for the post of a marketing manager.

d) Please, bring your qualification certificates, if you have any, with you to the

Задание 17. Определите, какая часть делового письма не на месте:

a) Institute of Chemistry

St. Petersburg, Russia

September 12, 2010

b) Yours sincerely,

V. Yakovlev

c) Dr. R.H. Lookenbill

Chairman

Organizing Committee

Montana University

USA

d) Dear Doctor Lookenbill,

Задание 18. Определите, какая часть делового письма не на месте:

a) Salutation(Dear...)

- b) Sender's address
- c) Addressee's name, title, company, address
- d) Date

Задание 19. Определите, какая часть делового письма не на месте:

- a) Subject
- b) Letter Content (Body of the Letter)
- c) Signature
- d) Complimentary close (Yours.....)

Задание 20. Если вы знаете имя вашего адресата, вы пишете:

- a) Dear Mrs.
- b) Dear Mr.
- c) Dear Ms.
- d) Dear Mr. Patricks.

Задание 21. Когда меняется цена, условия, изменяется адрес посылается:

- a) Letter Requesting Information
- b) Letter Sending Information
- c) Letter Changing Information
- d) Letter of Complaint

Задание 22. Какая фраза используется в завершении письма, если приветствие не было обращено к конкретному лицу:

- a) Yours faithfully
- b) Yours sincerely
- c) Best wishes
- d) Good bye

Задание 23. Какая фраза используется в завершении письма, если вы в начале письма обращаетесь к адресату по имени

- a) Yours faithfully
- b) Yours sincerely
- c) Best wishes
- d) Good bye

Задание 24. Какая фраза не используется в завершении делового письма в деловом письме:

- a) Yours faithfully
- b) Yours sincerely
- c) Best wishes
- d) Good bye

Задание 25. Какая фраза используется в завершении письма при обращении к товарищу или хорошему знакомому по бизнесу.

- a) Yours faithfully
- b) Yours sincerely

- c) Best wishes
- d) Good bye

Задание 26. Определите, чем занимается сотрудник: " You know I always liked talking. I guess. I am rather good with customers. I enjoy selling things."

- a) продавец
- b) бухгалтер
- c) менеджер
- d) советник управляющего

Задание 27. Определите тип письма.

Dear Mr Lupin,

It was stressed to learn that the TV set that we delivered to you on April 24 was scratched (поцарапан). We apologize for the incident occurred and ready to exchange your scratched TV for another one.

Yours sincerely,
Mr Derek Smith.

- a) Letter of Congratulation
- b) Letter of Apology
- c) Letter of Complaint
- d) Request letter

Задание 28. Определите, что не планировали партнеры(герои рассказа) рассматривать как общий капитал:

"One of the advantage of general partnership is that you can invest less money than your partner. But you as a partner can contribute important services or skills, sometimes just a name or a reputation."

- a) деньги
- b) репутацию
- c) свои умения
- d) акции

Задание 29. Какая фраза используется в начале делового письма при обращении к конкретному мужчине:

- a) Dear Mr. Smith
- b) Dear Ms. Smith
- c) Dear Sir or Madam
- d) To whom it may concern

Задание 30. В каком типе делового письма может быть использовано клише "I would like to order":

- a) в письме-заказе
- b) в письме-благодарности
- c) рекламном письме
- d) сопроводительном письме

Задание 31. Какая фраза используется в начале делового письма, когда вы не знаете, кто будет отвечать на ваше письмо:

- a) Dear Mr. Smith

- b) Dear Ms. Smith
- c) Dear Sir or Madam
- d) To whom it may concern

Задание 32. Какую фразу можно использовать для того, чтобы сообщить плохие новости?

- a) I am happy to inform you...
- b) I am writing to express my thanks...
- c) I am sorry to inform you..
- d) I am writing to express my gratitude...

Задание 33. В каком виде делового письма может быть использовано клише "I would like to apologize"?

- a) в письме-извинении
- b) в письме-благодарности
- c) рекламном письме
- d) сопроводительном письме

Задание 34. Как переводится выражение to notify via email?

- a) заранее спасибо
- b) написать электронное письмо
- c) сообщить/уведомить в электронном письме
- d) подпись

Задание 35. Как переводится клише I shall be grateful to you?

- a) искренне Ваш
- b) жду Вашего ответа
- c) спасибо заранее
- d) буду вам благодарен

Задание 36.. Как можно обратиться к нескольким адресатам мужского пола?

- a) Dears,
- b) Men,
- c) Dear Mr Keenly, Mr Chu, and Mr Tell,
- d) Professors,

Задание 10. Найдите соответствие (5-J)

1. to buy	a. to ask for payment for goods or services
2. to sell	b. to get something by paying money
3. to manufacture	c. to make goods to sell from raw materials
4. to pay	d. to give something to someone in exchange for money
5. to finance	e. to grant or obtain the use of property, land, machinery etc for a fixed period
6. to lend	f. to obtain or supply money for a business or other activity

7. to borrow	g. to give someone a sum of money on the understanding that it will be paid back with interest after a fixed period
8. to rent	h. to pay money for the use of land, or an office, machinery etc
9. to charge	i. to give money to someone for something
10. to lease	j. to receive money from a person, a bank or organization and agree to pay it back later, usually with interest

Задание 11. Найдите соответствие (глагол-определение)

1. to demand	a. to make, grow or provide something
2. to supply	b. to become less in amount or quantity
3. to trade	c. to need or require something
4. to produce	d. to buy and sell goods, services or securities
5. to increase	e. to buy and use goods, services, energy, or natural materials
6. to lower	f. to provide a person or an organization with a product or a service
7. to consume	g. to buy something, especially something big or expensive
8. to cost	h. to plan and control how much you spend
9. to purchase	i. to become or make something greater in number, quantity, size etc
10. to budget j. to be the price of something	j. to be the price of something