



ДОНСКОЙ ГОСУДАРСТВЕННЫЙ ТЕХНИЧЕСКИЙ УНИВЕРСИТЕТ  
УПРАВЛЕНИЕ ДИСТАНЦИОННОГО ОБУЧЕНИЯ И ПОВЫШЕНИЯ  
КВАЛИФИКАЦИИ

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## **ПРАКТИКУМ**

по дисциплине

# **«Деловое общение на иностранном языке»**

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## Аннотация

Методические указания к чтению текстов по дисциплине «Деловое общение на иностранном языке» для студентов направления 035700 Лингвистика. Часть 1.

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## UNIT 1. WORK EXPERIENCE

### 1. Vocabulary. Translate and learn these words:

Foothold, competitive, incorporate, ensure, employment, placement, internship, *de rigueur*, dwindling, retain, to be assisted, aspiration, enhance, appraisal, self-evaluation, outcome, sandwich degree course, remunerative, implementation, host company, supervisor, insight, broaden, benefit, corporate culture, the United Nations High Commission for Human Rights, intern, evaluate.

### 2. Read and translate the article:

In today's highly competitive world, a university degree that incorporates work experience is the first step towards ensuring a foothold in the employment market. Student work placements in an outside organization, also called internships, are *de rigueur* these days. A dwindling number of universities now retain the pure classroom-based system of education. Although internships are optional at most academic institutions, students are well advised to take up these opportunities to enhance their career prospects. Students are assisted to finding work experience that reflects their career aspirations and required skills development.

Most universities and colleges recognize the need to offer students high quality work placements. Students not only work for an employer, usually two or three days a week for a semester but also relate their academic study to their workplace. They learn from real problems in real situations. Some employers have better equipment and technology than academic institutions. Students are then assessed by their institutions, through portfolios that include reports on work experience, appraisals of projects, self-evaluation of performance and evidence of project outcomes.

Besides these short-term internships, some institutions also offer four-year sandwich degree courses where students, usually in their third year, undertake work placements, which can be for a year or two six-month periods. While the semester internships are unpaid, sandwich programme placements are normally remunerative. Students are given responsibility for the development and implementation of systems and projects integral to their host company. Because of the nature of the work undertaken, students are supervised closely by the workplace supervisor and a university staff member. The op-



portunity of working abroad is a particularly exciting one, giving students an insight into the work culture of another country and thus broadening their perspective.

The benefit of these placements to employers are no less. Thousands of organizations, ranging from the United Nations High Commission for Human Rights to NASA and the British Parliament, offer work experience to interns, many with a view to offering permanent employment after graduation to students who have shown potential. The student will be familiar with the company and the corporate culture, and the employer has had the opportunity to evaluate the student's work, habit, productivity.

From [http: www.science-engineering.net](http://www.science-engineering.net)

### **3. True or False? Decide whether these statements are true or false and correct the false ones.**

1. The positive effect of the internship is a chance to learn from life situations.
2. For company managers, internships are a good chance to see whether a new employee is working out.
3. Some institutions give their students a chance to have four-year sandwich degree courses where they write their projects.
4. Internship is any working experience of a student.
5. Internships are dispensable at most academic institutions.
6. Students don't have the responsibility for the development and implementation of systems and projects integral to their host company.
7. Managers don't usually provide a student with a salary.
8. In most universities internships are a must.

### **4. Provocative thinking:**

1. What are the benefits that work placements can bring students?
2. What are the advantages that recruiting interns can bring employees?
3. Which benefits are the most important for you personally? Rank the benefits mentioned in the article in order of importance for you.
4. What problems are there for companies offering placements?
5. What is better for a company: to have young initiative staff or elder experienced employees?

6. Are there any fields of business where it is more favorable to employ freshmen? Less favorable?

7. Would you prefer to work with an employee of your age and same interests outside work or with an elder person with experience to learn from?

**5. Give 2–4 word headline to each paragraph and underline the key-sentence in it.**

**6. Make a list of at least 3 additional reasons for taking internship, besides those mentioned in the text.**

**7. What do these abbreviations stand for?**

NASA

UN

BBC

GEC

FBI

CIA

NATO

USA

GB

EC

B&B

Washington, DC

BoE

BMW

LD

AD

MP

GM

IT

UNESCO

**8. Link up the best work-combinations.**

1. short-term

2. permanent

3. the benefit

4. better

5. workplace

6. employment

7. project

8. to evaluate

9. host

10. academic

11. corporate

12. work

a. market

b. institution

c. company

d. the work

e. internships

f. experience

g. culture

h. of the placement

i. outcomes

j. employment

k. supervisor

l. equipment

**9. Write the words by filling in the table.**

NOUN	VERB	ADJECTIVE
		experimental
		paying
	personalise	
		productive
		initiative
	to evaluate	
		developing
	to be responsible	
competition		managing
		favorable
	to recognize	
adviser		
	supervise	
		offering

**10. Divide the words into prefix, stem, suffix they consist of:**

Example: disorientation:

dis – negative prefix; orient – root; tion – noun-forming suffix.

1. competitive –
2. employment –
3. organization –
4. internship –
5. optional –
6. development –
7. employer –
8. academic –
9. performance –
10. outcome –
11. evidence –
12. unpaid –
13. remunerative –
14. undertake –
15. supervisor –
16. particularly –
17. potential –



- 18. insight –
- 19. productivity –

**11. Imagine yourself an intern and write a letter:**

- to your possible future boss asking him or her to employ you as an intern;
- to your present employer asking him to give you a recommendation.

**12. Act out a dialog between**

- your employee and you during your first meeting;
- a successful intern after the internship and you;
- an unsuccessful intern after the internship and you.

**13. Post-reading task:**

**You have probably tried some holiday or part-time jobs. Discuss with your partner how you adapted to. Answer the questions:**

1. What was your first working experience? Where did you work?
2. What was your first meeting with your new employer?
3. Did you like the management style in the company where you worked?
4. What does it mean - to work in a team? Can you work in a team?
5. Do you believe in friendship at work? Prove it?
6. Is it important to follow rules at work? Why?
7. What were your responsibilities in the company where you worked?
8. What do you think about the dress code at work? Is it necessary? Did you wear it?
9. What is more important for – work to live or live to work? Why?
10. Where would you like to work? Describe an ideal company.



## UNIT 2. WINNING WAYS: DOES IT PAY TO BE COMPETITIVE IN THE WORKPLACE?

### 1. Pre-reading task. Answer the questions:

Are women at work more competitive, as competitive as or less competitive than men? What is your opinion?

### 2. Vocabulary. Translate and learn these words:

To judge, job-starters, to inherit, greed, values, collaboration, cut-throat, entire, pushy, intense, predictable, to be rewarded, non-hierarchical, to encourage, to put forward, to exhibit, competitiveness, to sound like, to point out, solutions, merciless, tend to be, to share, environment, to take an advantage, to focus on, to spread to.

### 3. Read and translate the text.

Judging how competitive we should be in today's workplace is one of the most difficult problems for job-starters, according to Sue Cartright, an organizational psychologist. "We've inherited the values of the eighties, in which individualism and greed were rewarded," she points out, "yet the nineties encourage collaboration and cooperation."

In fact, says Angela Baron of the Institute of Personnel and Development, a surprising number of people damage their career prospects on entering a new office because they misjudge how competitive they should be. There are solutions, however. "The first step is to find out about the environment itself," she suggests. "Too often, secretarial staff forgets that, while you may not be a cut-throat sales person yourself, the chances are that if you are working among them, it's a value likely to spread to the entire office."

Watch how people work, she advises, because attitudes are not always predictable. For example, increasing number of organizations are attempting to create a non-hierarchical atmosphere. Among these is London-based ad agency St. Luke's. "Nobody has a desk; they can sit and work anywhere," explains marketing manager Juliet Soskice. "There's a collaborative atmosphere, with everyone encouraged to put forward ideas." A secretary trying to prove herself by any means possible would hardly be welcome.

According to organizational psychologist Judy Rose, you are



less likely to be competitive if you are female. In fact new research by Peter York concludes that pushy women do not tend to make it to the top anyway. The study found that in very competitive environments, female staff could be anxious and intense. 'It sounds like a stereotype but research shows women's style tends to be one of cooperation rather one of competitiveness,' Rose explains. 'Even as young children, boys are brought up with a focus on competitive sports, whereas girls are brought up to share and play in groups.' This, she believes, puts women at particular risk of being taken advantage of by more merciless colleagues.

Careers adviser Susan Jeffcock disagrees. 'Another recent study by Tuvia Melamid found that most successful female managers exhibited 'macho kick-ass' characteristics. One of the reasons for this difference is that the York research focuses on managers who are mostly in their twenties and thirties. This shows how much age has to do with competitiveness – the latter group are 1980s children whereas the older women weren't raised with such hard values.'

*From the Guardian*

**4. Find out if the statements are TRUE or FALSE and correct the false ones:**

1. Assertive and competitive people are welcome at St. Luke's.
2. Everybody is encouraged to say what they think at St. Luke's.
3. People at St. Luke's have their own offices.
4. One non-hierarchical organization is St. Luke's ad agency.
5. Some organizations are non-hierarchical, but their number is not increasing.
6. Even if you work with cut-throat salespeople, this will not affect you.
7. You should find out about the environment in order to know how to behave.
8. It's rather easy to know how competitive to be when you start work in a new office.

**5. The text has 5 paragraphs. Give a name to each of them.**

**6. Find the words in the text that mean the following:**

1. ... – a person who takes care of your mental health.



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2. ... – a quality describing an environment where ranks and positions are not important.

3. ... – a quality of a person who fights hard to become more important or reach a more significant position.

4. ... – a person you work with.

5. ... – mutual help at work.

6. ... – a quality of a not very kind and generous person.

7. ... – people you work with, the staff of the company.

8. ... – to tell beforehand what is going to happen.

9. ... – a person who sells goods in a shop.

10. ... – investigation which is done in some field.

### **7. Find synonyms or explain in English the meaning of the following words:**

1. Adviser – ...

2. Surprising – ...

3. Staff – ...

4. Value – ...

5. Entire – ...

6. Job-starter – ...

7. Advantage – ...

8. Stereotype – ...

9. To encourage – ...

10. To inherit – ...

### **8. Make new words using the given prefixes and suffixes and the words below:**

*Prefixes and suffixes:* mis-; -tion; -ment; -al; -ism, -ing; -able; -er; -ive; -ist; -ness; -less; -ful

Words:

- |                |                |
|----------------|----------------|
| 1. collaborate | 9. hierarchy   |
| 2. develop     | 10. organize   |
| 3. individual  | 11. compete    |
| 4. Market      | 12. psychology |
| 5. Predict     | 13. cooperate  |
| 6. judge       | 14. advise     |
| 7. secretary   | 15. mercy      |
| 8. manage      | 16. success    |

**9. Match the words to build new word combinations:**

- |                   |                       |
|-------------------|-----------------------|
| 1. increasing     | a. staff              |
| 2. organizational | b. atmosphere         |
| 3. to focus       | c. of the eighties    |
| 4. reason         | d. executive          |
| 5. female         | e. psychologist       |
| 6. chief          | f. number             |
| 7. collaborative  | g. starter            |
| 8. the values     | h. for the difference |
| 9. predictable    | i. attitudes          |
| 10. job           | j. the research       |

**10. Here are some benefits usually offered to employers in US companies. Number them in order of value from your point of view.**

- telecommuting (working from home)
- alternative work arrangements / job-sharing
- flexible schedules
- all employees and their families are invited to company-paid cruise or resort trip
- you can bring your dog to work
- childcare for sick children
- childcare for employees traveling on business
- on-site shoe repair \ pharmacy \ car cleaning
- on-site primary school
- on-site childcare \ adult daycare for elderly relatives



## UNIT 3. FUNNY THING ABOUT JOKES: THE USES AND DANGERS OF HUMOUR

### 1. Pre-reading task. Questions for discussion:

1. Do you think humour is a necessary quality at work?
2. Is it easier to work with a person, who enjoys a good laugh?
3. Can you think of a situation when a joke saved an awkward situation or damaged a smooth flow of events?

### 2. Vocabulary. Translate and learn these words:

Appropriate, uncertainty, task-oriented, to deal with, to challenge, tension, loosen up, to be determined by, consequently, executives, to be keen to, lightweight, sophisticated, credibility, self-mocking humour, to tease, to proceed, means of bridging, cross-cultural team.

### 3. Read and translate the text.

Different cultures have different beliefs about when humour is appropriate, what can be joked about, and even who can be joked with. Attitudes to uncertainty, status and the importance of business influence how much humour can be used.

For example, in cultures where the desire to avoid uncertainty is high, as in Germany, humour will be welcomed when it contributes to the working environment and supports the highly task-oriented German company. But German managers are less likely to use humour tactically, as a means of dealing with criticism, challenging authority or reducing tension between people. International managers communicating in Germany should be direct.

Status is another important consideration. In some countries people may loosen up as they get promoted. But in more hierarchical cultures, such as France, the opposite is likely to be the case. Seniority is largely determined by intellectual achievement and academic qualifications. Consequently, French executives are keen to avoid being seen as lightweight. So, while clever and sophisticated humour is acceptable, the risk of appearing foolish, with the accompanying loss of credibility and intellectual status, tends to limit other forms of humour. Self-mocking humour may be completely misunderstood.



In many western business cultures, teasing is routinely used as a means of social control. Typically, it serves to criticize a late-comer to a meeting or to show mild displeasure, while avoiding confrontation. But in certain Asian cultures, making fun of someone may leave managers feeling uncomfortably. In Japan, managers use after-hours drinking as a functional equivalent to criticizing with humour.

American managers often use jokes to warm up speeches and presentations, but once the real business starts, attempts at humour may be met with silence. Americans have invested heavily in a set of political and economic values based on individual liberty and economic opportunity. It follows that business is taken more seriously than in other Anglo-Saxon cultures, such as Britain.

International managers have to proceed carefully, but humour remains a vital means of bridging cultural differences. Shared laughter is particularly important within cross-cultural teams, where it helps to bring differences to the surface and bring the team together. As the international comic Victor Borge once put it, humour remains "the shortest distance between two people".

*From the Financial Times*

#### **4. Number this information in order it appears in the text:**

1. American managers may begin a presentation with a joke, but this is less usual later in the presentation.
2. Americans take business more seriously than the British.
3. Americans take business seriously because they have built an economic system which is based on economic opportunity for everyone.
4. In Asia, making fun of someone may make people feel uncomfortable.
5. In Japan, drinking in the evening is used as a way of making managers feel comfortable with each other.
6. In the west, soft humour or teasing is used to make fun of people, for example if they arrive late at a meeting.
7. International managers should use humour with care.
8. Laughing together is important in cross-cultural teams because it helps bring people together.

**5. Find out if the statements are TRUE or FALSE according to the text and correct the false ones:**

1. Status is an important factor in how humour is used.
2. In Germany, it's ok to be indirect with people.
3. Germans use humour as a way of improving the working atmosphere.
4. Germans use humour a lot in other ways, too.
5. Different cultures have different ideas about when to use humour and what to joke about.

**6. Choose the correct alternative:**

1. In some countries, when people get promoted, they...
  - a) become more relaxed.
  - b) become less relaxed.
  - c) stay the same.
2. Clever humour in France is...
  - a) unacceptable.
  - b) OK.
  - c) to be avoided.
3. If someone loses credibility, this makes others respect them...
  - a) more.
  - b) less.
  - c) the same.
4. French managers like to be seen as...
  - a) serious.
  - b) light-hearted.
  - c) easy-going.
5. In France, your level in the organization is determined by...
  - a) how hard you work.
  - b) how well you know the boss.
  - c) your educational background.
6. In France, when people get promoted, they...
  - a) become more relaxed.
  - b) become less relaxed.

c) stay the same.

**7.** Self-mocking humour is when you make fun of...

- a) yourself.
- b) your boss.
- c) others.

**7. Find these words in the first two paragraphs:**

1. the feeling when people disagree with each other and argue: ...
2. the power of people who decide what should be done: ...
3. when someone says that something is wrong: ...
4. the atmosphere and climate of the workplace is called a working ...
5. the way you think about something: ...
6. the level of someone in an organization: ...
7. when people are not sure about something: ...
8. sharing jokes and making people laugh: ...

**8. Match the words to build new word combinations:**

1. humour	a. tension
2. show	b. beliefs
3. completely	c. tactically
4. avoid	d. oriented
5. business	e. environment
6. task	f. status
7. different	g. is appropriate
8. intellectual	h. displeasure
9. reduce	i. misunderstood
10. business	j. uncertainty
11. use	k. cultures
12. working	l. influence

**9. Here are some jokes or ice-breakers before a meeting, or just funny stories to entertain your guests and give a good positive and energetic start to your presentation. Read and translate them:**





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*Is it ok to start a meeting of victuallers or musicians with this joke?*

While visiting Los Angeles, my mother decided to explore a trendy shopping area. After some window-shopping, she entered a store with unique table displays. Each table was laid out with distinctive linen, china, silver and crystal. Mom was the only customer. The young woman behind the cash register initially asked if she could help, but Mom declined and said that she was only browsing. Mom was a bit put off by the glances the young woman kept giving her, but nonetheless she spent almost an hour examining the different makes of china and silver. It was only after thanking the shopkeeper and leaving that my Mom discovered she was inspecting the tableware at a chic restaurant.

*Would you use this joke as an ice-breaker for the meeting of medical people/vets?*

I'm a medical student doing a rotation in toxicology at the poison control center. Today, this woman called in very upset because she caught her little daughter eating ants. I quickly reassured her that the ants are not harmful, and there would be no need to bring her daughter into the hospital. She calmed down and at the end of the conversation happened to mention that she gave her daughter some ant poison to eat in order to kill the ants. I told her that she better bring her daughter into our hospital right away.