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N. M. Vasylyshyna

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Рецензенти:

Іваненко С.М. – доктор філологічних наук, професор, професор кафедри іноземних мов Інституту природничо-географічної освіти та екології НПУ ім. М. П. Драгоманова;

Булгакова Н.Б. – доктор педагогічних наук, професор, професор кафедри педагогіки та психології професійної освіти Національного авіаційного університету;

Бонацька І.В. – канд. філ. н., доцент кафедри іноземних мов Інституту міжнародних відносин Національного авіаційного університету;

Ножовнік О.М. – кандидат педагогічних наук, доцент, в.о. завідувача кафедри іноземних мов та спеціальної мовної підготовки ВНЗ «Університет економіки та права «КРОК».

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Vasylyshyna N. M.

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Manual “English in Context” is intended for future international relations specialists in various specialties with B2, C1 levels of foreign language abilities. It can be used as the classroom appliance to optimize and intensify the educational process and for the outside audience as self-defined and independent learning of students.

Навчальний посібник “Іноземна мова. Англійська у контексті” призначений для майбутніх фахівців з міжнародних відносин різних напрямів підготовки на рівнях володіння іноземною мовою B2, C1. Він може бути використаний як на аудиторних заняттях з метою оптимізації та інтенсифікації навчально-виховного процесу, так і для поза аудиторної самостійної та індивідуальної роботи студентів.

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ПЕРЕДМОВА

Методологічна проблема формування іншомовної комунікативної компетентності у майбутніх фахівців з міжнародних відносин у процесі їхньої фахової підготовки знаходиться на вістрі актуальності в межах сучасної вищої освіти. Більш того, варто акцентувати увагу на те, що іншомовна підготовка фахівців немовних спеціальностей є одним із важливих складових сучасної системи вищої освіти. Метою навчання іноземній мові у вищих немовних навчальних закладах є оволодіння іноземною мовою як засобом комунікації, так і набуття професійно спрямованої іншомовної компетентності для успішного виконання подальшої професійної діяльності. У програмі з англійської мови для вищих навчальних закладів зазначено, що студентам необхідно набути як професійної компетенції, так і комунікативної іншомовної компетенції. Актуальність навчально-методичної розробки визначається потребою нашого суспільства у висококваліфікованих спеціалістах, здатних до творчої праці, обміну передовим досвідом, налагодження взаємовигідних стосунків та співпраці із зарубіжними партнерами на основі професійної компетентності й повноцінного володіння іноземною мовою.

Слід зауважити, що одним із невід'ємних складових іншомовної підготовки майбутніх фахівців з міжнародних відносин виступає загально дидактична мовленнєва здатність студента вільно орієнтуватися у процесі іншомовної інтерактивної взаємодії. Такий компонент іншомовної професійно-комунікативної компетентності представлений у вигляді здатностей студента висловлюватися та демонструвати всі необхідні вміння іншомовної діяльності на теми різних галузей, зокрема проблем особистості, подорожування, сфери бізнесу, професії, освіти та навчання, досягнень сучасних технологій. Незважаючи на те, що освітня програма передбачає незначну кількість годин на опанування таких глобальних тем, проте знання та вміння їх імплементувати у практичні дії мають бути вагомими.

Саме тому навчальний посібник “English in Context” мав на меті не лише систематизувати, розширити, та поглибити знання

майбутніх фахівців з вищезазначених тем, але й представити алгоритм іншомовної діяльності студентів, який сприяє кращому їх оволодінню. Таким чином, посібник складається із п'ятнадцяти тематичних розділів, які за своїм змістом є доповненням та розширенням змісту підручника “Language leader” (intermediate). На нашу думку, розроблені теми є більш актуальними, сучасними, особистісно-орієнтованими та важливими для майбутньої професійної діяльності фахівців з міжнародних відносин.

Зауважимо, що навчальний посібник має такі розділи, як: “Місце перебування”, “Розмаїття подорожей”, “Забезпечення проживання”, “Особистість”, “Оволодіваючи знаннями”, “Поліглоти”, “Фортуни”, “Закон і порядок”, “Медіа манія”, “Прогрес. Втручання в природу”, “Глобальні питання. Проблеми навколишнього середовища”, “Поширення інформації”, “Світ розваг”, “Є про що заявити”, “Покупки”. Позитивною характеристикою навчального посібника “Англійська у контексті” є обраний типовий алгоритм формування загальної іншомовної комунікативної компетентності вище зазначених фахівців. Таким чином, розроблений “методичний інструмент” передбачав вісім міні етапів формування тематичної англійської компетентності у студентів. Завданнями кожного з них були наступні: засвоєння лексичних одиниць, фраз, відпрацювання граматичних структур у межах контексту, розвиток монологічного мовлення, критичного мислення, майстерність евристичних, дослідницьких та перекладацьких вмінь.

Варто зазначити, що методика подання матеріалу базується на принципах комунікативності, доступності та особистісно-орієнтованого навчання. Завдання передбачають виконання різних видів мовленнєвої діяльності, забезпечують поповнення словникового запасу, систематизації та відпрацювання граматичних структур, творчих групових та індивідуальних вправ. Крім того, розроблені матеріали можуть бути використані на факультетах різних спеціальностей майбутніх фахівців з міжнародних відносин як на аудиторних заняттях з метою оптимізації та інтенсифікації навчально-виховного процесу, так і для поза аудиторних занять для самостійної та індивідуальної роботи студентів.

UNIT 1. ACCOMMODATION. LODGING

1. Match the lexis on the left with its appropriate definitions on the right

1. <i>Accommodation</i>	a) temporary accommodation <i>Synonyms:</i> apartment, flat, suite, abode, accommodation, dwelling,
2. <i>Lodging</i>	b) an arrangement whereby something, especially a seat or room, is reserved for a particular person
3. <i>Reservation</i>	c) reserve (accommodation, a place); buy (a ticket) in advance
4. <i>Book</i>	d) decide or announce that (a planned event) will not take place that is to annul or revoke (a formal arrangement which is in effect). <i>Synonyms:</i> annul, invalidate, nullify, declare null and void, void; revoke, rescind, retract, countermand, withdraw
5. <i>Cancel</i>	e) space in buildings or vehicles that is available for certain things, people, or activities. <i>Synonyms:</i> housing, lodging(s), living quarters, quarters, rooms; place to stay, billet; shelter, roof over one's head; digs, pad; abode, residence, place of residence, dwelling, dwelling place, habitation
6. <i>Rent</i>	f) be convenient for or acceptable to <i>Synonyms:</i> be convenient for, be acceptable to, be suitable for, meet the requirements of; fit the bill for
7. <i>Suit</i>	g) a tenant's regular payment to a landlord for the use of property or land <i>Synonyms:</i> let (out), lease (out), hire (out; sublet, sublease.

2. Warming up. Study the phrases and compose the sentences of your own with them

Furnished accommodations — мебльовані кімнати, *secure accommodation* — безпечне приміщення, *hotel accommodation* — номер в готелі, *accommodation with every convenience* — квартира з всіма зручностями, *to seek accommodation* — шукати житло, *to overnight at a hotel* — провести ніч в готелі.

Hotel / motel reservation — бронювання готелю або мотелю, to make a reservation — забронювати, to cancel a reservation — скасувати замовлення, to confirm a reservation — підтверджувати замовлення.

Rent in kind — натуральна орендна плата; *labour rent* — відпрацьовування; *for rent* — видається напрокат; плата за прокат; *to suit oneself with* — запасатися чим-небудь; забезпечувати себе чим-небудь.

3. Read up the authentic texts and pick up the passage to retell it from your perspective

World's Most Outrageous Luxury Hotels and Resorts. Part 1

1. *Emirates Palace, Abu Dhabi.* Costing approximately \$3 billion to build, Emirates Palace has 394 rooms and suites, 40 meeting and conference rooms, a white sand beach, a myriad of pools and fountains, a sumptuous spa, marble imported from 13 different countries, and over 1,000 crystal chandeliers. It's like a small pleasure fortress that also boasts the most prestigious marina development in the Middle East. Royalty, or those who want to feel like it, can luxuriate in one of the many palace suites, all with lavish surroundings that would befit a Sultan of old, with enough modern amenities to please today's top tycoons.

2. *Mardan Palace Hotel, Turkey.* Built by Russian Billionaire Telman Ismailov in 2009 to the tune of \$1.65 billion, the Mardan Palace Hotel in Antalya, Turkey boasts the largest swimming pool in the Mediterranean (fits 1,000 guests) and is touted as one of the most elite luxury hotels in Europe. Beyond the sinfully sumptuous suites and jaw-dropping interiors of gold leaf, crystal, and Italian marble, there are also ten dining spots, 17 bars, a lavish spa and a sunken aquarium full of exotic fish. There's more: 9,000 tons of white sand was flown in from Egypt for the beach alone, and 24/7 personal butler service is also included.

3. *Burj Al Arab Hotel, Dubai.* Resembling a billowing sail, the stunning architecture of Burj Al Arab Hotel in Dubai makes it one of the most photographed in the world. All rooms are luxurious suites spanning two floors with state-of-the art everything and incredible views. And beyond the unique over-the-top amenities like the attached

heliport and hovering tennis courts, there is a vast array of futuristic dining and nightlife options. Their guest care is also seriously intensive. Upscale extras include in-suite check-in, 24/7 personal on-call butlers, and a chauffeur-driven Rolls Royce fleet, all catering to an extremely well-heeled VIP clientele that often includes royalty.

World's Most Outrageous Luxury Hotels and Resorts. Part 2

1. *The Boulders, Arizona.* An extremely prestigious golf and spa resort, the swanky decor is left up to Mother Nature at The Boulders, as it's impossible to compete with stunningly surreal 12-million-year-old rock formations. Spanning 1,300 acres of the Sonoran Desert, ultimate natural rejuvenation is promised at their massive spa compound, and their two golf courses are world class. There's also an über private gated Villa Retreat for celebs seeking anonymity. PR rep Deborah Bridges says, "Our clientele is among the wealthiest in the world, but we're not allowed to talk about who our VIP guests are until they're dead." That says it all.

2. *Secrets Marquis, Los Cabos.* Inspired by a celestial legend of two angels seeking paradise on earth, the spectacular lobby of Secrets Marquis Los Cabos opens out onto the wildly restless sea like a temple to its creation. Gorgeous specially commissioned sculptures, massive waterfalls, spectacular infinity pools, and a lovely serene spa set the stage where VIPs love to come and play. (George Clooney's beach villa is next door.) Luxurious rooms boast balconies where you can often spot migrating whales, and there are also private villas with personal dipping pools. This is where many foreign dignitaries stay when in town.

3. *Atlantis Paradise Island, Bahamas.* Built in tribute to the legendary lost city, Atlantis Paradise Island is a 141-acre waterscape and touted as the premier luxury resort destination in the Bahamas. But it's their Royal Towers Bridge Suite on the 23rd floor that really pulls out all the swanky stops. It spans ten plush rooms topped by 12-foot ceilings and full-length windows, and includes a grand piano, twin entertainment centers, a formal dining room with a 22-karat gold chandelier, whirlpool tubs, and more... plus a permanent staff of seven to cater to your every whim and fancy.

4. *Palms, Las Vegas.* The Las Vegas Palms is famous for high roller living, and what better way to really indulge in Sin City than cavorting

in one of its luxury rooftop suites, like the Hugh Hefner Sky Villa? It holds up to 250 people for a get-together and boasts a massive rooftop Jacuzzi hanging over The Strip. A private glass elevator, rotating bed, gym, sauna, media room, full bar, and more make these swanky digs a spot to fulfill the fantasy of living in the style the world's most famous playboy is accustomed to. (Did anyone say bachelor or bachelorette party?).

4. Grammar corner

4.1 Rewrite the passage filling in the gaps with an appropriate past form of the verbs

In 1894 a steamship 1)_____ (sail) across the Atlantic Ocean from England to America. The sun 2)_____ (shine) and a gentle breeze 3)_____ (blow). The ship 4)_____ (sail) for three weeks and was halfway to its destination - New York. The passengers 5) _____ (relax) on deck when suddenly they 6)_____ (hear) a loud bang. They all 7) _____ (jump) up, 8)_____ (run) to the edge of the boat and 9)_____ (look) over the side. To their horror they saw that they_____ 10) (hit) some hard object which 11)_____ (tear) a hole in the side of the ship. Water 12) (pour) into the steamship at an alarming speed. Fortunately another ship arrived half an hour later, just in time to save everyone on board.

4.2 Rewrite the fragment filling in the gaps with the correct present or future forms of the verbs

If you 1)_____ (want) to travel long distances on your bicycle, you must learn how to mend a puncture. As soon as your tyre 2)_____ (become) flat, get off the bike or you 3)_____ (damage) the wheel. Then turn the bicycle upside down. Once it 4)_____ (be) in position, remove the tyre using tyre levers or, if you 5)_____ (have) nothing else, use spoons. When the tyre 6)_____ (be) off, pump up the inner-tube. Put it in some water and turn it until you 7) _____ - (see) bubbles coming from it. This is your puncture. Before you 8)_____ (apply) the patch, you must lean and dry the area around the hole. After this you 9)_____ (put) glue around the hole and wait until it 10) (dry) a little. Then select a suitably sized patch. Stick the patch over the hole and don't forget to put some chalk over it. Unless you do this, the inner-tube 11) _____ (stick) to the inside of the tyre.

Replace the tube, pump up the tyre and ride away. I don't know if you
12) _____(be able to) remember all this, but it's worth trying because
you never know when it 13) _____(be) useful to you.

5. Render Ukrainian statements into English ones using covered words and expressions

1. Якщо ви у пошуках місця для палатки чи розкішного номеру на чудодійному курорті, то проблема помешкання є нагальною.

2. Сьогодні подорожуючі стикаються з такими питаннями, як – бронювання житла, розгляд широкого спектру варіантів помешкань та вибір найоптимальнішого місця розміщення.

3. Знайти підходяще приміщення може бути одним з найбільш розчаровуючих моментів планування подорожей.

4. Існує два способи вирішення проблеми житла, а саме: забронювати заздалегідь чи знайти житло по приїзду на відпочинок.

5. Відпочиваючий може забронювати житло через інтернет, через власний веб-сайт готелю або на веб-сайті туристичного агентства.

6. Якщо Ви платите за житло зі знижкою, то, зазвичай вимагається здійснювати оплату відразу, проте, у разі звичайної оплати, Вам надається можливість оплати житла по приїзду на місце призначення або, навіть виїжджаючи з готелю.

7. Бронювання за допомогою електронного листа передбачає наступну сукупність послідовних дій: спочатку поцікавтеся, чи є вільні місця на потрібні Вам дати, запитайте про поточні ціни та можливі знижки, а також кімната, яка вам потрібна (одномісна, двомісна, середнього рівня чи VIP), далі зробіть бронювання на потрібний вам період, а також будьте готові надати особисту інформацію для підтвердження бронювання.

8. Гуртожиток – це житло, яким керує приватний оператор чи організація, в якому надаються спальні місця, необхідні послуги та зручності, а іноді навіть їжа.

9. На відміну від традиційного відпочинку у наметовому таборі, автокемпінг дає вам можливість перевозити досить велику кількість обладнання, а також ви можете любоватися місцевістю, готувати на відкритому повітрі, практикувати походи на довгу

відстань та займатися різними видами діяльності на відкритому повітрі.

10. Кемпінг – саморобне житло: ви несете свій дах та спальне місце в рюкзаку чи перевозите на власному авто.

11. Плануючи свою відпустку ви маєте брати до уваги не лише місце розташування, але також звертати особливу увагу на житло, вартість якого відповідатиме кількості грошей, яку ви сплачуєте.

6. Take a moment to read the “words about travel” of those who have gone before, with grace and hilarity. Then express your personal opinions concerning their meanings

✓“To move, to breathe, to fly, to float; to gain all while you give; to roam the roads of lands remote; to travel is to live.” — Hans Christian Andersen

✓“I haven’t been everywhere but it’s on my list.” – Susan Sontag

✓“For my part, I travel not to go anywhere, but to go. I travel for travel’s sake. The great affair is to move.” – Robert Louis Stevenson

✓“Twenty years from now you will be more disappointed by the things that you didn’t do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover.” – Mark Twain

✓“He who does not travel does not know the value of men.” – Moorish proverb

✓“Bizarre travel plans are dancing lessons from God.” – Kurt Vonnegut

✓“Perhaps travel cannot prevent bigotry, but by demonstrating that all peoples cry, laugh, eat, worry, and die, it can introduce the idea that if we try and understand each other, we may even become friends.” – Maya Angelou

✓“To awaken quite alone in a strange town is one of the pleasantest sensations in the world.” – Freya Stark

✓“Travel is the only thing you buy that makes you richer.” – Unknown

✓“Travel makes a wise man better, and a fool worse.” – Thomas Fuller

✓“If you’re twenty-two, physically fit, hungry to learn and be better, I urge you to travel – as far and as widely as possible. Sleep on

floors if you have to. Find out how other people live and eat and cook. Learn from them – wherever you go.” – Anthony Bourdain

✓“A ship in harbor is safe, but that is not what ships are built for.” – John A. Shedd

✓“Not all those who wander are lost.” – J.R.R. Tolkien

✓“Once the travel bug bites there is no known antidote, and I know that I shall be happily infected until the end of my life.” – Michael Palin

✓“Once a year go somewhere you have never been before.” – Dalai Lama

✓“Our battered suitcases were piled on the sidewalk again; we had longer ways to go. But no matter, the road is life.” – Jack Kerouac

✓“To travel is to discover that everyone is wrong about other countries.” – Aldous Huxley

✓“Paris is always a good idea.” – Audrey Hepburn

✓“If you reject the food, ignore the customs, fear the religion and avoid the people, you might better stay home.” – James Michener

✓“Don’t tell me how educated you are, tell me how much you traveled.” – Mohammed

✓“The open road is a beckoning, a strangeness, a place where a man can lose himself.” – William Least Heat Moon

✓“This heart of mine was made to travel the world.” – Unknown

✓“A journey of a thousand miles starts with a single step.” – Lao Tzu

✓“The world is a book and he who doesn’t travel only reads one page.” – St. Augustine

7. Make a presentation of your own about weird types of accommodation and places of dwelling

8. Overall conclusion. Reproduce in a written form as many as possible words and phrases you remember from the unit “Accommodation. Lodging”

UNIT 2. TRAVEL'S DIVERSITIES

1. Match the lexis on the left with its appropriate definitions on the right

1. <i>Vocation</i>	a) the place to which someone or something is going or being sent. <i>Synonyms:</i> place of destination, station of destination
2. <i>Getaway</i>	b) journeys, especially abroad. <i>Synonyms:</i> journey, tour
3. <i>Destination</i>	c) an extended period of leisure and recreation, especially one spent away from home or in travelling. <i>Synonyms:</i> vacation, hols, recess
4. <i>Cruise</i>	d) a short holiday somewhere. <i>Synonym:</i> break
5. <i>Travel</i>	e) sail about in an area without a precise destination, especially for pleasure or take a holiday on a ship or boat following a predetermined course, usually calling in at several places
6. <i>Holiday</i>	f) a period of time during which you relax and enjoy yourself away from home
7. <i>Flight</i>	g) an act of flying; a journey made through the air or in space, especially a timetabled journey made by an airline <i>Synonyms:</i> airplane/plane trip , air trip , trip/journey by air.

2. Warming up. Study the phrases and compose the sentences of your own with them

Point of destination — кінцевий пункт маршруту, *port of destination* — порт призначення, *intended destination* — запланований пункт призначення, *short of destination* — поблизу місця призначення, *airdrome of destination* — аеродром на кінцевому пункті маршруту, *waybill destination* — пункт призначення, позначений у дорожньому списку, *one's final / ultimate destination* — кінцевий пункт чийогось маршруту, *popular holiday destination* — популярне місце туристів, магніт для туристів, *to reach one's destination / to arrive at one's destination* — дійхати до місця призначення.

A world/Mediterranean cruise — навколосвітній круїз, круїз по Середземному морю; *to travel deluxe* — подорожувати люксом, *to*

travel first-class — подорожувати першим класом, *to travel incognito* — подорожувати інкогніто, *to travel light* — подорожувати без багажу; *travel agency* — турфірма, бюро подорожей, *travel bug* — пристрасть до подорожей, *travel sickness* — дорожня хвороба; *air/foreign/sea travel* — подорожувати літаком/за кордон/морем, *extensive travel abroad* — багато численні поїздки за кордон, *travel broadens the mind* — подорожі розширюють кругозір.

Flight indicator — авіагоризонт; *flight book* — бортовий журнал; *flight service* — диспетчерська служба; *flight mechanic* — бортмеханік; *flight of imagination* — гра уяви; *wild flight* — панічна втеча.

3. Read up the authentic texts and pick up the passage to retell it from your perspective

Different Types of Travel. Part 1

1. *The Weekend Break.* So you love to travel, but you also love your 9-5 job and you don't want to give it all up to travel around the world for 6 months? Don't worry; you can still travel by taking short weekend getaways. Look for cheap airfare deals, fly out on Friday evening and return on Sunday and make the most of the short time you have. The ultimate expert on this is Justin from 48 Hour Adventure. He is an Australian living in London and working in IT and he spends his weekends jetting off to different destinations throughout Europe. Check out his fantastic blog for 48 hour guides to lots of different cities.

2. *The Package Holiday.* The beauty of a package holiday is that all the work is done for you. You simply pick which beautiful beach you would like to be lounging on and your travel agent will make sure that everything is arranged so that your hardest decision is whether to order a Pina Colada or a Margarita from your sun lounger.

Although the package holiday is sometimes looked down upon by hardcore backpackers, there is nothing wrong with wanting to spend your hard earned two weeks holiday on a sunny beach partying with friends and family. This is not one of the types of travel where you learn a lot about another culture or get to know the locals. It's all about spending a week or two having the time of your life in paradise!

3. *The Group Tour.* Group tours can describe busloads of 20-year-olds who want to drink and party to groups of 80 year olds who want to

visit historical monuments and everything in between. No matter what your interest, from art history to ghosts to cheese-making to fishing, there is a group tour out there for you. Your itinerary is usually packed with many different activities so you will never be bored.

The advantage of a group tour is that you will be automatically thrown into the mix with a lot of people who share your interests and you will probably make some new friends. However, some people just can't stand the thought of having all of their activities laid out for them and prefer the freedom of independent travel.

4. *The Caravan/RV Road Trip.* Buckle your seat-belt, put on some great tunes and hit the open road for a road trip! When you own a caravan you will always have the option for a cheap holiday and whenever you get a free weekend you can pack up and drive somewhere new. This is a great way to explore the natural beauty that lies close to home and is also one of the most child friendly types of travel.

5. *Long Term Slow Travel.* This describes the style of travel that Lee and I do most of the time. Long term slow travel is when you take several months or years to make your way around the world, staying in each location for long enough to really soak up the culture.

Long term travelers are often budget backpackers, trying to make their travel fund stretch for as long as possible by staying in hostels and looking for cheap food and attractions. Rather than other short term types of travel, long term travel often becomes more of a lifestyle choice. Sometimes these types of travel experiences are funded by savings, or sometimes long term travel can be funded by working on the road.

Different Types of Travel. Part 2

1. *The Gap Year.* A Gap Year is when you take a year off usually to work, volunteer or study in another country. When you hear the words "Gap Year" you might think of a University student trekking around before they join the "real world". However, there is no reason why you can't take a "Gap Year" and travel at any point in your career no matter how old you are. Obtaining a working holiday visa is a great way to spend a Gap Year because you will be able to earn money while abroad in order to fund your travels. Here is a list of countries which offer working holiday visas.

2. *Visiting Friends or Relatives.* Another one of the many types of travel is when you go to visit friends and family who live abroad. Because you have someone to stay with, you are usually able to afford to stay a bit longer than you could if you were paying for accommodation. Your friends and family abroad are always offering for you to stay, so why not take them up on the offer? An advantage of this is that you will get the insider perspective on the culture that comes with staying with a local. The only downside is that when you are a guest in someone's home you will not always have the freedom to explore on your own.

3. *Event Travel.* This is when you travel to a destination specifically to attend an event, such as the London 2012 Olympics, the 2014 Brazil FIFA World Cup. It might also include attending a music festival or following your favorite band around on tour. One of the main advantages to these types of travel experiences is that you will be visiting alongside thousands of people who share the same interest as you.

4. *Business Travel.* The best thing about traveling for business is that usually your company is footing the bill. Being paid to fly first class and stay in luxurious hotels at someone else's expense is a great way to see the world. While you do not have a choice of where you go and you will be spending a lot of your time working, getting paid to travel rather than being stuck in a cubicle is a great way to spend your working week.

4. Grammar corner

4.1 Articles have been removed from the following passage. Write it again including 18 missing articles

London Bridge Is Falling Down

Romans invaded Britain in AD 43 and, chasing ancient Britons along Thames, they came to first place where it was easy to cross. They built garrison there - and London was born. They also erected bridge over river. Garrison became major trading post. Later, bridge suffered neglect and whole area was raided by Vikings. In AD886 Alfred Great drove out raiders, bridge was repaired and city prospered again. Hundred years later, Vikings returned but King Ethelred sailed up Thames, attached ropes to London Bridge, headed downriver and pulled it down.

4.2 Rewrite filling each space of this text with one suitable word

Disaster

About seventy years ago, a Dutch ship was ___ near the North Pole; it ___ heading for Blacklead Island. On the ship was a scientist, Edgar Greenhead, who ___ worked on the island for many years; he had ___ conducting research into the life of the local inhabitants, who were Eskimos. Greenhead had ___ away for a long holiday and now he was ___ back to the island to continue his work. At about midnight, Greenhead felt very tired as he had ___ writing his journal A day. After he had ___ good-night to the captain, he ___ down to his cabin. Outside there ___ a strong wind , and the waves ___ crashing onto the side of the ship. Greenhead was just ___ ready to climb into his bunk when he suddenly ___ a great crash. He dashed up on deck and although it was dark he ___ see that the ship ___ run into an iceberg.

4.3 Fill in with the appropriate preposition or particle and -ing forms

Dear Sir/Madam,

As I dine out regularly in good quality restaurants I am accustomed 1) ___ (receive) service of the highest standard. The staff at your establishment could certainly not be accused 2) ___ (provide) this! In addition 3) ___ (be) extremely rude, the waitress who served us was also guilty 4) ___ (get) our order wrong twice. My wife was also very upset 5) ___ (be) told that she shouldn't be so impatient. The chef too, seemed incapable 6) ___ (do) anything right. As well 7) ___ (forget) to heat up our soup, he burnt my steak and overcooked my wife's vegetables. All I can say is that he is obviously used 8) ___ (cook) for very uncritical diners. To make matters worse, the waitress tried to prevent us 9) ___ (leave) the restaurant because we hadn't left a tip! I'm not interested 10) ___ (get) my money back but I am looking forward 11) ___ (hear) from you in the near future with a full apology to my wife and myself 12) ___ (spoil) our 25th wedding anniversary.

Yours faithfully, Michael

4.4 For gaps 0 – 15, read the text below and choose the word that best fits each space

The Late, Late Flight to London

Passengers (0) _____ (travelling / going / waiting / wanting) on a flight from Washington to London were in 1) _____ (for / at / on / with) a very long wait. They had 2) _____ (still/ already / however / yet) been waiting eight uncomfortable hours for takeoff, only to be 3) _____ (said /told/mentioned/announced) that the flight was 4) _____ (late/ retarded / delayed / behind) even further. The cabin crew advised passengers to take pillows and blankets from the overhead lockers in 5) _____ (case/order / time / turn) to sleep inside the airport terminal. Many passengers 6) _____ (mislaid/wasted/missed / lost) their tempers and fights broke 7) _____ (up/off/out/down). People shouted and 8) _____ (asked/applied/ airport. Many people missed connecting flights and 11) _____ (should / would / could / had) be delayed for several days. First-class passengers were 12) _____ (still/many / more/much) fortunate. They were put 13) _____ (up / off/ out/about) in luxury hotels and provided with food and drink. Other passengers had to be content with vouchers for a meal, as the airline staff were not able to find hotels with 14) _____ (much / enough / too / a lot) free rooms to accommodate them. One woman carried a silver horseshoe for 5) _____ (fortune/chance/luck/probability), demanded/took) information. A member of the staff panicked and called airport security guards. A 9) _____ (few/number/couple/ little) lucky passengers were put on alternative flights, 10) _____ (although / even / in spite / despite) about 100 others spent the next day in the

5. Render Ukrainian statements into English ones using covered words and expressions

1. Сучасний турист може зупинитися в гарних готелях Франції, які обрані персоналом та керівництвом туристичного агентства за їхнє піклування про клієнта та неперевершене обслуговування.

2. Круїзні маршрути на Кариби передбачають втечу подорожуючого від щоденної рутини на безмежний та безтурботний острів з розвагами, морським спортом, острівною кухнею та навіть шопінгом.

3. Насолоджуйтесь спеціально створеним меню з нагоди перетину екватора і міжнародних Dateline, захоплюйтеся екзотичною кухнею, що охоплює смаки кожного регіону, до яких ми пливемо.

4. Окрім урочистих заходів з іноземних фільмів і фольклорних шоу, ви знайдете також численні залучення безлічі варіантів подій, які відображають регіональні та культурні впливи з місць призначення, які ви обрали.

5. Розпакуйте тільки один раз свої валізи і досліджуйте світ під час відпочинку в комфорті серед нових друзів-товаришів світових мандрівників, які поділяють вашу пристрасть до мистецтва, історії та культури. До кінця своєї подорожі ви створите рідкісний, але вічний зв'язок у цій дружній спільноті туристів-авантюристів.

6. Пориньте в захоплюючу історію, екзотичні культури і приголомшливу природну красу протягом трьох-місячної подорожі, охоплюючи світові континенти, що є незабутнім і одночасно розслаблюючим життєвим досвідом.

7. Туроператори часто радять спробувати подорож, яка стане правильним вибором для туристів – безстрашних мандрівників, які мають пристрасть до пригод, тому матимуть нагоду обрати додаткові екскурсії вздовж узбережжя або взяти сухопутний тур до таких місць, як Єгипет, Індія, Перу, Ізраїль для більш поглибленого дослідження.

8. Сьогодні туристична сфера пропонує широкий спектр поїздок та місць відпочинку, наприклад, що трапляється досить часто, якщо ділова людина невзможі перепочити від роботи для проведення відпустки, то туроператор може запропонувати швидко поїздки на довгі вихідні.

9. Існує низка причин спробувати круїз-втечу, а саме деякі з них такі: ви ніколи не були в круїзі раніше, тому хотіли б спробувати, ви хочете, щоб цінність вашої валюти відповідала товару, тобто харчуванню, зручностям та розвагам, ви їдете в один або кілька великих круїзів на рік, але хочете мати "проміжну" відпустку (an "in-between" vacation) недалеко від дому.

10. Елегантний Брісбен може пишатися будівлями 19-го століття з пісковика (sandstone buildings), Сінгапур є Меккою для міжнародного шопінгу; енергійний Гонконг має таку культурну

різноманітність, яку вистачить досліджувати все життя, а також екзотичні смарагдові ліси і незаймані пляжі Балі.

11. В напрямку півночі простягається безмежна земля: кількість тварин перевищує людське населення, сонце сяє вночі, а природа владарює.

12. Льодовикові утворення Аляски льодовикового періоду, що розглядаються як статичні і нерухомі, насправді дуже живі, активні і потужні, наприклад авантюрний та зацікавлений турист може спостерігати сповзання з гір і фіордів масивних льодових річок, деякі з яких падають прямо у море.

6. Take a moment to read the “words about travel” of those who have gone before, with grace and hilarity. Then express your personal opinions concerning their meanings

✓ “He who is outside his door has the hardest part of his journey behind him.” – Dutch Proverb

✓ “A journey is best measured in friends, rather than miles.” – Tim Cahill

✓ “Travel teaches toleration.” – Benjamin Disraeli

✓ “Life is either a daring adventure or nothing at all.” – Helen Keller

✓ “The more I traveled the more I realized that fear makes strangers of people who should be friends.” – Shirley MacLaine

✓ “The real voyage of discovery consists not in seeking new landscapes but in having new eyes.” – Marcel Proust

✓ “I don’t know where i am going but I’m on my way.” – Carl Sagan

✓ “To my mind, the greatest reward and luxury of travel is to be able to experience everyday things as if for the first time, to be in a position in which almost nothing is so familiar it is taken for granted.” – Bill Bryson

✓ “A good traveler has no fixed plans, and is not intent on arriving.” – Lao Tzu

✓ “Like all great travellers, I have seen more than I remember, and remember more than I have seen.” – Benjamin Disraeli

✓ “The journey is the destination.” — Dan Eldon

✓ “I see my path, but I don’t know where it leads. Not knowing where I’m going is what inspires me to travel it.” – Rosalia de Castro

✓“He who has seen one cathedral ten times has seen something; he who has seen ten cathedrals once has seen but little; and he who has spent half an hour in each of a hundred cathedrals has seen nothing at all.” – Sinclair Lewis

✓“The whole object of travel is not to set foot on foreign land; it is at last to set foot on one’s own country as a foreign land.” – Gilbert K. Chesterton

✓“I have found out that there ain’t no surer way to find out whether you like people or hate them than to travel with them.” – Mark Twain

✓“To travel is to take a journey into yourself.” – Danny Kaye

✓“When you travel, remember that a foreign country is not designed to make you comfortable. It is designed to make its own people comfortable.” — Clifton Fadiman

✓“I dislike feeling at home when I am abroad.” – George Bernard Shaw

✓“Adventure is a path. Real adventure – self-determined, self-motivated, often risky – forces you to have firsthand encounters with the world. The world the way it is, not the way you imagine it. Your body will collide with the earth and you will bear witness. In this way you will be compelled to grapple with the limitless kindness and bottomless cruelty of humankind – and perhaps realize that you yourself are capable of both. This will change you. Nothing will ever again be black-and-white.” – Mark Jenkins

✓“People don’t take trips... trips take people.” – John Steinbeck

✓“A child on a farm sees a plane fly overhead and dreams of a faraway place. A traveler on the plane sees the farmhouse...and thinks of home.” – Carl Burns.

✓“I am not the same having seen the moon shine on the other side of the world.” — Mary Anne Radmacher

✓“We travel, initially, to lose ourselves; and we travel, next to find ourselves. We travel to open our hearts and eyes and learn more about the world than our newspapers will accommodate. We travel to bring what little we can, in our ignorance and knowledge, to those parts of the globe whose riches are differently dispersed. And we travel, in essence, to become young fools again- to slow time down and get taken in, and fall in love once more.” — Pico Iyer

✓“Travel makes one modest. You see what a tiny place you occupy in the world.” – Scott Cameron

✓“It is better to travel well than to arrive.” – Buddha

✓“Our happiest moments as tourists always seem to come when we stumble upon one thing while in pursuit of something else.” — Lawrence Block

✓“Travel safe, travel far, travel wide, and travel often.” – Nomadic Matt.

7. Make a presentation of your own on one of the topics “The most adventurous and unusual travel of my lifetime”, “Trip (destination) of my dream”

8. Overall conclusion. Reproduce in a written form as many as possible words and phrases you remember from the unit”Travel’s diversities”

UNIT 3. MAKING A LIVING

1. Match the lexis on the left with its appropriate definitions on the right

<i>1. Career</i>	a) a regular payment, usually monthly, made by an employer, under a contract of employment, to an employee <i>Synonyms:</i> pay, wages, earnings, payment, remuneration, fee(s), stipend, income; take-home; emolument
<i>2. Job</i>	b) fulfillment of one's wishes, expectations, or needs, or the pleasure derived from this <i>Synonyms:</i> contentment, pleasure, gratification, fulfillment, enjoyment, happiness, pride; self-satisfaction, smugness, complacency
<i>3. Employee</i>	c) a task or piece of work, especially one that is paid <i>Synonyms:</i> occupation, profession, trade, position, career, work, line of work, livelihood, post, situation, appointment, métier, craft; vocation, calling; vacancy, opening
<i>4. Satisfaction</i>	d) the action or process of paying someone or something or of being paid <i>Synonyms:</i> salary, wages, pay, earnings, fee(s), remuneration, reimbursement, income; emolument(s)
<i>5. Payment</i>	e) a person working for somebody else, for wages or salary, rather than working on their own account and selling their product or services <i>Synonyms:</i> worker, member of staff, staffer; blue-collar worker, white-collar worker, laborer, hand, hired hand; wage earner; desk jockey; (employees) personnel, staff, workforce, human resources
<i>6. Salary</i>	f) the latest time or date by which something should be completed <i>Synonym:</i> a time limit for any activity
<i>7. Deadline</i>	g) an occupation undertaken for a significant period of a person's life and with opportunities for progress

	<i>Synonyms:</i> profession, occupation, job, vocation, calling, employment, line, line of work, walk of life, métier
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2. Warming up. Study the phrases and compose the sentences of your own with them

Career service — державна служба; *in full career* — щодуху; *by the job* — відрядно, поурочно, поштучно, акордно (про оплату); *background job* — обч. фонове завдання; *job batch* — обч. пакет завдань; *job stream* — обч. вхідний потік; хірургічна операція; *progress payment* — поетапна оплата; *promise of payment* — платіжне зобов'язання.

3. Read up the authentic texts and pick up the passage to retell it from your perspective

Work – the Daily Grind We Just Can't Do Without

Work may sometimes seem like hell, but when we haven't got it, we miss it. We miss it, we want it and perhaps we even need it. Everyone wants to be valued and a salary is proof that we matter.

Not any job will do, however. Housework and voluntary work tend to be seen as non-jobs. In our work-centred culture, a 'proper job' means paid employment. Being paid for a job is better for our self-esteem. Of course, we would also prefer work to be useful and interesting, as well as paid. But you don't have to enjoy your job to get psychological benefits from it. According to some experts, achieving unenjoyable tasks during our work actually contributes to our sense of well-being.

The obligation to be in a particular place at a particular time, working as part of a team towards a common goal, gives us a sense of structure and purpose that we find difficult to impose on ourselves. For a lot of us, the workplace has also taken over the community as the place of human contact. For most of us work often functions as a social club, an information network, an informal dating agency and a marriage bureau.

Although genuine workaholics are uncommon, many of us are job addicts without realising it. When we can't work for whatever reason, we show similar signs to real addicts who are deprived of their 'fix'-we

become irritable and lethargic. Among newly-retired men, death rates increase significantly in the first six months after leaving employment. For most of their lives, their personality, self-esteem and status have been defined by work; without it, they lose their appetite for life.

Life wasn't always so driven by employment, however. Work in the pre-industrial age was task-oriented not time-structured, focussing not on money but on tasks necessary for survival. Whole communities worked together so there was less division between work and 'free time'. The Industrial Revolution radically changed how people worked. Suddenly, work was no longer structured by seasons, but by the clock. Work was separated from the rest of life, and began to provide money rather than food and goods.

More recently, the revolution in Information Technology has again changed the nature of work and employment. The workplace itself may become redundant. Two million employees in the UK now work from home, keeping in touch via email and phone. Many employers say that working 'remotely' improves productivity, as workers are happier and waste less time commuting. There are downsides too, however, as workers lose touch with the workplace and people there. We will undoubtedly have to accept that the nature of work has changed and will continue to do so.

After all, we were conditioned into accepting the nine-to-five working day and there is no reason why we can't be conditioned into accepting something else. This article was written at home in the country during bursts of hard work interspersed with periods of inactivity. Perhaps that's the natural work-rhythm to which we will return?

Great British Jobs

Modern butlers combine the roles of cook, cleaner, waiter, gardener, driver and household manager and they have to be polite, respectful, and well-organised. "We do everything from paying the bills to picking up the children, organising parties and getting the washing machine repaired." says Shaun Harrison, 32, who works for a family in the Oxfordshire countryside. "During the week I'm in jeans and a shirt, busy looking after the household and the gardens. At weekends, when the family arrives, I put on a suit and take on the role of a traditional butler. I

get four weeks holiday a year and have to take it when it suits my employer.'

By the morning, Rick's hands are sore and blistered. "Picking up and carrying crates all night is really hard on your hands," he admits. It also strains his knees and back "I'm always bending down and liling so you have to be in a good shape to do this job." Sore knees and backs aren't the only pains milkmen have to suffer. Angry pets are another problem. "Some dogs get you when your back is turned," Rick laughs. The other problem is the unsociable hours. "When the moon is up and everybody is asleep, your body tells you its bedtime. But you have to go against nature and stay awake. Also, I hardly ever see any of my customers, so I do feel rather isolated?"

"Central heating and gas fires haven't done away with us sweeps yet," says Ted Cox, 64, who was just seven years old when his father, also a sweep, first put him up a chimney where he had to climb up and sweep out the soot. "In fact," he says, "increasing concerns over carbon monoxide poisoning from faulty electric and gas fires has increased the demand for chimney sweeps lately. Sweeps don't just clean chimneys, you know.

They also keep them free from obstructions, like cobwebs, birds' nests and leaves to ensure proper ventilation." Ted says to be a good sweep, you also need to be a good listener. "When I make house calls, I usually end up staying for a cup of tea and a chat, which I really enjoy. It's no use being a sweep if you don't like tea!" he says laughing.

"You have to be on your guard at all times for bomb scares or robbery attempts", says Miles Reed, 58, a Yeoman of the Guard at the Tower of London otherwise known as a 'Beefeater'. "We're not just a tourist attraction, you know!" he adds proudly. Miles' day starts around 9 o'clock in the morning when the first visitors arrive. He spends most of the day giving guided tours of the Tower of London, answering questions on its history and posing for photographs with tourists in his traditional red and gold uniform.

His shift usually ends at around 5.45 when the Tower closes to visitors. Miles doesn't have far to go after work because all 'Beefeaters' and their families, have accommodation in the Tower grounds. "What I enjoy most about the job is meeting and talking to the tourists," admits

Miles. "There must be pictures of me in photo albums all over the world."

4. Grammar corner

4.1 Rewrite the text "Job market in Poland" in Passive where it is possible

Job Market in Poland

Poland is one of the few countries in the European Union (EU) that has been able to increase its gross domestic product (GDP) in the midst of the global economic downturn, seeing a cumulative growth of nearly 16% between 2008 and 2011. The majority of the country's workforce is in the services sector, while around 30% are in industry, working in automotive manufacturing, chemicals and food processing, among other sectors. Approximately 16% of the workforce is employed in agriculture. The number of foreign people working in Poland has increased steadily since 2010, mostly in the agriculture, construction, retail and wholesale trade sectors (OECD, 2012).

Youth unemployment is a big problem in the country, but there are opportunities available for people with highly sought-after language or IT skills in industries such as telecommunications, computer science and logistics. Other areas of recent growth include education, banking and finance, business services, tourism and management.

4.2 Rewrite the passage filling each space with an appropriate word from the list: word table worker washing piece meal time wife book up electrical washer computer sitter house

A House Husband

My wife is a social ___ and she works for the local council and has a very busy tim ___ every day. She obviously can't be in full- ___ work and be a house ___ at the same time. This means I've been a ___ husband for many years now, because my job as a text ___ writer for students of English can be done from home working on a personal ___. As we can't afford a baby- ___ I'm in charge of the baby as well as having to do all the cooking and washing- ___. My job is made much easier by the variety of ___ goods available - I just put all the dirty plates in the dish ___ and the baby's clothes in the ___ machine and away I go. I'm free to produce yet another master ___ for students on my ___ processor. When my wife

comes home at three she has a ready-made___to look forward to. Not bad, eh?

4.3 Complete the sentences using the correct preposition which collocates with the words in enhanced font

1. I'm *interested* (of/in/about) training to be an architect.
2. Nek Chand is very *modest* (of/for/about) his achievement.
3. A lot of people are *afraid* (of/at/for) losing their jobs.
4. I'm really *worried* (about/from/on) my interview tomorrow.
5. I'm *keen* (about/on/in) doing some voluntary work in a prison if possible.
6. This job is very similar (of/for/to) my last one.
7. You look *different* (to/from/of) your sister, don't you?
8. Marc is really *good* (about/in/at) tennis'. He always beats me.
9. I'm *proud* (of/about/for) passing all my exams this year.
10. My uncle has been *passionate* (about/of/for) jazz all his life.

4.4 Complete the sentences with the correct preposition from the list which collocates with the words in enhanced font

about of for (X3) from in (x2) on (x2)

1. Are you going to *apply*___that job at the local cafe?
2. He *resigned*___his job last month to travel round the world.
3. My colleague *insisted*___paying for the whole meal.
4. You must make sure you *prepare*___your interview properly.
5. Do you *believe*___things like astrology and horoscopes?
6. Would you *complain*___slow service in a restaurant?
7. I usually *pay*___things by credit card.
8. I'm not sure what we'll do tomorrow. It *depends*___the weather.
9. Have you *succeeded*___finding a job yet?
10. The interview procedure *consisted*___a series of group tasks.

5. Render Ukrainian statements into English ones using covered words and expressions

1. Професор Джеффри Пфеффер виділив шість основних рис вдачі, шість головних якостей, які стають ключем до ефективної роботи, успіху в житті і досягнення високого рівня. Проте, учений не лише розглянув загальні риси “чемпіонів”, але і спробував визначити, чого бракує іншим.

2. Перша риса торкається енергії і фізичної витривалості. У цьому плані вже проводиться жорсткий відбір: далеко не усім людям під силу працювати по десять годин на день і 60-65 годин на тиждень. Як відзначає професор, бажання і здатність наполегливо працювати є загальною характерною рисою багатьох впливових людей.

3. Такий об'єм виконаної роботи дозволяє їм обійти інших, навіть якщо ті розумніші і мають великі знання. Крім того, подібний трудовий ентузіазм підштовхне оточення до того, щоб теж працювати активніше.

4. Друга запорука успіху – це вміння зосереджуватися і концентруватися. Професор приводить в приклад студента, який відмовився від прекрасної посади в нафтовій компанії. Чому?

5. Йому більше всього на світі хотілося потрапити в овальний кабінет, і робота в нафтовій сфері стала б серйозною загрозою для цієї мрії. Як відмічає Джеффри Пфеффер, успішні керівники великих компаній зазвичай зосереджують усі свої кар'єрні зусилля у рамках одного або дуже небагатьох підприємств.

6. Трохи людяності в жорстокій гонитві за успіхом: третя ключова риса – це увага до оточення. Тому що розуміння того, що хочуть інші, полегшує спілкування. В той же час треба уміти провести лінію між тим, чого хоче інша людина, і тим, що вона отримає. У цей момент на перше місце виходять переговори.

7. Четверта найважливіша якість – гнучкість. І тут все набуває куди складніших і навіть шизофренічних форм, відмічає Пфеффер, приводячи в приклад Макіавеллі.

8. За його словами, хоча гнучкість і може дозволити добитися багато чого, вона безпосередньо суперечить рисі № 2 і побічно рисі № 3. У стосунках з іншими людьми гнучкість може сприйматися як ознака слабкості... Таким чином, величезне значення має грамотне поєднання усіх цих якостей.

9. Передостанній момент полягає в умінні справлятися з конфліктами. Причому не йдеться про те, щоб незмінно їх уникати. У деякому роді, це те ж саме, що отримати перемогу у битві або війні...

10. Нарешті, шоста якість стосується здатності утримати у вузді власне “Я”, переступити через власну гордість. Тому що вона може зіграти негативну роль.

11. З того випливає такий висновок, що злегка бентежить: хоча в деяких випадках пробиватися вгору кар’єрними сходами краще буде самостійно, іноді варто сформувати альянси і зав’язати дружні зв’язки.

12. Як вважає Джеффри Пфеффер, здатні піднятися на самий верх люди, які уміють змінювати свою поведінку залежно від можливостей, що відкриваються перед ними.

13. Тобто, певним чином, вони злегка шизофреніки... Але якщо ви володієте шістьма цими головними якостями, то можете добитися чималих кар’єрних успіхів. Якщо, звичайно, самі цього захочете.

6. Take a moment to read the “words about travel” of those who have gone before, with grace and hilarity. Then express your personal opinions concerning their meanings

✓To be successful, the first thing to do is fall in love with your work. – Sister Mary Lauretta

✓Trust not what inspires other members of society to choose a career. Trust what inspires you. – The Lazy Person’s Guide to Success

✓You are what you do. If you do boring, stupid, monotonous work, chances are you’ll end up boring, stupid, and monotonous. – Bob Black

✓I believe you are your work. Don’t trade the stuff of your life, time, for nothing more than dollars. That’s a rotten bargain. – Rita Mae Brown

✓Make no little plans; they have no magic to stir men’s blood. Make big plans; aim high in hope and work. – Daniel Burnham

✓You can’t depend on your eyes when your imagination is out of focus. - Mark Twain

✓A career is wonderful, but you can’t curl up with it on a cold night. – Marilyn Monroe

✓I’d rather be a failure at something I love than a success at something I hate. – George Burns

✓I'm sick of people sittin' in chairs stating their problems. Then we roll the videotape... then we have our experts on the topic... I'm in the 'What's next?' phase of my career. - Oprah Winfrey

✓Never say anything about yourself you do not want to come true. – Brian Tracy, American Author

✓If we resist our passions, it is more through their weakness than from our strength. – Francois de la Rochefoucauld, French Author

✓The biggest mistake that you can make is to believe that you are working for somebody else...The driving force of a career must come from the individual. Remember: Jobs are owned by the company, you own your career! – Earl Nightingale, Motivational Speaker

✓The people who get on in this world are the people who get up and look for the circumstances they want, and, if they can't find them, make them. – George Bernard Shaw

✓If people knew how hard I worked to get my mastery, it wouldn't seem so wonderful after all. - Michelangelo

✓Your work is to discover your work and then with all your heart to give yourself to it. - Buddha

✓If you have to support yourself, you had bloody well better find some way that is going to be interesting. - Katherine Hepburn

✓My mother said to me, "If you become a soldier, you'll be a general, if you become a monk you'll end up as the pope." Instead, I became a painter and wound up as Picasso.– Pablo Picasso

✓Passion will move men beyond themselves, beyond their shortcomings, beyond their failures. – Joseph Campbell, American Mythologist, Writer, and Lecturer

✓Any human being is really good at certain things. The problem is that the things you're good at come naturally. And since most people are pretty modest instead of an arrogant S.O.B. like me, what comes naturally, you don't see as a special skill. It's just you. It's what you've always done. - Stephen Jay Gould, Evolutionary Scientist

✓If you don't stand for something, you'll fall for anything. – Michael Evans

✓There's nothing in the middle of the road but yellow stripes and dead armadillos. – Jim Hightower, Radio Commentator and Author

✓He who would learn to fly one day must first learn to stand and walk and run and climb and dance; one cannot fly into flying. – Nietzsche

✓Many of us have created lives that give very little support for experimentation. We believe that answers already exist out there, independent of us. What if we invested more time and attention to our own experimentation? We could focus our efforts on discovering solutions that work uniquely for us. - Margaret Wheatley, Author and Management Consultant who studies organizational behavior

✓Most folks are about as happy as they make up their minds to be.– Abraham Lincoln

✓We either make ourselves miserable, or we make ourselves strong. The amount of work is the same.- Carlos Castaneda, Peruvian born American Anthropologist and Author

✓Desire! That’s the one secret of every man’s career. Not education. Not being born with hidden talents. Desire. – Bobby Unser, Retired Car Racer

✓People with clear, written goals, accomplish far more in a shorter period of time than people without them could ever imagine.– Brian Tracy, Author

✓A lot of fellows nowadays have a B.A., M.D., or Ph.D. Unfortunately, they don’t have a J.O.B. – Fats Domino

✓What if “the hokey pokey” is really what it’s all about?– Curtis Spencer

✓There is no end. There is no beginning. There is only the infinite passion of life. - Federico Fellini

✓Would I ever leave this company? Look, I’m all about loyalty. In fact, I feel like part of what I’m being paid for here is my loyalty. But if there were somewhere else that valued loyalty more highly, I’m going wherever they value loyalty the most. – Dwight Schrute, from the television show ‘The Office’

✓I am not young enough to know everything. - Oscar Wilde

✓In fifty years, he never worked a day. To him, nine to five was odds on a horse. – Archie Bunker, from the television show ‘All in the Family’

✓When you're following your energy and doing what you want all the time, the distinction between work and play dissolves. – Shakti Gawain, Pioneering Author & Teacher in the field of Personal Growth

✓I like work; it fascinates me. I can sit and look at it for hours. – Jerome K. Jerome, English writer and humorist

✓Human progress is neither automatic nor inevitable... Every step toward the goal of justice requires sacrifice, suffering, and struggle; the tireless exertions and passionate concern of dedicated individuals. – Martin Luther King, Jr.

✓Be still when you have nothing to say; when genuine passion moves you, say what you've got to say, and say it hot. – D.H. Lawrence

✓Passion is the quickest to develop, and the quickest to fade. Intimacy develops more slowly, and commitment more gradually still. – Robert Sternberg, American Psychologist and Psychometrician

✓Passion kept one fully in the present, so that time became a series of mutually exclusive 'nows.' – Sue Halpern, Author

✓They may forget what you said, but they will never forget how you made them feel. – Carl W. Buechner, Author

✓We cannot be sure of having something to live for unless we are willing to die for it. – Che Guavara

✓Rest in reason; move in passion – Khalil Gibran, Lebanese American artist, poet and writer

✓Throughout my career, if I have done anything, I have paid attention to every note and every word I sing...If I cannot project this to a listener, I fail. - Frank Sinatra

✓If passion drives you, let reason hold the reins. – Benjamin Franklin

✓I am tomorrow, or some future day, what I establish today. I am today what I established yesterday or some previous day. – James Joyce, Irish Novelist

✓If you follow your bliss, you put yourself on a kind of track that has been there all the while, waiting for you, and the life that you ought to be living is the one you are living. Wherever you are—if you are following your bliss, you are enjoying that refreshment, that life within you, all the time. – Joseph Campbell, American Mythologist, Writer, and Lecturer

✓I think everyone should experience defeat at least once during their career. You learn a lot from it. – Lou Holtz, American football coach and author

✓If you wish to achieve worthwhile things in your personal and career life, you must become a worthwhile person in your own self-development. – Brian Tracy

✓One can never consent to creep when one feels the impulse to soar. - Helen Keller

✓The belief that you can have a meaningful career is the first step to finding one. - Sean Aiken, Author and Creator of the One Week Job Project.

7. Make a presentation of your own about the job of your dream or come up with some examples of a successful job interview

8. Overall conclusion. Reproduce in a written form as many as possible words and phrases you remember from the unit "Making a living"

UNIT 4. IDENTITY

1. Match the lexis on the left with its appropriate definitions on the right

1. <i>Character</i>	a) the way that someone or something looks <i>Synonyms:</i> impression , air , image , show , outward show; semblance , facade , veneer , front , pretense
2. <i>Appearance</i>	b) a temporary state of mind or temper <i>Synonyms:</i> frame/state of mind , humor , temper ; disposition , spirit , tenor
3. <i>Moods</i>	c) the mental and moral qualities distinctive to an individual <i>Synonyms:</i> personality , nature , disposition , temperament , temper , mentality , makeup ; features , qualities , properties , traits ; spirit , essence , identity , ethos , complexion , tone , feel , feeling
4. <i>Feelings</i>	d) the desirability of a thing, often in respect of some property such as usefulness or exchangeability: worth, merit, or importance <i>Synonyms:</i> worth , usefulness , advantage , benefit , gain , profit , good , help , merit , helpfulness , avail ; importance , significance
5. <i>Values</i>	e) the imparting or exchanging of information by speaking, writing, or using some other medium 1) the communication of news. <i>Synonyms:</i> transmission , conveyance , divulgence , disclosure ; dissemination , promulgation , broadcasting 2) there was no communication between them <i>Synonyms:</i> contact , dealings , relations , connection , association , socializing , intercourse ; correspondence , dialogue , talk , conversation , discussion 3) an official communication. <i>Synonyms:</i> message , statement , announcement , report , dispatch , communiqué , letter , bulletin , correspondence
6. <i>Communication</i>	f) the way in which two or more people or things are connected, or the state of being connected the relationship between diet and diabetes <i>Synonyms:</i> connection , relation , association , link , correlation , correspondence , parallel , alliance , bond , interrelation , interconnection

	2) evidence of their relationship to Buffalo Bill Cody <i>Synonyms:</i> family ties , family connections , blood ties , blood relationship , kinship , affinity , consanguinity , common ancestry , common lineage 3) the end of their relationship. <i>Synonyms:</i> romance , (love) affair , love , liaison , amour , partnership
7. Relationships	g)a) the ability to experience physical sensations, such as heat, pain, etc b) the sensation so experienced <i>Synonyms:</i> suspicion , sneaking suspicion , notion , inkling , hunch , funny feeling , feeling in one's bones , fancy , idea ; presentiment , premonition ; gut feeling

2. Warming up. Study the phrases and compose the sentences of your own with them

To set a high value on smth. — надавати великого значення чому-н.; дорожити чим-н; *to set a low value on smth.* — не надавати великого значення чому-н; *to know the value of time* — цінувати свій час; *pl.* цінності *moral [artistic] values* — моральні [художні] цінності; етичне усвідомлення; уявлення про добро та зло ; *to give full value to each word* — чеканити слова; *the precise value of a word* — точний зміст слова ; *value journey* — подорож, що виправдує витрати; *value for money* — цінність у порівнянні зі сплаченою сумою.

He gives you value for your money — за ваші гроші ви отримуєте від нього хороший товар ; *value letter [parcel]* — цінний лист [пакунок] *commercial value* — ринкова вартість; продажна ціна *market value* — курсова вартість; ринкова вартість *nominal /par, face/ value* — загальна ціна; номінальна вартість, номінал ; *current values* — існуючі ціни; поточні показники; *declared value* — оголошена вартість (у митній декларації) ; *at value* — по цене; *under value* — нижче вартості; *in terms of value* — у вартісному вираженні; *to lose /to fall, to go down/ in value* — упасти у ціні; *exchange value* — мінова вартість ; *surplus value* — додаткова вартість.

Mathematical theory of communication — теорія передачі інформації; *communication of disease* — поширення хвороби; *communication channel* — канал зв'язку; засіб зв'язку.

3. Read up the authentic texts and pick up the passage to retell it from your perspective

What Makes a Good Friend

On average each person makes an amazing 363 friends in their life - but only six of them will be true friends! We carried out a global survey to find out what makes a good friend!

A friend should be there for you all the time, not just when they want to be. They will keep in touch even though you may be far apart. Some of my closest friends live abroad but it doesn't really make a lot of difference. Maciek, 19, Poland

To me a good friend is someone who you have a lot in common with. You can share your beliefs and passions with them. I'm very lucky as I have three or four people like that but I'm still looking for my soulmate. Haruki, 25, Japan

I think a good friend is somebody who you can trust and tell secrets to. They will never lie to you. If I ever found out that a friend of mine had lied to me, I know I couldn't be friends with them anymore. Emily, 14, Britain

I think that a true friend is someone who you can feel completely comfortable with and you don't have to make yourself into someone you're not. They should accept you for who you are and not try to change you. Mercedes, 31, Spain

I don't think you need to have known someone for ages for them to be a really good friend. But I do think that they should be there when you feel down or whenever you really need them. Rachel, 15, New Zealand

A good friend is someone who listens to you but, at the same time, doesn't just agree with everything you say. They should definitely tell you if they think you're making a mistake although that can be hard. Debbie, 23, South Africa

I think you know someone will be a really good friend as soon as you meet them. You just click straightaway. Then, the most important thing is trust. You have to know they will always look out for you and be totally loyal to you. Stefano, 21, Italy

It's someone who is kind, has a good sense of humour, someone who forgives easily! Sometimes I'm not very nice to my best friend but she knows I don't mean it, so she doesn't mind really. Lanza, 16, USA

For me to call someone a really good friend, we have to see eye to eye on most things. I don't need to have contact all the time but, when I do, I definitely want to feel we're on the same wavelength. Mick, 36, Ireland.

Men and Women's Brains Are 'Wired Differently'

Men and women's brains are connected in different ways which may explain why the sexes excel at certain tasks, say researchers. A US team at the University of Pennsylvania scanned the brains of nearly 1,000 men, women, boys and girls and found striking differences. The "connectome maps" reveal the differences between the male brain (seen in blue) and the female brain (orange). Male brains appeared to be wired front to back, with few connections bridging the two hemispheres. In females, the pathways criss-crossed between left and right.

These differences might explain why men, in general, tend to be better at learning and performing a single task, like cycling or navigating, whereas women are more equipped for multitasking, say the researchers in the journal *Proceedings of the National Academy of Sciences (PNAS)*. The same volunteers were asked to perform a series of cognitive tests, and the results appeared to support this notion. But experts have questioned whether it can be that simple, arguing it is a huge leap to extrapolate from anatomical differences to try to explain behavioural variation between the sexes. Also, brain connections are not set and can change throughout life.

In the study, women scored well on attention, word and face memory, and social cognition, while men performed better on spatial processing and sensori-motor speed. To look at brain connectivity, the researchers used a type of scan called DTI – a water-based imaging technique that can trace and highlight the fibre pathways connecting the different regions of the brain. Study author Dr Ruben Gur said: "It's quite striking how complementary the brains of women and men really are. "Detailed connective maps of the brain will not only help us better understand the differences between how men and women think, but it will also give us more insight into the roots of neurological disorders, which are often sex related."

4. Grammar corner

4.1 Rewrite the text using the words given in CAPITALS to form the ones that fit in the sentences of the passage

Meditation

People are often put off meditation by what they see as its many mystical associations. Yet meditation is a (1) STRAIGHT technique which merely involves sitting and resting the mind. In addition to its (2) SIMPLE, meditation offers powerful help in the battle against stress. Hundreds of studies have shown that meditation, when (3) TAKE in a principled way, can reduce hypertension which is related to stress in the body. Research has proved that certain types of meditation can (4) SUBSTANCE decrease key stress symptoms such as anxiety and (5) IRRITABLE. In fact, those who practise meditation with any (6) REGULAR see their doctors less and spend, on average, seventy per cent fewer days in hospital. They are said to have more stamina, a happier (7) DISPOSE and even enjoy better relationships.

When you learn to meditate, your teacher will give you a personal 'mantra' or word which you use every time you practise the technique and which is (8) SUPPOSE chosen according to your needs. Initial classes are taught individually but (9) SEQUENCE classes usually consist of a group of students and take place over a period of about four days. The aim is to learn how to slip into a deeper state of (10) CONSCIOUS for twenty minutes a day. The rewards speak for themselves.

4.2 Read the sentences and then complete them with the correct particle from the list: out, up, down, off

1. She fell ___ with her boyfriend but after a while they made up again.
2. He looks ___ to his father and always listens carefully to his advice.
3. Just because she's got more money than her neighbors she looks ___ on them.
4. She's very popular with colleagues because she's always ready to help them ___ if they have problems.
5. She was born in France but didn't grow ___ there - she was brought by her grandparents in Spain.

6. She used to go____ with a boy called Jack but they've broken____ for good now – what put him____her was her arrogance.

4.3 Cross out the word in each group which cannot be used with the verb in bold

1 **see** well carefully badly often further outside occasionally

2 **look** slowly often badly daily farther earlier carefully

3 **notice** once suddenly fast now earlier sometimes easily

4 **hear** frequently yesterday well carefully outside once later

5 **listen** often suitably more occasionally tomorrow now carefully

6 **watch** beautifully occasionally publicly outside often normally

7 **glimpse** suddenly slowly earlier unexpectedly once hurriedly

8 **gaze** lazily longest further slowly happily fast yesterday

9 **stare** hopelessly occasionally every day quickly
casually.

4.4 From the context think about the meaning of each phrasal verb in and write a short definition for it

M: So., do you think Tim takes after his dad? G: Well, I suppose so, in some ways. M: How?

G: Well, I mean, they're both very stubborn, aren't they!

M: That's for sure. It runs in the family. G: But you know Tim really looks up to him. He always has, right from when we were kids and while we were growing up. I remember he used to always be showing off to him, trying to get his attention, one way or another. M: And how about you?

G: Oh, I suppose I was always closer to my mum. She didn't have an easy time, bringing us up: Dad wasn't around much. M: And how did you and Tim get on? G: Oh really well... except when he'd put spiders in my bed! M: ... And how's life with you now? G: Not bad. You know I'm going out with Kevin. M: Oh yes? But, it's not so long since you split up with Max, is it? G: Hey ... it's nearly six months, and anyway, I've known Kevin for ages, it's just that it's never seemed to be the right time before. M: And, how's Sally?

G: Oh ... Sally. Well, we've kind of fallen out. M: Really? Why? What happened? G: Well, it's a long story but, in a nutshell, I told her something pretty sensitive about me and things going on at work. M: Yes...?

G: And then I found out she'd talked about it to some other friends.
M: Oh no!

G: Yeah, I was really upset about it.

M: I can imagine. Do you think you'll be able to make it up? G: I'm really not sure...

4.5 Correct the mistake in each of the following sentences

1. How long have you and your girlfriend been going out with?
2. You don't get on your boss very well, do you?
3. We made it out after we both agreed how silly we had been.
4. I think our parents did a great job of bringing up us with very little money.
5. David really looks up to. He thinks you're amazing.
6. Who do you take them after in your family, your mum or your dad?
7. I wish you would grow up and start behaving like an adult!
8. John's fallen out his brother again. I think his brother owes him some money.
9. Why did he tell us how much money he earns? I hate it when people show on like that.

5. Render Ukrainian statements into English ones using covered words and expressions

1. У чоловіка і жінки по-різному протікає процес мислення. Чоловікам властиво мислити більш логічно, абстрактно і просторово. Жінка ж, навпаки, думає більш конкретно і часто спирається на інтуїцію.

2. Чоловіки ставляться до більшості справ раціонально, а жінки - емоційно, поширюючи одну думку на безліч ситуацій. У результаті цього будь-яка побутова ситуація або проблема може легко перетворитися на серйозну сварку, тому що дивляться на неї обидві статі по-різному.

3. Чоловіки більше думають про свою кар'єру, роботі, справах - це їх рушійна сила. На першому місці в ієрархії їх цінностей дуже часто стоїть самореалізація в професійному плані, успіх у якійсь справі, досягнення цілей у бізнесі.

4. Для жінки на першому місці сім'я, шлюб, діти і стосунки з рідними. Тому жінкам не треба переживати, коли всі плани знову заважає горезвісне слово чоловіка «робота», а чоловікам не слід

кип'ятити, коли дружина в черговий раз просить їх з'їздити до мами або відвідати родичів.

5. Жінку більше цікавлять відносини між людьми, дружба, позитивне спілкування, взаємопідтримка і взаєморозуміння. Для чоловіка ж цікавіше суперництво, першість, домінантність і індивідуальність.

6. Чоловік менш залежний від свого оточення, тому більшою мірою здатний на якісь вчинки, рішучі дії, вольові рішення. Жінка ж часто думає про наслідки, про думку оточуючих і тому, як відреагують знаходяться поруч люди (чоловік і діти, батьки і родичі, колеги по роботі і подруги).

7. У жінок більше розвинені вербальні здібності, а у чоловіків - аналітичні. Тому дівчата так сильно люблять базікати по телефону і зустрічатися з подружками, а молоді люди вважають за краще уткнути в газету або сайт новин.

8. У критичних ситуаціях чоловіча психіка здатна швидко мобілізуватися і перебудуватися, а жіноча психіка як би трохи «запізнюється», вона не здатна змінити ставлення до реальності в найкоротші терміни.

9. Думки постійно фокусуються на дрібницях, які не допомагають змінити ситуацію, а, скоріше навпаки, заважають.

10. Мобілізація, зміна світовідчуття під конкретні життєві ситуації для неї даються нелегко і займають значний час. Чоловік же реагує в подібних ситуаціях більш оперативно і з більшою ефективністю.

6. Take a moment to read the “words about personality” of those who have gone before, with grace and hilarity. Then express your personal opinions concerning their meanings

✓Getting used to our blessings is one of the most important non-evil generators of human evil, tragedy and suffering.- Abraham Maslow
Quotes from Motivation & Personality

✓It seems that the necessary thing to do is not to fear mistakes, to plunge in, to do the best that one can, hoping to learn enough from blunders to correct them eventually. ~ Abraham Maslow
Quotes from Motivation & Personality

✓Musicians must make music, artists must paint, poets must write if they are to be ultimately at peace with themselves. What human beings can be, they must be. They must be true to their own nature. This need we may call self-actualization.~ Abraham Maslow Quotes from Motivation & Personality

✓Self-actualizing people have a deep feeling of identification, sympathy, and affection for human beings in general. They feel kinship and connection, as if all people were members of a single family. ~ Abraham Maslow Quotes from Motivation & Personality

✓There are no perfect human beings! Persons can be found who are good, very good indeed, in fact, great. There do in fact exist creators, seers, sages, saints, shakers, and movers...even if they are uncommon and do not come by the dozen. And yet these very same people can at times be boring, irritating, petulant, selfish, angry, or depressed. To avoid disillusionment with human nature, we must first give up our illusions about it. ~ Abraham Maslow Quotes from Motivation & Personality

✓Whereas the average individuals "often have not the slightest idea of what they are, of what they want, of what their own opinions are," self-actualizing individuals have "superior awareness of their own impulses, desires, opinions, and subjective reactions in general. ~ Abraham Maslow Quotes from Motivation & Personality

✓You will either step forward into growth or you will step back into safety. ~ Abraham Maslow Quotes from Motivation & Personality

✓As one studies these preconditions, one becomes saddened by the ease with which human potentiality can be destroyed or repressed, so that a fully-human person can seem like a miracle, so improbable a happening as to be awe-inspiring. And simultaneously one is heartened by the fact that self-actualizing persons do in fact exist, that they are therefore possible, that the gauntlet of dangers can be run, that the finish line can be crossed.~ Abraham Maslow Quotes from Motivation & Personality

✓One cannot choose wisely for a life unless he dares to listen to himself, his own self, at each moment of his life.~ Abraham Maslow Quotes from Motivation & Personality

✓Life could be vastly improved if we could count our blessings as self-actualizing people can and do, and if we could retain their constant

sense of good fortune and gratitude for it.~ Abraham Maslow Quotes from Motivation & Personality

✓If you deliberately plan on being less than you are capable of being, then I warn you that you'll be unhappy for the rest of your life.~ Abraham Maslow Quotes from Motivation & Personality.

7. Make a presentation of your own about the main priorities in your life or talk about the celebrity you adore

8. Overall conclusion. Reproduce in a written form as many as possible words and phrases you remember from the unit "Identity"

UNIT 5. LEARNING LESSONS

1. Match the lexis on the left with its appropriate definitions on the right

1. <i>University</i>	a) a particular level of rank, quality, proficiency, or value
2. <i>Tutor</i>	b) a high-level educational institution in which students study for degrees and academic research is done
3. <i>Success</i>	c) a private teacher, typically one who teaches a single pupil or a very small group; a university or college teacher responsible for the teaching and supervision of assigned students ; an assistant lecturer in a college or university ; a book of instruction in a particular subject
4. <i>Education</i>	d) a formal test that you take to show your knowledge or ability in a particular subject, or to obtain a qualification
5. <i>Exams</i>	e) the accomplishment of an aim or purpose; the good or bad outcome of an undertaking <i>Synonyms:</i> favorable outcome , successfulness , successful result , triumph
6. <i>Subjects</i>	f) any branch of learning considered as a course of study
7. <i>Grade</i>	g) the process of receiving or giving systematic instruction, especially at a school or university

2. Warming up. Study the phrases and compose the sentences of your own with them

University chair — університетська кафедра; *university education* — університетська освіта; *university town* — університетське місто.

Family tutor — вчитель, що живе в сім'ї свого учня; гувернер *to hire a tutor for ones children* — найняти репетитора для дітей; наставник; вихователь; *private tutor* — приватний репетитор студентів (у англійських університетах, коледжах); *tutor nominate* — опікун, призначений заповітом; *to tutor – a pupil in Latin* — навчати учня латинській мові *she was tutored at home during her illness* — під час хвороби їй найняли домашніх вчителів /вчитель давав їй уроки на дому; навчатися, брати приватні уроки *to tutor in algebra* — брати уроки алгебри.

Compulsory education — обов'язкове навчання; виховання. *Subject label* — галузева позначка (у словнику); *British subject* —

британський підданий; *second subject* — побічна тема (у сонатній формі); *subject index* — предметний покажчик; індекс; *subject administrative authority to judicial control* — піддавати адміністративну владу судовому контролю; *subject to corrective treatment* — піддавати виправному впливу; *subject to mandatory retirement*; *at a fixed age* — який підлягає обов'язковому виходу у відставку (на пенсію) після досягнення визначеного віку; *subject to necessary changes being made* — за умови внесення необхідних змін; *subject to strict judicial control* — під суворим контролем суду.

3. Read up the authentic texts and pick up the passage to retell it from your perspective

How to Raise Gifted Children

What makes a child grow into a brilliant adult? Here's how to recognize the genius in your child. From Mozart in the womb to Chinese lessons in preschool, there are many parents eager to give their kids a jump-start on the sort of smarts our modern-day lifestyle equates with success. Sure, we talk about too much pressure, overscheduling and test stress.

Why can't kids just be kids anymore, dang it. But few of us are immune to the competitiveness that seems to have gripped every playground and preschool birthday party in America. Foreign languages are the new ABC's, kindergarten is the new second grade, 90's the new 80. "I remember sitting in a play area with another mom when my son was a toddler. The other mom was crowing: 'My child knows the whole alphabet.

Somehow, in spite of this genius-mania, U.S. students are struggling to keep up with their international peers. Our children's performance lags behind as we watch countries like Finland, Singapore and South Korea churn out the next generation of math and science whizzes, the very skills our new digitally driven landscape requires. Where have we miscalculated when it comes to smartening up our kids?

And when we say that a child is smart, what do we mean? Sometimes it's simply that she started talking early, or that she wrote her name when others her age could barely wield a crayon. But other times...it's that *je ne sais quoi*. The kid has it: a curious, intuitive and natural maturity that makes her stand out.

Last fall, when Steve Jobs, the renowned head of Apple and the brains behind the most prized of digital tools, passed away, pundits around the world sought to define exactly what made him so brilliant. The answers they often came up with seemed grayer than the computer boxes Jobs so magically transformed. However you perceive intelligence, the assumption about those who possess it is that they will ace not only tests but life.

But can it be measured? And what can you do to help your child get it? Read on to find out how you can develop the genius in your child, from her performance in school to how a trip to the store can be a chance to build vocabulary, math skills and money smarts. First things first: “Genius” is a cultural term. There is no statistical definition of genius. Even the well-known international high-IQ society Mensa’s stringent testing identifies not “geniuses” but, rather, people whose ability and creativity put them in the top 2 percent of the population. A more common—and politically correct—term in the world of education is “gifted.” Many schools have a “gifted and talented” program, but how many kids actually belong in them? According to the National Association for Gifted Children, about 6 percent of U.S. children.

Other experts find this number to be on the generous side. “Gifted children are very rare...in your average classroom, there will be none,” notes Michelle Rhee, CEO and founder of StudentsFirst, an organization devoted to improving our public schools at the grassroots level, and former chancellor of the Washington, DC, public school system. “My daughter is in a class for ‘gifted and talented.’ Twenty percent of her grade is in this class. Hmm...twenty percent of the population is not gifted.

”The special classes can start as early as kindergarten, and making the cut usually depends upon both observation of the child and the results of several commonly used “school ability” or reasoning tests geared to young kids. Some parents also enlist the help of child psychologists to determine giftedness, often through IQ testing.

The Power of a Parent

Steve Jobs's adoptive dad taught him rudimentary electronics as a kid. It seems likely that he couldn't have imagined how that time would

pay off. Perhaps we all have the potential to work miracles. Intelligence is 49 percent genetic and 51 percent stimulation, says Lawlis. Other experts agree that, if anything, environment (read: parental influence) has the edge. “We assume smart kids are born smart and you can tell practically out of the womb,” says Rhee.

“But I’ve seen it over and over again: You think a child will be a superstar...and he isn’t. Or a child who was written off achieves tremendous things.” It is a close call, as Brenneman points out: “It may be genetic—or maybe he’s been learning from you.” Here’s what you can do to help your child not only get better grades but have more enthusiasm for learning.

Talk, talk, talk. Ask your kid open-ended questions, like “What would happen if we stopped for ice cream on the way to the beach?” Such questions help a child reflect on what he knows and tell him his opinion matters. Don’t worry if he’s too young to understand. Likewise, don’t be afraid to use relatively sophisticated words, notes Brenneman.

He may not understand them, but he will figure it out if the words are used multiple times in context. John Shotter, a dad in Seaford, NY, makes it a top priority to talk to his son, Jack, 2, through daily activities. “We talk tools! I show him how the T-square, drill, measuring tape and hammer work.” The results are pretty impressive, reports Jack’s mom, Melissa. “He honestly knows the name of every tool, as well as materials like Sheetrock, packle, and drop cloth. He’s also learning measuring, right and left from turning a screwdriver and colors from paint.”

Read, read, read. Research has repeatedly shown that access to books and one-on-one reading time is a predictor of school success. “Reading stimulates the brain to make connections and builds background knowledge about the world,” says Kim Davenport, chief program officer at Jumpstart, a national early-literacy organization. “Reading is the foundation of all learning and will enable a child to absorb and apply content from all areas, including math and science.” Modeling good reading habits may give him an edge.

“Seeing his parents reading for enjoyment will be contagious,” says Davenport. Invite your child to cozy up on the couch with you to read. Keep books out—in baskets, on shelves, and on coffee tables. And share what you’re reading with your child, and ask him to do the same. This

will not only spark conversation but build his vocabulary and comprehension.

Praise results. Stick-to-itiveness is a quality that will endear your child to teachers—and employers. We as a culture are so busy making kids feel good that we've lost sight of the time it takes for them to actually become good, says Rhee. “My kids both play soccer, and both stink. But judging by the trophies and ribbons that line their room, you'd think I had the next Mia Hamms here,” she notes. It's hard to accept failure if you're constantly told you're the best.

When these kids go to school and get a problem wrong, they think “It can't be me.” Giving the right props is key, says Stephanie Rosales, a licensed educational psychologist in La Quinta, CA: “Children who are praised for solving a problem tend to be more motivated in school than children who are told they're smart. The latter, ironically, often become frustrated when something doesn't come easily.” So instead of giving broad praise (“You're a star!”), give kudos for accomplishments (“I'm proud of how you found a different way to get the answer”). And if you're going to hold up a gold standard, make sure it's truly gold. Say “You're almost there. Keep trying.”

Celebrate curiosity. Preschoolers very nearly glow with curiosity. But sometimes kids lose that as they get older, says Brenneman. Keep them excited by honing in on what interests them. If you ask questions about what they're playing with or talking about—“Yes, even if it's Pokémon, as it was with my son,” says Brenneman—you've initiated a give-and-take that will pay off in a smarter kid. Your child will ask questions and look for more good stuff to share in return.

Take time to turn your kid on to what you're excited about: Check out a museum or watch an interesting show together, and tell your child what you like about it and why. Rich Braun, a dad of two in East Islip, NY, used to work weekends. So to be able to share his interests with his son, Erik, when he was in elementary school, he occasionally pulled him out of school to visit a museum. His teachers always agreed, since the next day he told the class what he had learned. “Erik felt like the expert for a day, which over the years boosted his confidence and eagerness to learn more,” says Braun.

4. Grammar corner

4.1 Look through the text and put 5 general questions and 10 special ones to every sentence

The educational programme is divided into Academic Years, each year being divided into two semesters, with the main vacation in July and August. The undergraduate studies take three years for the Bachelor Degree and five for the Master Degree. In addition to these, the Institute provides also postgraduate courses for PhD students. All studies proceed on the basis of a curriculum of studies. At the end of each semester every student must obtain a certain number of credits and pass several examinations.

Students may obtain certain scholarships. These may be granted either automatically for excellent study results or on the basis of excellent research achievements, cultural or sports activities, and also to aid in the cases of serious social problems. Graduates of the Institute usually find employment in plants and research laboratories of chemical and food industries as well as in various research institutes.

4.2 Complete the text with one word for each gap

My brother always told me ___ be more careful but I wasn't and now, ¹ ___ I can pay the fine, I am going to prison. How ² ___ this happen? I ³ ___ staying with my brother in his flat in ⁴ ___ Netherlands, when I received a call. The man on the phone ⁵ ___ me he lived downstairs and he ⁶ ___ closed the door of his flat and left the key inside. He asked me ⁷ ___ I could help him get back into his house. My brother's balcony is just above his so I saw that if I climbed down from my brother's balcony I ⁸ ___ be able to get into flat. These apartments, ⁹ ___ were built fifty years ago, are very strong and I have ¹⁰ ___ of experience of climbing so it was very easy. I was inside the flat in five minutes. I told the man he was lucky ¹¹ ___ I was such a good climber. He just laughed. The next morning I ¹² ___ arrested for helping a burglary. The man ¹³ ___ have been a thief. I thought I ¹⁴ ___ helping someone into their flat, not stealing everything from a policeman's flat. My brother was right. I ¹⁵ ___ to be more careful.

4.3 Fill the gaps with nouns or prepositions to make word combinations or phrasal verbs

Last weekend, businessmen from Amonko Corp were looking around the offices of MixMax Fruit Juice Company. It looks like they are planning to take ¹ _____ MixMax. This is a risky move. MixMax has failed to make a ² _____ every year since it began producing fruit juice. It is a surprise that they didn't ³ _____ bankrupt. One reason for their failure is that they couldn't find a persuasive ⁴ _____ that attracted customers. Secondly, they didn't keep ⁵ _____ with the trends in the fruit juice industry. So, what is Amonko up to? They have no experience ⁶ _____ the fruit juice industry. They will have to spend vast ⁷ _____ of money on development and will certainly have to ⁸ _____ new products on the market and hope they catch ⁹ _____. The prospects ¹⁰ _____ success does not look good. In next week's article we hope to find ¹¹ _____ the truth about Amonko's plans.

5. Render Ukrainian statements into English ones using covered words and expressions

1. Як можна визначити найрозумнішу людину в світі, враховуючи той факт, що будь-які порівняння «умів» у будь-якому випадку будуть вельми суб'єктивними? Адаже як часто можна почути про те, як простий школяр впорався з якоюсь математичною формулою в лічені хвилини, над якою геніальні вчені могли битися роками.

2. Однак для більш-менш адекватного оцінювання розумових здібностей була придумана особлива система IQ, яка і допомогла визначити найрозумнішу людину у світі.

3. Система оцінювання IQ, яка передбачає вирішення деяких логічних завдань, без особливої праці дозволяє визначити розумові здібності людини. Придумана система оцінювання IQ була ще в 1916 році.

4. Для визначення «норми» розумових здібностей було вирішено взяти число 100. Якщо результат оцінювання показував на шістнадцять одиниць нижче або вище, то рівень інтелекту також вважався нормою.

5. Але якщо ж ці результати перевищували 135 одиниць, то людину цілком заслужено можна було назвати генієм. І відповідно, результати, які опускалися нижче 70 одиниць, говорили про деяке відставання в розумовому розвитку людини.

6. І все ж не всі вчені вважають навіть цю систему IQ об'єктивною повною мірою. Адже існує чимало прикладів, коли відомі особи, політики або актори мали дуже низький результат оцінювання їх розумових здібностей, що ніяк не завадило їм домогтися величезного успіху і облаштувати своє життя найкращим чином.

7. До недавніх пір тільки в однієї людини - відомого вченого Альберта Ейнштейна – показник IQ дорівнював 200 одиниць. Проте в 1956 році десятирічна дівчинка на ім'я Мерілін Вос Савант, пройшовши тест по системі IQ, показала результат у 228 одиниць.

8. Даний випадок має офіційне підтвердження і ніяких сумнівів не викликає. Більш того, ці дані помістилися і на сторінках загальновідомої Книги рекордів Гіннеса.

9. Мерілін Вос Савант є прекрасною американською письменницею, драматургом і журналістом. На даний момент вона проживає в Нью-Йорку, де веде активну роботу в дослідженнях серцево-судинних захворювань у стінах корпорації «Джарвик Нарт».

10. І все ж, що стосується рівня інтелекту Мерілін, то це питання досить спірне. Адже високий показник IQ не дає ніяких підстав вважати її геніальною людиною в світі. Те, що вона володіє найвищим показником тестів IQ, це факт.

11. Але при цьому за все своє життя Мерілін Вос Савант не виявила ніяких особливих геніальних здібностей.

12. Так, це розумна жінка, але дозволяти називати її генієм, яким, наприклад, був і залишається той же Альберт Ейнштейн? Можливо, це риторичне питання.

6. Take a moment to read the “words about learning” of those who have gone before, with grace and hilarity. Then express your personal opinions concerning their meanings

✓It is time for another post with inspirational quotes. This time I’d like to focus on something I find very useful: education.

✓School may have been – or still be – boring, a killer of creativity or downright awful for you.

✓But education is still important because it opens the mind and expands it. And if your years in school were bad or boring you can still educate yourself now.

✓Anyways, here is some wisdom and inspiration from the people who have walked before us.

✓It is impossible for a man to learn what he thinks he already knows. Epictetus

✓Have you ever been at sea in a dense fog, when it seemed as if a tangible white darkness shut you in and the great ship, tense and anxious, groped her way toward the shore with plummet and sounding-line, and you waited with beating heart for something to happen? I was like that ship before my education began, only I was without compass or sounding line, and no way of knowing how near the harbor was. “Light! Give me light!” was the wordless cry of my soul, and the light of love shone on me in that very hour. Helen Keller

✓If the only tool you have is a hammer, you tend to see every problem as a nail. Abraham Maslow

✓You can teach a student a lesson for a day; but if you can teach him to learn by creating curiosity, he will continue the learning process as long as he lives. Clay P. Bedford

✓Aim for success, not perfection. Never give up your right to be wrong, because then you will lose the ability to learn new things and move forward with your life. Remember that fear always lurks behind perfectionism. David M. Burns

✓A teacher affects eternity; he can never tell where his influence stops. Henry B Adams

✓Keep away from people who try to belittle your ambitions. Small people always do that, but the really great make you feel that you, too, can become great. Mark Twain

✓The first problem for all of us, men and women, is not to learn, but to unlearn. Gloria Steinem

✓Children have never been very good at listening to their elders, but they have never failed to imitate them. James Baldwin

✓Education is a progressive discovery of our own ignorance. Will Durant

✓The difference between school and life? In school, you're taught a lesson and then given a test. In life, you're given a test that teaches you a lesson. Tom Bodett

✓Tell me and I'll forget; show me and I may remember; involve me and I'll understand. Chinese proverb

✓If someone is going down the wrong road, he doesn't need motivation to speed him up. What he needs is education to turn him around. Jim Rohn

✓People learn something every day, and a lot of times it's that what they learned the day before was wrong. Bill Vaughan

✓Education cost money, but then so does ignorance. Claus Moser

✓What sculpture is to a block of marble education is to the human soul. Joseph Addison

✓Education makes a people easy to lead but difficult to drive: easy to govern, but impossible to enslave. Peter Brougham

✓Do not train children to learning by force and harshness, but direct them to it by what amuses their minds, so that you may be better able to discover with accuracy the peculiar bent of the genius of each. Plato

✓It is in fact a part of the function of education to help us escape, not from our own time — for we are bound by that — but from the intellectual and emotional limitations of our time. T. S. Eliot

✓If people did not do silly things, nothing intelligent would ever get done. Ludwig Wittgenstein

✓The beautiful thing about learning is that no one can take it away from you. B. B. King

✓No man who worships education has got the best out of education.... Without a gentle contempt for education no man's education is complete. ~G.K. Chesterton

✓The aim of education should be to teach us rather how to think, than what to think — rather to improve our minds, so as to enable us to

think for ourselves, than to load the memory with thoughts of other men.

~Bill Beattie

✓The whole purpose of education is to turn mirrors into windows.

~Sydney J. Harris

✓Education is what remains after one has forgotten what one has learned in school. ~Albert Einstein

✓The school is the last expenditure upon which America should be willing to economize. ~Franklin D. Roosevelt

✓It'll be a great day when education gets all the money it wants and the Air Force has to hold a bake sale to buy bombers. ~Author unknown

✓An educational system isn't worth a great deal if it teaches young people how to make a living but doesn't teach them how to make a life.

~Author Unknown

✓If you think education is expensive, try ignorance. ~Attributed to both Andy McIntyre and Derek Bok

✓It is a thousand times better to have common sense without education than to have education without common sense. ~Robert G. Ingersoll

✓Education... has produced a vast population able to read but unable to distinguish what is worth reading. ~G.M. Trevelyan

✓To the uneducated, an A is just three sticks. ~A.A. Milne

✓Nations have recently been led to borrow billions for war; no nation has ever borrowed largely for education. Probably, no nation is rich enough to pay for both war and civilization. We must make our choice; we cannot have both. ~Abraham Flexner

✓Education is a better safeguard of liberty than a standing army. ~Edward Everett

✓He who opens a school door, closes a prison. ~Victor Hugo

✓Every time you stop a school, you will have to build a jail. What you gain at one end you lose at the other. It's like feeding a dog on his own tail. It won't fatten the dog. ~Mark Twain

✓My idea of education is to unsettle the minds of the young and inflame their intellects. ~Robert Maynard Hutchins

✓Education is a progressive discovery of our own ignorance. ~Will Durant

✓Why should society feel responsible only for the education of children, and not for the education of all adults of every age? ~ Erich Fromm

✓Education aims to give you a boost up the ladder of knowledge. Too often, it just gives you a cramp on one of its rungs. ~Martin H. Fischer

✓Education would be much more effective if its purpose was to ensure that by the time they leave school every boy and girl should know how much they do not know, and be imbued with a lifelong desire to know it. ~William Haley

✓I read Shakespeare and the Bible, and I can shoot dice. That's what I call a liberal education. ~Tallulah Bankhead

✓A child educated only at school is an uneducated child. ~George Santayana

✓Education's purpose is to replace an empty mind with an open one. ~Malcolm S. Forbes

✓If I had learned education I would not have had time to learn anything else. ~Cornelius Vanderbilt

✓Education is an ornament in prosperity and a refuge in adversity. ~Aristotle

✓Education is simply the soul of a society as it passes from one generation to another. ~G.K. Chesterton

✓The modern world belongs to the half-educated, a rather difficult class, because they do not realize how little they know. ~William R.

7. Make a presentation of your own about the greatest achievement in studying along with the biggest failure

8. Overall conclusion. Reproduce in a written form as many as possible words and phrases you remember from the unit”Learning lessons”

UNIT 6. POLYGLOTS

1. Match the lexis on the left with its appropriate definitions on the right

1. <i>Language</i>	a) acquire complete knowledge or skill in (a subject, technique, or art)
2. <i>Challenges</i>	b) an idea or thought that continually preoccupies or intrudes on a person's mind <i>Synonyms:</i> fixation
3. <i>Ambition</i>	c) the method of human communication, either spoken or written, consisting of the use of words in a structured and conventional way <i>Synonyms:</i> speech, writing, communication, conversation, speaking, talking, talk, discourse; words, vocabulary <i>Synonyms:</i> tongue , mother tongue , native tongue ; dialect, patois , slang , idiom , jargon , argot , cant ; lingo <i>Synonyms:</i> wording , phrasing , phraseology , style , vocabulary , terminology , expressions , turns of phrase, parlance , form/mode of expression , usages , locutions , choice of words , idiolect ; lingo
4. <i>Information</i>	d) a strong desire to do or to achieve something, typically requiring determination and hard work young people with ambition <i>Synonyms:</i> drive , determination , enterprise , initiative, eagerness, motivation , resolve , enthusiasm , zeal , hunger, commitment , a sense of purpose ; get-up-and-go her ambition was to become a diplomat <i>Synonyms:</i> aspiration , intention , goal , aim , objective, object , purpose , intent , plan , desire , wish , design , target , dream
5. <i>Community</i>	e) a call to someone to participate in a competitive situation or fight to decide who is superior in terms of ability or strength <i>Synonyms:</i> problem , difficult task , test , trial <i>Synonyms:</i> dare , provocation ; summons <i>Synonyms:</i> test , questioning , dispute , stand , opposition , confrontation
6. <i>Master</i>	f) group of people living in the same place or having a particular characteristic in common work done for the community

	<p><i>Synonyms:</i> public , general public , populace , people , citizenry , population , collective ; residents , inhabitants , citizens a suburban community</p> <p><i>Synonyms:</i> district , region , zone , area , locality , locale, neighborhood ; neck of the woods, hood</p> <p>g) concerns in the immigrant community</p> <p><i>Synonyms:</i> group , body , set , circle , clique , faction ; gang, bunch</p> <p>h) a monastic community</p> <p><i>Synonyms:</i> brotherhood , sisterhood , fraternity , sorority , sodality ; order , congregation , abbey , convent</p>
7. <i>Obsession</i>	<p>i) facts provided or learned about something or someone</p> <p><i>Synonyms:</i> details , particulars , facts , figures , statistics , data ; knowledge , intelligence ; instruction , advice , guidance , direction , counsel , enlightenment ; news , word ; info, lowdown, dope , dirt , inside story scoop, poop</p>

2. Warming up. Study the phrases and compose the sentences of your own with them

Finger language — мова жестів, мова глухонімих *working language* — робочий мова (в міжнародних організаціях) *science of language* — мовознавство; *spoken language* — розмовна мова *substandard language* — просторіччя, проста мова; *business language* — ділова мова; *language of interethnic communication* — мова міжнаціонального спілкування (в межах однієї країни).

Challenge a sentence in an appeal — оскаржувати вирок; *challenge election results in court* — оскаржувати результати виборів у суді; *challenge the accuracy of statement* — оспорювати правильність (точність) твердження; *challenge the constitutionality* — (of smth.) оскаржувати конституційність (чогось); *challenge to an individual grand juror* — відвід члена колегії присяжних (великого журі).

Information-gathering technique — метод (прийом) збирання інформації; *information in the nature of quo warranto* — судова процедура з'ясування правомірності претензій (на посаду, право); *information on criminal activity* — інформація про злочинну

діяльність; *information processing* — обробка даних; повідомлення, передача відомостей.

Community-based alternatives to confinement — альтернатива позбавленню волі з боку громади; *community correctional programme, community delinquency prevention* — попередження злочинності громадськими засобами; *community of property agreement* — спільність володіння майном за угодою.

3. Read up the authentic texts and pick up the passage to retell it from your perspective

What Makes a Person a Damn Good Language Learner?

Why do they seem to do really well at picking up foreign languages while other people don't? I'm going to share 7 essential characteristics that define a damn good language learner and determine the success or failure of any language learning endeavor. Just as there are certain characteristics of people who succeed in business and other areas of life, there are similar traits you can spot that make some people appear to be better at languages. The following characteristics of damn good language learners are simply patterns of attitude and behavior that anybody can acquire and put into practice.

He isn't afraid to let his guard down. A damn good language learner first of all isn't afraid to take risks and look stupid. One of the biggest challenges for people wanting to learn another language is the fear of looking or sounding ridiculous when making mistakes or having poor pronunciation. The damn good language learner doesn't care what other people think and is determined to give it his best no matter how he may look. Because of this he improves faster, makes deeper relationships and comes away with more unforgettable cultural experiences.

She practices even when she doesn't feel like it. There are days and weeks when the last thing you feel like doing is practicing with people. Resting is important but long periods of doing nothing or avoiding people are detrimental and a complete waste of time. A damn good language learner pushes through this by finding things that inspire her to persevere – even when she's not in the mood for it.

He's able to eliminate boredom. This is closely related to the previous point but it's important enough to be a point of its own. After the honeymoon period of language learning is over (the beginner stage

when everything's new and your motivation's high) you'll hit plateaus that can be dreadfully boring. This is when you feel like you're not learning much. The damn good language learner is always finding creative ways to keep it all fun and interesting.

She's a good self-assessor. One vital characteristic of a damn good language learner is her ability to assess her own strengths and weaknesses, and to constructively criticize her own approach. I consider myself to be a good language learner with my own personal methods that I've picked up over the years but I'm always open to listening to and learning from other people for different ideas. The damn good language learner welcomes feedback and ideas from others, and she knows which of her skills need the most improvement.

He's a good guesser. Listening is the one skill you can't bullshit in foreign language learning. It takes time to be able to understand what people are saying. Every experienced language learner has had to be able to guess what people are saying or what a piece of writing is about from the context.

If you know more than 60-70% of the vocabulary used then you've got a pretty good chance of taking a stab at it. A damn good language learner isn't afraid to make a guess but he also doesn't nod and pretend to understand. She spends just the right amount of time working on all skill areas – speaking, listening, reading and writing. A good, strategic language learner makes sure to devote time to all areas of skill development.

He finds creative ways to test out new knowledge. Finally, the damn good language learner seeks out creative and fun ways to test out the stuff he's learned. For example, learn all the language you need to get a haircut then go out and get a haircut straight away so you can use it all while it's fresh in your memory. If you're not in a foreign country and can't do this sort of thing, find a Skype language exchange partner, teach yourself all the vocab and expressions you need to discuss a particular topic and then chat to them straight away and use it.

Practice your reading and writing creatively by writing a story or reading some interesting articles online. I use to practice my Arabic writing skills by writing love letters to an Egyptian girl I almost married. Can you think of any other characteristics of a good, strategic language learner?

Great Language Learners

Cardinal Giuseppe Mezzofranti (1774-1894), who spoke seventy-two languages, once learned a language overnight in order to hear the confession of two condemned prisoners the following morning. Modern linguists laugh at this story, but they admit that there are some phenomenal polyglots out there.

The greatest is probably Francis Sommer. Sommer, who died in 1978 and grew up in Speyer, Germany, used to amuse himself by inventing languages. While still a schoolboy, he learned Swedish, Sanskrit and Persian. On a visit to Russia, he picked up all the major European languages. By the late 1920's, after immigrating to the US, where he worked as a research librarian, he had mastered ninety-four languages. David Perlmutter, Professor of Linguistics at the University of California, says, "People like Sommer are amazing examples of human achievement."

Many polyglots wince at being called superhuman. "It's more like a music talent than anything else," says Kenneth Hale, a linguistics professor, who speaks about fifty languages. "I didn't do very well as a student. I wanted to learn languages, and I let everything else slide." Their motivation, they say, is the sheer delight of mastering a new form of expression. "When I found I could speak Navajo at the age of twelve," says Hale, "I used to go out every day and sit on a rock and talk Navajo to myself."

Perlmutter says, "Each new language is like a fantastic puzzle and you want to learn how to do it. Sometimes it's easy because if you know English plus German, it's easy to learn Dutch. If you know Spanish and one other Romance language, Portuguese comes quickly."

Stephen Wurm, linguistics professor at the Australian National University at Canberra, knows forty-eight languages. He believes the ideal way to learn a language is to have it spoken to you from the age of two. "The members of my family all came from different backgrounds and spoke several languages", he says, "When I was growing up, my father, who was a linguist himself, insisted that each member of the family speak to me in only one language. So my father spoke to me only in English, his father in Norwegian and his mother in Finnish. My mother spoke to me only in Hungarian and her mother only in Mongolian. That way I never got confused. Then I travelled with my

father to his postings in Germany, Russia, China, Argentina and Turkey, so that by the age of six, I spoke ten different languages."

Some master linguists confess that they live in fear of garbling their various languages. Towards the end of his life, Sommer said he had given up learning new languages because he was experiencing information overload. "I am afraid to cram any more words into my head," he said. Similarly, Kenneth Hale says sometimes he starts speaking in one language and finds himself unconsciously drifting into another. "Unless I'm attentive and really on the ball, I can mix up languages like Miskitu and Sumu, both of which are very similar."

The greatest of today's polyglots is Ziad Fazah. Fazah, a Lebanese in his forties, who has been living in Brazil for over twenty years, is fluent in over fifty-six languages. Apart from Arabic, his mother tongue, and French and English which he learned at school, Fazah taught himself all the languages.

He began with German and moved on to Mandarin Chinese, Cantonese and Japanese. Fazah's abilities have had some unexpected uses. When police in Rio picked up an illegal alien babble unintelligibly, they turned to Fazah. "I soon realised he was from Afganistan and spoke a dialect called Hazaras," Fazah said.

TV fame also arrived unexpectedly. He appeared on TV programmes in Spain and Greece, where his linguistic abilities were tested by people from Thailand, Hungary, Korea, Japan, China and other countries. The US consulate was less impressed.

Because of his ability to speak Chinese and Russian, they feared he was a spy, and asked the Brazilian police to bring him in for questioning. "After two hours I was let go," he says. According to Fazah, who can learn 1,000 words in a month, Mandarin Chinese is the hardest language to learn. His dream is to create a universal language that would be written as it is spoken.

4. Grammar corner

4.1 Read the text below. Use the word given in capitals to form another one that fits the space in the same line

How to Learn Vocabulary

Students are under enormous PRESS to learn huge amounts of vocabulary but they are rarely given GUIDE as to how to go about it. They have a TEND to try and learn long lists by heart, but this is hardly the most EFFICIENCY approach to the problem. The golden rule is to do lots of REVISE at regular intervals. Secondly, students should concentrate on words with the highest FREQUENT, particularly everyday words which also improve the students' spoken FLUENT. They should also take every OPPORTUNE to use the words in communication – there is considerable PSYCHOLOGY evidence that learners who like using the foreign language improve their oral PERFORM and their overall ACQUIRE of the language much more rapidly than students who are RELUCTANCE to practise the language in real situations.

4.2 Add a prefix to the correct form of the word in capital

Attempts to communicate in a foreign language can easily FIRE I'm always APPOINT by my attempts to get speak Greek. The waiter on Mykonos UNDERSTAND what I wanted and instead of beetroots brought me mushrooms. I LIKE mushrooms intensely but when I asked him to PLACE them with beetroots he smiled, went into the kitchen and TURN with a plateful of aborigines. He also TAKE my friendly attitude towards everyone I meet and when I complained that they had COOK the meat, Manuel (that was his name if I'm not TAKE grinned and twirled his moustache. To cap it all, I READ the bill and accused the poor man of CHARGE me! It was just my awful Greek again.

4.3 Match the phrasal verbs in presented in every sentence with the correct meanings a-j below

1. We'll never catch up with them. They're too far ahead.
2. They stole cash and got away with it.
3. Don't walk so fast! I can't keep up with you.
4. They're putting her in for her Grade 8 piano exam this year.
5. Have you come up with any new ideas for the advertising campaign?
6. I'd like us to cut down on the amount of TV we watch.

7. I've always looked up to my grandmother. She's an amazing person.
 8. I'm looking forward to seeing my sister's new baby at the weekend.
 9. How do you put up with the noise of the traffic outside your bedroom window?
 10. We want to make up for all the time she wasted in her first year at secondary school.
- a) to think of, suggest
 - b) to think you will enjoy
 - c) to move at the same speed
 - d) to formally apply to do something
 - e) to tolerate
 - f) to reduce
 - g) to respect, admire
 - h) to reach the same place
 - i) to compensate for
 - j) to escape punishment

4.4 Complete the sentences with one of the phrasal verbs from

Ex. 4.3 in the correct form

- 1 You need to know how much salt you have in your food.
- 2 If none of us says anything to the police, we'll probably it.
- 3 We're really moving back to New Zealand. It'll be especially great to see all our friends.
- 4 I can't his constant criticism anymore.
5. I've decided to move out.
6. The increase in salaries isn't the rise in the cost of living.
7. People's disposable income is getting less and less.
- 9 She's a transfer to the London office to be nearer her parents.
- 10 I think I've a rather good solution to our problem.
- 11 The delicious food more than the slow service.
- 12 All her students' teacher.
- 13 I had to run to fast!

4.5 Which of the following sentences are correct?

1. You won't catch up with them.
2. You won't catch up them with.
3. You won't catch them up with.
4. I'm looking my holiday forward to.
5. I'm looking forward my holiday to.

6. I'm looking forward to my holiday.

5. Render Ukrainian statements into English ones using covered words and expressions

1. Вивчення мови – це нелегке завдання, і для більшості підтримувати вільне мовлення — постійне тренування. Однак є особливі люди, які здатні сприймати багато мов. Це — поліглоти.

2. Один з найдивовижніших у даний час поліглотів — молодий німець Себастьян Гейне, він – гіперполіглот, який у 22 роки справедливо отримав титул «Вавилонська вежа». Він – студент індогерманського факультету філології та вільно спілкується 35 мовами, хоча віддає перевагу пушту, котрою говорять близькосхідні етнічні меншини.

3. Багато хто називає його генієм, але Себастьян заявляє, що він — не геній, а просто схильний до вивчення мов. Його любов до мов почалася з 7 років, коли він познайомився з грецькою, пізнаючи її в грі. Гейне тоді поставив перед собою «скромну» мету: вивчати по дві мови на рік.

4. Перуанець Хорхе Фернандес поки що не досяг вершин Гейне. Але він у 18 років спокійно говорив і писав дванадцятьма мовами, включаючи іспанську, англійську, французьку, німецьку, швейцарську, румунську, італійську, португальську, голландську, каталонську, гальего і мандарин.

5. За словами Хорхе, його нав'язливе прагнення до мов почалося, коли його мама, в покарання за погані оцінки в школі, відібрала у нього мобільний телефон. Фернандес раптом виявив, що руки його вільні і тепер є час для спілкування.

6. Фернандеса зацікавив один обов'язковий курс французької, потім він захопився італійською, румунською і засвоїв їх самостійно. Невдовзі він освоїв наступні дев'ять мов. І тепер молодий Фернандес говорить, що хоче знати 25 мов.

7. Володіння більше ніж 30-ма мовами, звичайно, вражає, але хто ж, все-таки, є найбільшим поліглотом у світі? Скільки мов може знати Майстер мов? Більше 40? Більше 50? Зіяд Юсуф Фаза володіє базовими знаннями 60 мов. Звичайно, як говорила Кларисса вище, «розуміти мову — це не значить жити в ній». Сам

Фаза повинен регулярно підвищувати свою майстерність у всіх набутих мовах, щоб не «втратити форму».

8. Здається, кожного разу, коли ми замислюємося про межі людського розуму, завжди знайдуться люди, які здатні перевершити їх. Кардинал Джузеппе Каспар Меццофанті та лінгвіст Джон Боурінг — обидва набагато перевершили передбачувані для людей кордони.

9. Кардинал народився 17 вересня 1774, він вільно володів 38 мовами і близько 100 діалектами, а також мав базові знання багатьох інших мов. Було встановлено, що, загалом, кардинал знав приблизно 100 різних видів комунікацій.

10. Можна сказати, що Боурінг був одним із найбільш вчених лінгвістів. Він продемонстрував базові знання понад 200 мов і володіння близько 100. Боурінг народився в 1792 році. Він був губернатором Гонконгу, письменником і мандрівником, отримав звання Джентльмен, був членом Королівського товариства і Королівського географічного товариства. До наших днів ніхто не перевершив його у мовній інтерпретації.

6. Take a moment to read the “words about language” of those who have gone before, with grace and hilarity. Then express your personal opinions concerning their meanings

✓We should have a great fewer disputes in the world if words were taken for what they are, the signs of our ideas only, and not for things themselves. ~John Locke

✓Language forces us to perceive the world as man presents it to us. ~Julia Penelope

✓The quantity of consonants in the English language is constant. If omitted in one place, they turn up in another. When a Bostonian "pahks" his "cah," the lost r's migrate southwest, causing a Texan to "warsh" his car and invest in "erl wells." ~Author Unknown

✓English is a funny language; that explains why we park our car on the driveway and drive our car on the parkway. ~Author Unknown

✓The reaction to any word may be, in an individual, either a mob-reaction or an individual reaction. It is up to the individual to ask himself: Is my reaction individual, or am I merely reacting from my mob-self? When it comes to the so-called obscene words, I should say

that hardly one person in a million escapes mob-reaction. ~D.H. Lawrence

✓No one means all he says, and yet very few say all they mean, for words are slippery and thought is viscous. ~Henry Brooks Adams, *The Education of Henry Adams*, 1907

✓One man's frankness is another man's vulgarity. ~Kevin Smith

✓I personally believe we developed language because of our deep inner need to complain. ~Jane Wagner

✓Euphemisms are unpleasant truths wearing diplomatic cologne. ~Quentin Crisp

✓Slang is a language that rolls up its sleeves, spits on its hands and goes to work. ~Carl Sandburg, *New York Times*, 13 February 1959

✓It's a strange world of language in which skating on thin ice can get you into hot water. ~Franklin P. Jones

✓In certain trying circumstances, urgent circumstances, desperate circumstances, profanity furnishes a relief denied even to prayer. ~Mark Twain

✓At no time is freedom of speech more precious than when a man hits his thumb with a hammer. ~Marshall Lumsden

✓What words say does not last. The words last. Because words are always the same, and what they say is never the same. ~Antonio Porchia, *Voces*, 1943, translated from Spanish by W.S. Merwin

✓Language is the blood of the soul into which thoughts run and out of which they grow. ~Oliver Wendell Holmes

✓We have too many high sounding words and too few actions that correspond with them. ~Abigail Adams

✓Man is a creature who lives not upon bread alone, but primarily by catchwords. ~Robert Louis Stevenson

✓A good catchword can obscure analysis for fifty years. ~Wendell L. Willkie

✓Our major obligation is not to mistake slogans for solutions. ~Edward R. Murrow

✓If you can speak three languages you're trilingual. If you can speak two languages you're bilingual. If you can speak only one language you're an American. ~Author Unknown

✓Dictionaries are like watches; the worst is better than none, and the best cannot be expected to go quite true. ~Samuel Johnson

✓Words signify man's refusal to accept the world as it is. ~Walter Kaufmann

✓The English language is nobody's special property. It is the property of the imagination: it is the property of the language itself. ~Derek Walcott

✓Language is the dress of thought. ~Samuel Johnson

✓Thanks to words, we have been able to rise above the brutes; and thanks to words, we have often sunk to the level of the demons. ~Aldous Huxley

✓The great thing about human language is that it prevents us from sticking to the matter at hand. ~Lewis Thomas

✓In English every word can be verbed. Would that it were so in our programming languages. ~Alan J. Perlis

✓Verbing weirds language. ~Bill Watterson

✓Language is the most imperfect and expensive means yet discovered for communicating thought. ~William James

✓I was reading the dictionary. I thought it was a poem about everything. ~Steven Wright

✓One can translate an editorial but not a poem. For one can go across the border naked but not without one's skin; for, unlike clothes, one cannot get a new skin. ~Karl Kraus

✓Some translators turn an author's words from gold to stone, and others befit them with wings which exalt the words to heaven. ~Terri Guillemets

✓Almost all words do have color and nothing is more pleasant than to utter a pink word and see someone's eyes light up and know it is a pink word for him or her too. ~Gladys Taber.

7. Make a presentation of your own about your biggest success and the worst failure in foreign languages learning process

8. Overall conclusion. Reproduce in a written form as many as possible words and phrases you remember from the unit"Polyglots"

UNIT 7. FORTUNES

1. Match the lexis on the left with its appropriate definitions on the right

<i>1. Fortune</i>	a) enrol (someone) as a member or worker in an organization or as a supporter of a cause <i>Synonyms:</i> enlist , call up , conscript , draft, muster in ; levy
<i>2. Income</i>	b) a surprisingly high price or amount of money <i>Synonyms:</i> a huge amount , a vast sum , a king's ransom , millions , billions ; a small fortune, a mint , a bundle , a pile , a wad , an arm and a leg , a pretty penny , a tidy sum, big money , big bucks , gazillions , megabucks , top dollar
<i>3. Bankrupt</i>	c) direct personal participation or observation; actual knowledge or contact <i>Synonyms:</i> skill , knowledge , practical knowledge , understanding ; background , record , history ; maturity , worldliness , sophistication ; know-how
<i>4. Company</i>	d) (of a person or organization) declared in law as unable to pay their debts <i>Synonyms:</i> insolvent , failed , ruined , in debt , owing money , in the red , in arrears , in receivership ; bust, belly up , broke , cash-strapped , flat broke
<i>5. Launch</i>	e) a commercial business <i>Synonyms:</i> firm , business , corporation , establishment , agency , office , bureau , institution , organization , concern , enterprise ; conglomerate , consortium , syndicate , multinational ; outfit
<i>6. Experience</i>	f) money received, especially on a regular basis, for work or through investments <i>Synonyms:</i> earnings , salary , pay , remuneration , wages , stipend ; revenue , receipts , takings , profits , gains , proceeds , turnover , yield , dividend , means , take ; emolument
<i>7. Recruit</i>	g) introduce (a new product or publication) to the public for the first time <i>Synonyms:</i> set in motion , get going , get underway , start , commence , begin , embark on , initiate , inaugurate , set up , organize , introduce , bring into being ; kick off

2. Warming up. Study the phrases and compose the sentences of your own with them

Bad /ill/ fortune — нещастя, невдача; *it fortuneed that...* — трапилося так, що; *aggregate national income* — сукупний національний дохід; *gross income* — валовий дохід; *net income* — чистий прибуток.

Launch abort — аварійне припинення польоту (на стартовій ділянці); *sea* — запуск ракети з плаваючої платформи. *Recruit depot* — розподільний пункт призовників; рекрут.

3. Read up the authentic texts and pick up the passage to retell it from your perspective

Starting Up and Starting Over

One of the world's most innovative florists, Paula Pryke had written numerous books about flowers, founded a school dedicated to floral design, and taught floristry for the best part of two decades. She was the leader in her field (or garden!) and her life was - excuse the pun - a bed of roses. Then she was given a challenge too big to refuse.

A group of ex-convicts arrived at her door. They'd been recruited through advertisements in cafes, snooker halls and launderettes and Paula's task was to train them to become florists. The whole process was to be filmed for a new television show called One Last Job.

Paula was not in the least bit alarmed by working with criminals. The reason she could be so calm was that she'd deliberately avoided finding out what crimes they'd committed. Happily oblivious, she gave them eight days' training. All six of the ex-convicts were hardened criminals, but what they reminded her of was the children she used to teach in a British comprehensive school.

The ex-cons fidgeted in their seats, talked at the wrong times, and couldn't concentrate, but according to Paula, "they did know an awful lot about credit card fraud". At least, unlike the schoolchildren in her care, they didn't set fire to the school.

After their training, they were given some hands-on work experience, and then they launched a company called 'A New Leaf' in Islington, London. It was, naturally, a flower shop. In the spirit of teamwork, A New Leaf was a profit-share, owned and run by its staff. Its initial financial goal was to break even. Although Channel 4 had

provided start-up funds, the TV company stipulated that it would not bail out the company if it went bankrupt.

All six of the ex-convicts wanted to turn over a new leaf - start their lives again, free from crime - but the project was by no means easy. During the training, Paula noted their unreliability. The thing that amazed her was that they all wanted to be on TV but didn't always appear for the filming. Once the shop opened, even with the advantage of TV publicity, it proved very difficult indeed to make a profit. Two of the owners dropped out and two were bought out of the business by the remaining two, Judith and Cliff, who became sole owners. Paula was not surprised. Six people trying to make a living from one shop was never likely to work. "It was obvious," she says, "that we would end up with only those who really wanted their own shop."

While Judith and Cliff are becoming more independent, Paula says that when an emergency strikes - for example, they have to make a fancy bouquet for the first time at 5.30 p.m. on a Friday - "it's me they call". But the company has survived and, just like flowers, keeps growing and growing.

Rags to Riches

Countless men and women have gone from rags to riches and transformed their lives with a regular diet of high-quality reading. They have started with few advantages and gone on to realize their dreams by using the printed word as a springboard to success. In this Best Step, you learn a secret of self-made millionaires that applies to you. You learn several important ideas and insights through a true story that is relevant to your career. In one 22-year study of self-made millionaires, the researchers found that one of the common characteristics of those special men and women who went from rags to riches was that they were absolutely fascinated by their work. Their work absorbed them completely. In almost no time at all, because of their commitment to reading and self-development, they were paid more and more. As a result, they became more and more proficient and wealthier and wealthier. And the continuous learning — the nonstop reading — was the key ingredient.

Some years ago, a young man came to me and asked for advice. He had graduated from high school without the ability to read. He told me that reading a whole paragraph actually made him tired. His problem

was that he was working at a dead-end job at minimum wage, and he had been there for two years. He was living in a small apartment on a limited budget.

All his friends from high school, none of whom could read either, were in pretty much the same predicament. They were all working at low-level, low-skill jobs with no future. He had been out of school for two years and had made no progress. What advice could I give him, he asked. I told him that he had to learn to read, and read well. He said he didn't like to read, and he wanted to be successful at something that didn't require reading. I told him that this was not a matter of choice. The only jobs that didn't require reading were the kinds of jobs that he and his friends were already doing. And even they would soon be surpassed by younger, more eager people with better educations.

Much to his credit, he thought about this for a while, and then he accepted the fact that he had to become a good reader. He began taking community-college courses in remedial reading. Eventually, he applied for entrance to a technical institute, and he managed to get in by the skin of his teeth. Because of his poor high-school education, it took him almost three years to complete a two-year program in biomedical engineering. But he stuck in there and he worked hard, and he finally earned a degree.

Afterward, a small company hired him as a sales representative to call on hospitals and clinics in a rural territory. It wasn't much, but he took it and ran with it. He continued to read and studied sales and communications. He started at \$22,000 per year, and within two years he was up to \$30,000 per year. In his third year, he was hired away by a rival company and paid \$40,000 per year. Two years later, an international company heard about his success in the marketplace and hired him at more than \$50,000 per year, with a company car, an expense account and substantial benefits.

In seven years, he went from being a semiliterate, minimum-wage worker to a highly paid biomedical technical representative working for an international corporation. And he was back in the big city with a town house, a new car, a wife, children and a great life. The interesting thing was that as he went around to renew his old friendships, he found that most of the people he had graduated with were still working at dead-end jobs.

Seven years seems like a long time in the course of a life, but it passes in a flash when you are busy doing something you enjoy and continually getting better at it.

4. Grammar corner

4.1 Fill in the blanks. The first letter of each missing word is given And a Good Job Too

There is a lot of (1) u__ nowadays so it is getting more and more difficult to get the kind of (2) j__ you really want. Then you have to decide what is more important to you - how much you (3) e__ or job satisfaction? Do you want to work with your hands (called (4) m__ work or do you prefer to work in an office (called clerical work)? Do you prefer to work indoors or (5) o__? Whatever you decide, when you are thinking about a career, or applying for a job, you will find the following vocabulary useful: apply for a job, make an application, to earn a good wage to make a lot of money, to have a large income, to retire from work, to belong to a union, to join a union, to hand in one's resignation, to dismiss someone from a job, to employ someone, to give someone a job.

4.2 Complete the questions with do or make and then write an answer

What would you like to ___ for a living?

Is ___ a lot of money important to you?

What would you wear to ___ a good impression at a job interview?

Would you accept a well-paid job if it ___ harm to your health?

Does it ___ a difference to you if your boss is a man or woman?

Would you ___ a job which involved responsibility for people's lives?

Do you always ___ your homework?

Which subject you ___ well in at school?

How do you feel when you ___ a mistake in your English?

What do you do if you ___ badly in an exam?

What kind of exercises do you like ___ in class?

Do you ___ notes while you're listening to the cassette in English?

4.3 Fill each gap in the following text with one suitable word
Overdoing It!

OK, you can ___ your shirt up now,' said Doctor Hymes. He had just given me a thorough check-up and was ___ detailed notes on a big sheet of paper. 'What do you ___ of it all, doctor.' I asked anxiously. 'Well, the first thing is that you could ___ with a good rest. You've been overdoing it a bit haven't you?' I admitted I had been ___ a lot of overtime recently. I had taken a lot on and had ___ a bit of a mess of it all and was suffering from stress. He agreed that this probably had a lot to ___ with it. I had also ___ the mistake of starting to smoke again; in fact my diet was now largely made ___ of coffee and cigarettes. The doctor then reminded me that coffee did a lot of ___ to our nervous system and of course cigarettes ___ a lot of damage to the whole system. He said I should try and ___ without coffee for a few days and make a serious ___ to cut out smoking altogether. 'And make ___ you have a proper meal every day,' he warned. His last piece of advice was that I should find time to some jogging every day. I promised him I'd do my best.

4.4 Complete the sentences with the extracted words and phrases in the brackets

[days during nowadays those days that time former, the last few years one time now, currently, latest, back]

a Queen were formed in 1971 by Brian May and Freddie Mercury. At they were known as Smile.

b Mercury wasn't always a singer - athe worked as a dishwasher at Heathrow Airport!

c One thing that helped make them famous was their video for Bohemian Rhapsody – promotional videos weren't common in.

d Queen reached the peak of their popularity the 1980s, and played at the Live Aid concert in 1985.

e Mercury died in 1991. Over, his house in London has become a popular visiting place for Queen fans from all over the world.

f A musical show based on their songs - entitled "We Will Rock You" – is showing in London.

g Queen guitarist Brian May doesn't play many concerts these

h However, he makes an album from time to time. The one is called Furia, and it was released in 2000.

i The chances are that there is a Queen song playing on the radio rightsomewhere around the world! It seems that Queen are just as popularas they were thirty years ago!

4.5 Read about Keema's experience of growing up as a British Asian, and choose the best verb forms

I (1) am born / have been born / was born in a town called Blackburn, in the north-west of England, and have lived / lived / was living there till I had left / left / was leaving home at the age of eighteen. My parents (4) had moved / have moved / used to move to England from India during the 70s. As a child, I (5) have been / had been / went to my local school and, of course I (6) have spoken / spoke / had spoken English with a local accent, just like all the other kids.

But home was very different: we (7) have lived / had lived / lived in a kind of 'little India", with a huge extended family of uncles and aunts. I (8) remember / am remembering / have remembered feeling part of this big thing called 'family', and an even bigger thing called 'India'. I suppose my family really (9) have influenced / influenced / were influencing me while I (10) had grown up / used to grow up / was growing up. They often (11) had talked / have talked / used to talk about India as 'home' - even though at that time I (12) had never been / was never going / have never been there!

To me, it (13) doesn't seem / isn't seeming / wasn't seeming at all strange to grow up as part of two cultures. I (14) am always thinking /'ve always thought / was always thinking that growing up with two cultures is a gift, not a disadvantage. Now that I (15) have/ am having / had a child of my own, I (16) am wanting / have wanted / want her to get in touch with her Indian roots too, so we (17) 're planning / plan / used to plan a visit there later this year. All her Indian cousins (18) are looking forward / looks forward / looked forward to meeting her.

5. Render Ukrainian statements into English ones using covered words and expressions

1. Заповідь мільонера № 1. Не можна боятися одержати фіаско. Більша частина заможних людей за будь-яких обставин

мала вибір: обдумано ризикнути або піти по більш легкому шляху. Маршрут до величезних грошей завжди проходить через певний ризик. Людям, які шукають сталість в роботі і в житті, шлях до реального багатства закритий.

2. Кожен з мільйонерів хоча б раз у житті зазнав невдачі у своєму починанні. Згадаймо біографію Дональда Трампа, американського будівельного магната. І ніхто з них і не думав впадати у відчай. Всі розцінили такий поворот долі, як безцінний досвід.

3. Втіхою для бажаючих казково розбагатіти, є побажання витягувати правильні висновки зі своїх помилок і не втрачати при цьому оптимізму, і віри в успіх власного підприємства. Кожен здобутий успіх має стати трампліном для подальшого зростання. Потрібно постійно розвиватися, не зупиняючись на вже досягнутому.

4. Заповідь мільйонера № 2. До вирішення виникаючих проблем необхідний творчий підхід. Будь-яка складна задача — це колиска нових ідей та шляхів їх вирішення, іноді навіть на межі здорового глузду.

5. Девіз мільйонерів банальний: «Краще шкодувати про те, що зроблено, ніж не зробити нічого». При будь-якому результаті проблеми, наприкінці необхідний аналіз кожного етапу.

6. Заповідь мільйонера № 3. Вигідний шлюб. Мається на увазі союз не з багатою людиною або нащадком впливового клану, хоча, за словами магнатів, це теж вітається. Мається на увазі надійний партнер, який вірить в успіх підприємства, близький за духом, здатний підтримати в скрутну хвилину.

7. Багато з опитаних пройшли через довгі роки бідності. Вони багато в чому собі відмовляли, орендували квартири, закладали власні будинки, роками займалися мало оплачуваною роботою. Все це робилося заради стартового капіталу для відкриття власної справи. У такий період життя кожна людина захоче мати поруч партнера, який безмежно вірить в тебе .

8. Бути бідним — погано. Але багатство без сім'ї та друзів, здатних оцінити твій успіх, без здоров'я, не принесе вам особливої радості. Не забувайте про це на шляху до свого першого мільйону!

6. Take a moment to read the “words about business” of those who have gone before, with grace and hilarity. Then express your personal opinions concerning their meanings

✓Leadership is a potent combination of strategy and character. But if you must be without one, be without the strategy. – Norman Schwarzkopf

✓A meeting is an event at which the minutes are kept and the hours are lost. – Unknown

✓You are not your resume, you are your work. – Seth Godin

✓Beware of any enterprise requiring new clothes. – Henry Thoreau

✓One finds limits by pushing them. – Herbert Simon

✓If you see a bandwagon, it’s too late. – James Goldsmith

✓Business opportunities are like buses, there’s always another one coming. – Richard Branson

✓You must be the change you wish to see in the world. – Mahatma Gandhi

✓You only have to do a very few things right in your life so long as you don’t do too many things wrong. – Warren Buffett

✓The trick is in what one emphasizes. We either make ourselves miserable, or we make ourselves strong. The amount of work is the same. – Carlos Castaneda

✓There’s no shortage of remarkable ideas, what’s missing is the will to execute them. – Seth Godin

✓The great accomplishments of man have resulted from the transmission of ideas of enthusiasm. – Thomas J. Watson

✓Everything should be made as simple as possible, but not simpler. – Albert Einstein

✓Far and away the best prize that life offers is the chance to work hard at work worth doing. – Theodore Roosevelt

✓Change is not a threat, it’s an opportunity. Survival is not the goal, transformative success is. – Seth Godin

✓Even if you are on the right track, You’ll get run over if you just sit there. – Will Rogers

✓You must either modify your dreams or magnify your skills. – Jim Rohn

✓Look well to this day. Yesterday is but a dream and tomorrow is only a vision. But today well lived makes every yesterday a dream of

happiness and every tomorrow a vision of hope. Look well therefore to this day. – Francis Gray

✓Imagination is everything. It is the preview of life's coming attractions. – Albert Einstein

✓Leadership is the art of getting someone else to do something you want done because he wants to do it. – Dwight Eisenhower

✓Never interrupt your enemy when he is making a mistake. – Napoleon Bonaparte

✓To be successful, you have to have your heart in your business, and your business in your heart. – Sr. Thomas Watson

✓Every accomplishment starts with a decision to try. – Unknown

✓The first one gets the oyster the second gets the shell. – Andrew Carnegie

✓Whether you think you can or whether you think you can't, you're right! – Henry Ford

✓A business has to be involving, it has to be fun, and it has to exercise your creative instincts. – Richard Branson

✓We generate fears while we sit. We over come them by action. Fear is nature's way of warning us to get busy. – Dr. Henry Link

✓People rarely buy what they need. They buy what they want. – Seth Godin

✓Live daringly, boldly, fearlessly. Taste the relish to be found in competition – in having put forth the best within you. – Henry J. Kaiser

✓Success is often achieved by those who don't know that failure is inevitable. – Coco Chanel

✓A man should never neglect his family for business. – Walt Disney

✓Sometimes when you innovate, you make mistakes. It is best to admit them quickly and get on with improving your other innovations. – Steve Jobs

✓The successful man is the one who finds out what is the matter with his business before his competitors do. – Roy L. Smith

✓Business is more exciting than any game. – Lord Beaverbrook

✓The winners in life think constantly in terms of I can, I will, and I am. Losers, on the other hand, concentrate their waking thoughts on what they should have or would have done, or what they can't do. – Dennis Waitley

✓ Work expands so as to fill the time available for its completion. – Cyril Northcote Parkinson/Parkinson's Law.

✓ I feel that luck is preparation meeting opportunity. – Oprah Winfrey

✓ Ideas in secret die. They need light and air or they starve to death. – Seth Godin

✓ The true entrepreneur is a doer, not a dreamer. – Unknown

✓ My son is now an 'entrepreneur'. That's what you're called when you don't have a job. – Ted Turner

✓ The man who will use his skill and constructive imagination to see how much he can give for a dollar, instead of how little he can give for a dollar, is bound to succeed. – Henry Ford

✓ For all of its faults, it gives most hardworking people a chance to improve themselves economically, even as the deck is stacked in favor of the privileged few. Here are the choices most of us face in such a system: Get bitter or get busy. – Bill O' Reilly

✓ Please think about your legacy, because you're writing it every day. – Gary Vaynerchuck

✓ Victory goes to the player who makes the next-to-last mistake. – Savielly Grigorievitch Tartakower

✓ Surviving a failure gives you more self-confidence. Failures are great learning tools... but they must be kept to a minimum. – Jeffrey Immelt

✓ The critical ingredient is getting off your butt and doing something. It's as simple as that. A lot of people have ideas, but there are few who decide to do something about them now. Not tomorrow. Not next week. But today. The true entrepreneur is a doer, not a dreamer. – Nolan Bushnell.

7. Make a presentation of your own about business you would like to start up in the nearest future or give a piece of information about great philanthropists

8. Overall conclusion. Reproduce in a written form as many as possible words and phrases you remember from unit "Fortunes"

UNIT 8. LAW AND ORDER

1. Match the lexis on the left with its appropriate definitions on the right

<i>1. Commit</i>	a) the infliction or imposition of a penalty as retribution for an offence <i>Synonyms:</i> penalty , penance , sanction , sentence , one's just deserts ; discipline , correction , vengeance , justice , judgment ; comeuppance
<i>2. Crime</i>	b) the available body of facts or information indicating whether a belief or proposition is true or valid <i>Synonyms:</i> testimony , statement , attestation , declaration , avowal , submission , claim , contention , allegation ; deposition, representation , affidavit
<i>3. Punishment</i>	c) perpetrate or carry out (a mistake, crime, or immoral act) <i>Synonyms:</i> carry out , do , perpetrate , engage in , enact , execute , effect , accomplish ; be responsible for ; pull off
<i>4. Charge</i>	d) an action or omission which constitutes an offence and is punishable by law <i>Synonyms:</i> offense , unlawful act , illegal act , felony , misdemeanor , misdeed , wrong ; no-no
<i>5. Witness</i>	e) demand (an amount) as a price from someone for a service rendered or goods supplied <i>Synonyms:</i> accuse , indict , arraign ; prosecute , try , put on trial , inculcate
<i>6. Guilty</i>	f) a person who sees an event, typically a crime or accident, take place <i>Synonyms:</i> observer , onlooker , eyewitness , spectator , viewer , watcher ; bystander , passerby
<i>7. Evidence</i>	g) culpable of or responsible for a specified wrongdoing <i>Synonyms:</i> culpable , to blame , at fault , in the wrong , blameworthy , responsible ; erring , errant , delinquent , offending , sinful , criminal ; peccant

2. Warming up. Study the phrases and compose the sentences of your own with them

To commit a sin — згрішити; *to commit suicide* — покінчити життя самогубством; *to commit to memory* — заучувати, запам'ятовувати; *to commit to paper /to writing/* — записувати; *capital crime* — злочин, що карається стратою *crime of omission* — злочинна бездіяльність; *charge of surety* — допустиме навантаження; *to take in charge* — заарештувати кого-небудь, узяти під варту; *to be in charge (of)* — завідувати, бути за старшого, відповідати, бути відповідальним; *to bring /to proffer/ a charge against* — пред'являти кому-небудь обвинувачення.

Free of charge — безкоштовно; *no charge for admission* вхід безкоштовний; *charges forward* — доставка за рахунок покупця; *floating charge* — короткостроковий державний борг *charge sales* — продаж у кредит.

The witnesses of the accident — очевидці аварії; свідок (в суді) *to call as a witness* — викликати в якості свідка *God is my witness that* — бог свідок *witness for the defence* — свідок захисту *witness for the crown /for the prosecution, against the accused/* — свідок звинувачення *hostile witness* — свідок супротивної сторони *to hear /to examine/ a witness* — допитувати свідка *to challenge a witness* — відводити свідка; особа, що присутня при оформленні угоди, заповіту, підписання брачного контракту *attesting /subscribing/ witness, witness to a signature* — особа, що завірює чий-н. підпис; свідок підпису (на заповіті, зобов'язання).

To give witness — давати свідчення; свідчити *to bear witness (of, to)* — свідчити; давати свідчення *be bore witness in the murder case* — він свідчив по справі вбивства *to bear witness* — підтвердити чий-н. слова; засвідчити чий-н. вчинок *in witness of /whereof/ . . .* — в засвідчення чого...; *to witness against [for]* — давати свідчення проти кого-н.

Verdict of guilty — обвинувальний вирок; *guilty look* — винуватий вигляд; *guilty conscience* — нечиста совість. *Hearsay evidence* — показання з чужих слів; свідок.

3. Read up the authentic texts and pick up the passage to retell it from your perspective

What Are the Different Types of Crimes?

Crimes are defined by criminal law, which refers to a body of federal and state rules that prohibit behavior the government deems harmful to society. If one engages in such behavior, they may be guilty of a crime and prosecuted in criminal court. In today's society, criminal behavior and criminal trials are highly publicized in the media and commonly the storyline in hit television shows and movies. As a result, people may consider themselves well-informed on the different types of crimes. However, the law can be quite complicated. There are many different types of crimes but, generally, crimes can be divided into four major categories, personal crimes, property crimes, inchoate crimes, and Statutory Crimes.

Personal Crimes – “Offenses against the Person”: These are crimes that result in physical or mental harm to another person. Personal crimes include: assault, battery, false imprisonment, kidnapping.

Homicide – crimes such as first and second degree, murder, and involuntary manslaughter, and vehicular homicide

Rape, statutory rape, sexual assault and other offenses of a sexual nature

Property Crimes – “Offenses against Property”: These are crimes that do not necessarily involve harm to another person. Instead, they involve an interference with another person's right to use or enjoy their property. Property crimes include: larceny (theft), robbery (theft by force), burglary, arson, embezzlement, forgery, false pretenses, receipt of stolen goods.

Inchoate Crimes – “Inchoate” translates into “incomplete”, meaning crimes that were begun, but not completed. This requires that a person take a substantial step to complete a crime, as opposed to just “intend” to commit a crime. Inchoate crimes include: attempt – any crime that is attempted like “attempted robbery”, solicitation, conspiracy.

Statutory Crimes – a violation of a specific state or federal statute and can involve either property offenses or personal offense. Statutory crimes include: alcohol-related crimes such as drunk driving; selling alcohol to a minor.

The crimes listed above are basically prohibited in every state, but each state is different in how the law is written, how the behavior is regulated and the penalties that each crime potentially carries. Also, the list is far from complete because behavior may be prohibited in one state and not in others. For example, prostitution is legal in some parts of Nevada, but is a crime in every other state. Likewise, carrying a concealed firearm is only legal in certain states.

What Are The Different Levels of Seriousness for Different Crimes?

Crimes are often classified according to the level of seriousness, such as the distinction between felony and misdemeanor crimes. Generally, the differences are: Felony – more serious crimes such as murder, kidnapping and robbery, carries a year or more in state prison; misdemeanor – less serious crimes such as shoplifting or a dui, usually carries a fine and jail sentence of less than a year, if at all.

State laws may further divide the categories of crimes into subcategories. For example, Offenses against the Person may be divided into the categories of “Violent Crimes” and “Non-Violent Crimes”. Some states also place sexual crimes in their own category. These categories are also developed for the purpose of sentencing.

Finally, crimes can also be divided according to criminal intent. The major intent categories are General Intent Crimes and Specific Intent Crimes. These labels refer to the state of mind that a defendant must have in order to be found guilty of a crime. This is a difficult concept to master, but can be very important to your defense if you are charged with a crime.

Causes and Solutions of Juvenile Delinquency

Juvenile delinquency is also known as teenage crime. It is like any crime that human beings commit but these crimes differ because they are committed by young people. Before coming of age girls and boys have less understanding of the world. Parents, friends and teachers are all responsible along with the juvenile who commit a crime. This is why courts do not punish the teenagers like they punish the adults when they commit a crime. There are separate juvenile courts and the purpose of

juvenile punishment is to help the teenager understand the importance of staying away from crimes.

There are various theories of juvenile delinquency and various researchers have reported different reasons of delinquency. Most of the delinquent teenagers belong from low social, economical or psychological background. Some of the most common causes of juvenile delinquency are as follows.

Family. Family is the basic socialization agency for the children. Children learn basic concepts about good and bad from their family, they make their values and set the norms of society. Family can make or break the personality of the children. In family the most important role is played by the parents and siblings. Most of the adolescents who show delinquent behavior in any form belong to families that could not give firm foundation to the children. Broken families, single parent families, separated families, frequent parents fight, lack of trust and confidence among the parents, criminal parents or psychological problems in parents can be the most important reason behind juvenile delinquency. The other reason can be siblings rivalry or unequal treatment between children. Parents and elder siblings have the responsibility to mold the personality of the children. When parents or siblings do not show moral behavior or they commit crime children or younger siblings also get motivation to do something bad a delinquent behavior.

Economic problems in family. Often the cause of juvenile delinquency is economic problems in family. Youth belonging from poor economical status easily get involved in criminal activities. They want to improve their status and for this purpose they use negative path, in this regard often people do not support teenagers who belong from poor status and they go for criminal activities.

Psychological problems in family. Psychological problems in parents or siblings can also be a risk factor of juvenile delinquency. Mental illnesses or other psychological problems like depression, frustration, aggression or hyper behavior showed by the parents can make the child feel deprived and inferior among friends. Sometimes children adopt depression and anger from parents or elder siblings.

Social problems in family. In many families parents or elder siblings are involved in various social problems. There can be various problems like gender discrimination, age discrimination, racial discrimination,

child labor or violation of animal rights. Children and youth learn what they see in their family, in many rich families parents do not feel shame in child labor and children could not understand that child labor is against society and against morality. Social problems cause stress and due to stress teens get involved in violence.

Moral problems in family. Morality is the most important among teens today. Teens should know how to respect family and other people. They should give the due respect to everyone they know and meet. Some parents do not take care of their elders, and it is a known fact that such children who see their parents disrespecting their elders, their children never respect their parents and elder siblings.

Parenting style. Parenting style also matters and many researchers say that it is one of the biggest reason why teens commit crime. Parents are some time very harsh and they punish their children for small issues. Children start disrespecting their parents and they become violent.

Solution. The family should have a positive attitude towards life and towards society. Parents and elder siblings should show the children positive values, norms and standards of society in this way the children will be able to show the right behavior to the society. Family is the role model of every child and a model behavior by the parents and siblings can give motivation to the child to behave positively. Government should support families that have poor economic status so that they can improve their financial condition. Parents should also teach children the importance of respecting laws of society. Parents should tell their children the consequences of breaking laws that government has made for public safety and betterment. Parents should make sure that they observe equality of rights, justice and condemn discrimination.

4. Grammar corner

4.1 Read the text below and think of the word which best fits each space

The Map Thief

For a couple of years, Gilbert Bland was a unique figure in the privileged world of antique map dealing. He made a 100% profit on every map he sold, (1)_____ because he was a clever businessman, but because he was a thief. In the mid-1990s, Bland crept around libraries in the USA, armed (2)_____ a sharp razor and a baggy shirt

and sliced out those ancient maps which took (3)_____ fancy. Some were worth tens of thousands of dollars, and he (4)_____ on to sell them through both mail-order catalogues and his shop in Florida.

(5)_____ Bland's historical knowledge of maps was patchy at best, his knowledge of (6)_____ exact location in the rare book stacks was second to (7)_____. When he heard that early maps of, (8)_____, Seattle were becoming popular, he would know precisely (9)_____ to start slicing.

His crimes only came (10)_____light when a researcher in a Baltimore library noticed that a man appeared to be tearing a page from a 200-year-old book (11)_____ if it were a newspaper. At (12)_____, it was assumed that this was an isolated case, and the library and the police were happy to (13)_____Bland off with a warning. (14)_____ later did they (15)_____ across his notebooks, which contained elaborate details of all his thefts.

4.2 Read some more stories about mishaps that happened while people were travelling. Complete the gaps with the best verb 'arms. (There may be more than one possibility)

a. It's not uncommon for people to fall asleep on trains, Star. snoring loudly in public is another matter. One day recently I (1) (read) my newspaper on the pain when I (2) (become) aware of a loud snoring sound coming from the man opposite me. As the train (3) (come) into the last station on tre line, I (4) (give) the man a sharp poke pith my umbrella to wake him up. Instead of being grateful, he (5) (look) at me furiously: he (6) (not be) asleep at all! The snoring (come) from the enormous dog who (8) (lie) at his feet!

b. My friend (9) (travel) on a domestic flight in South America a few years ago. They (10) (go) for about forty minutes, when the pilot (11) starts speaking excitedly in Spanish. Most of the passengers (12) (run) forward, shouting, and In panic, my friend (13) (get) into the crash position, leaning forward with his head between his knees. He (14) (sit) like that for some minutes when me stewardess kindly (15) (explain) to him that they (16) (fly) over the Angel Falls, and would he like to look out of the window like the other passengers?

c. An Australian woman travelling home from Melbourne17) (drive) down a narrow road one dark evening when she (18) (enter) a tunnel. Although a little surprised at this, as she (19) (not notice) a

tunnel on that route before, she 20) (carry on). But after half an hour of twisting and turning, she 21) (run out) of petrol. It 22)(be) completely dark in the tunnel, so she 23) (decide) to wait for help. She 24) (only wait) for a few minutes when she 25) (see) three men coming towards her. Rather surprisingly, the three men 26) (wear) helmets with lamps on the front. The three men 27) (seem) even more surprised to see her. It was then that the woman 28) (realise) that she 29) (drive) into a coal mine.

4.3 Match the phrasal verbs in these sentences to the meanings a-h

1. Something has happened which we never really find out about.
 2. She turns out to be a very good boxer.
 3. I just couldn't work out why his daughter never replied to his letters.
 4. We've run out of milk. Will you go next door and ask Tilda for some?
 5. I've fallen out with my best friend. She won't speak to me at the moment.
 6. Could you give out one of these papers to each student, please?
 7. It took them several hours to put out the fire at the hotel.
 8. There's been a mistake with the bill but they've said they'll sort it out as soon as possible.
- a) give to each person
 - b) stop being friends
 - c) become, happen in a particular way
 - d) extinguish, stop a fire or cigarette from burning
 - e) discover, get information about something or someone
 - f) put something in order, correct a mistake
 - g) use all of something so there is none left
 - h) calculate, find a solution to a problem

4.4 Complete the sentences with one of the verbs from Ex. 4.3 in the correct form

1. Have you ever had to out a fire? What happened?
2. When you want to out about a piece of information (e.g. where you can go bungee-jumping), what do you normally do?
3. Have you ever been in a car which has out of petrol? What happened?
4. Have any friends of yours ever done anything strange and you couldn't out why they had done it?

5. Have you ever met someone who out to be very different to what you imagined they were like at first? In what way were they different?
6. Have you ever out with a good friend? If so, why? What happened?

5. Render Ukrainian statements into English ones using covered words and expressions

1. Останніми роками все гостріше і гостріше наше суспільство починає турбувати проблема дитячої злочинності. Злочини, скоєні неповнолітніми, з кожним роком зростають. В Україні кожен 30 злочин скоєно неповнолітнім.

2. За статистичними даними на сьогодні злочинність неповнолітніх має таку структуру: злочини, пов'язані із наркотиками – 2,8 %; хуліганством – 6,2%; крадіжками – 70,5%; злочини проти життя та здоров'я – 2,1%; інше – 9,4%.

3. Злочинність серед молоді все більше набуває групового характеру. Питома вага злочинів, учинених групами, становить 70%. Щодня підлітки в Україні вчиняють понад 100 злочинів, у тому числі одне вбивство або злочин із заподіянням тяжких тілесних ушкоджень, одне згвалтування, два-три розбійні напади, вісім пограбувань, сімдесят крадіжок приватного та державного майна.

4. Якщо в минулому неповнолітні вчиняли злочини через важке матеріальне становище та були переважно учнями шкіл-інтернатів і професійних училищ, то сьогодні складне матеріальне становище не є рушійною силою для вчинення злочину, а неповнолітні, що вчинили злочин, це переважно учні шкіл, технікумів, коледжів, навіть університетів та проживають в сім'ях з середнім достатком.

5. Згідно інформації, наданої Радомишльським РВ УМВС України в Житомирській області, на території Радомишльського району протягом 2013 року 16 неповнолітніми скоєно 16 злочинів. Із загального числа злочинів: 10 тяжких, 6 – середньої тяжкості, 4 злочини неповнолітні скоїли в групі. Переважна більшість злочинів скоєна мешканцями Радомишля і майже всі неповнолітні, що вчинили злочин, є учнями шкіл або вищих навчальних закладів.

6. Після детального аналізу кожного злочину було встановлено, що в загальній масі, злочини скоєні 16 – 17 річними

юнаками, які проживають в неповних сім'ях або в тих сім'ях, де батьки неналежним чином виконують свої батьківські обов'язки.

7. Основними ж причинами, що штовхають дітей на злочинний шлях, є впевненість у власній безнаказаності у зв'язку з їх юним віком, компанія, яка вміло нав'язує свою волю та відсутність змістовного дозвілля.

8. Проте, найголовнішою причиною дитячої злочинності, на мою думку, є відсутність необхідного виховання дітей вдома та послаблення батьківського авторитету в суспільстві в цілому.

9. Спрацьовує простий закон: коли батьки не приділяють належної уваги вихованню своїх дітей, за них це роблять: вулиця, погана компанія, телебачення, інтернет, алкоголь та наркотики...

10. Різні державні установи та громадські організації проводять велику роботу у боротьбі з дитячою злочинністю, алкоголізмом та наркоманією, проте ніхто не може замінити дитині родину, з якої і починається наше суспільство.

6. Take a moment to read the “words about law and justice” of those who have gone before, with grace and hilarity. Then express your personal opinions concerning their meanings

✓Justice must always question itself, just as society can exist only by means of the work it does on itself and on its institutions.

✓Absolute justice is achieved by the suppression of all contradiction: therefore it destroys freedom.

✓A good parson once said that where mystery begins religion ends. Cannot I say, as truly at least, of human laws, that where mystery begins justice ends?

✓If some beggar steals a bridle he'll be hung by a man who's stolen a horse.

✓There's no surer justice in the world than that which makes the rich thief hang the poor one.

✓There is one, and only one, thing in modern society more hideous than crime - namely, repressive justice.

✓If one really wishes to know how justice is administered in a country, one does not question the policemen, the lawyers, the judges, or the protected members of the middle class. One goes to the

unprotected-those, precisely, who need the laws's protection most!-and listens to their testimony. James Baldwin

✓Justice is a whore that won't let herself be stiffed, and collects the wages of shame even from the poor. Karl Kraus

✓Justice is conscience, not a personal conscience but the conscience of the whole of humanity. Those who clearly recognize the voice of their own conscience usually recognize also the voice of justice. Alexander Solzhenitsyn

✓Injustice is relatively easy to bear; what stings is justice. H. L. Mencken

✓A weak man is just by accident. A strong but non-violent man is unjust by accident.

✓Justice in the hands of the powerful is merely a governing system like any other. Why call it justice? Let us rather call it injustice, but of a sly effective order, based entirely on cruel knowledge of the resistance of the weak, their capacity for pain, humiliation and misery. Injustice sustained at the exact degree of necessary tension to turn the cogs of the huge machine-for-the-making-of-rich-men, without bursting the boiler.

✓There is no society known where a more or less developed criminality is not found under different forms. No people exist whose morality is not daily infringed upon. We must therefore call crime necessary and declare that it cannot be non-existent, that the fundamental conditions of social organization, as they are understood, logically imply it.

✓Crime seems to change character when it crosses a bridge or a tunnel. In the city, crime is taken as emblematic of class and race. In the suburbs, though, it's intimate and psychological-resistant to generalization, a mystery of the individual soul.

✓A crime persevered in a thousand centuries ceases to be a crime, and becomes a virtue. This is the law of custom, and custom supersedes all other forms of law.

✓The study of crime begins with the knowledge of oneself. All that you despise, all that you loathe, all that you reject, all that you condemn and seek to convert by punishment springs from you.

✓There is a heroism in crime as well as in virtue. Vice and infamy have their altars and their religion.

✓Crime is naught but misdirected energy.

✓ Stripped of ethical rationalizations and philosophical pretensions, a crime is anything that a group in power chooses to prohibit.

✓ How vainly shall we endeavor to repress crime by our barbarous punishment of the poorer class of criminals so long as children are reared in the brutalizing influences of poverty, so long as the bite of want drives men to crime.

✓ No punishment has ever possessed enough power of deterrence to prevent the commission of crimes. On the contrary, whatever the punishment, once a specific crime has appeared for the first time, its reappearance is more likely than its initial emergence could ever have been.

✓ It is certain that stealing nourishes courage, strength, skill, tact, in a word, all the virtues useful to a republican system and consequently to our own. Lay partiality aside, and answer me: is theft, whose effect is to distribute wealth more evenly, to be branded as a wrong in our day, under our government which aims at equality? Plainly, the answer is no.

✓ The world of crime . . . is a last refuge of the authentic, uncorrupted, spontaneous event.

✓ The common argument that crime is caused by poverty is a kind of slander on the poor.

✓ Crime and bad lives are the measure of a State's failure, all crime in the end is the crime of the community.

✓ All, all is theft, all is unceasing and rigorous competition in nature; the desire to make off with the substance of others is the foremost-the most legitimate-passion nature has bred into us . . . and, without doubt, the most agreeable one.

✓ As there is a use in medicine for poisons, so the world cannot move without rogues.

✓ Distrust everyone in whom the impulse to punish is powerful!

✓ All in all, punishment hardens and renders people more insensible; it concentrates; it increases the feeling of estrangement; it strengthens the power of resistance.

✓ The generality of men are naturally apt to be swayed by fear rather than reverence, and to refrain from evil rather because of the punishment that it brings than because of its own foulness.

✓Our system is the height of absurdity, since we treat the culprit both as a child, so as to have the right to punish him, and as an adult, in order to deny him consolation.

✓Retaliation is related to nature and instinct, not to law. Law, by definition, cannot obey the same rules as nature.

✓In its function, the power to punish is not essentially different from that of curing or educating.

✓Let us have compassion for those under chastisement. Alas, who are we ourselves? Who am I and who are you? Whence do we come and is it quite certain that we did nothing before we were born? This earth is not without some resemblance to a gaol. Who knows but that man is a victim of divine justice? Look closely at life. It is so constituted that one senses punishment everywhere.

✓One is absolutely sickened, not by the crimes that the wicked have committed, but by the punishments that the good have inflicted; and a community is infinitely more brutalised by the habitual employment of punishment than it is by the occasional occurrence of crime.

✓Whenever a human being, through the commission of a crime, has become exiled from good, he needs to be reintegrated with it through suffering. The suffering should be inflicted with the aim of bringing the soul to recognize freely some day that its infliction was just.

7. Make a presentation of your own about famous criminals or crimes from any country

8. Overall conclusion. Reproduce in a written form as many as possible words and phrases you remember from the unit "Law and order"

UNIT 9. MEDIA MANIA

1. Match the lexis on the left with its appropriate definitions on the right

1. <i>Media</i>	a) a newspaper having pages half the size of those of the average broadsheet, typically popular in style and dominated by sensational stories
2. <i>Documentaries</i>	b) serving to entertain or give pleasure; diverting; amusing <i>Synonyms:</i> delightful , enjoyable , diverting , amusing, pleasing , agreeable , appealing , engaging , interesting , fascinating , absorbing , compelling ; humorous , funny , comical ; fun
3. <i>Tabloids</i>	c) the main means of mass communication (television, radio, and newspapers) regarded collectively
4. <i>Sitcoms</i>	d) a famous person, especially in entertainment or sport <i>Synonyms:</i> famous person , VIP , very important person , personality , name , big name , famous name, household name , star , superstar ; celeb, somebody , someone , megastar
5. <i>Virtual</i>	e) consisting of official pieces of written, printed, or other matter <i>Synonyms:</i> recorded , documented , registered , written , chronicled , archived , on record , on paper , in writing
6. <i>Celebrity</i>	f) a situation comedy
7. <i>Entertaining</i>	g) almost or nearly as described, but not completely or according to strict definition <i>Synonyms:</i> effective, in effect, near, near enough, essential , practical , to all intents.

2. Warming up. Study the phrases and compose the sentences of your own with them

A lively, well-edited tabloid — живий, добре оформлений листок;
to launch a tabloid — почати видавати газетний листок; бульварна

газета; *in tabloid form* — стиснуто, коротко, у стиснутому виді; *news in tabloid form* — короткий огляд новин; *to put a report in tabloid form* — викласти доповідь у тезовій формі; у формі таблетки; низькопробний бульварний *tabloid journalism* — низькопробна або сенсаційна журналістика; *tabloid press* — бульварна преса.

Virtual rulers of a country — фактичні правителі країни; *he is a virtual stranger, although we've met* — я його по суті не знаю, хоча ми і зустрічалися; *virtual velocity* — ефективна швидкість *virtual particle* — віртуальна частка; *virtual image* — уявне зображення; *virtual rating* — ефективна потужність.

3. Read up the authentic texts and pick up the passage to retell it from your perspective

Giving up TV

First off, I have to admit the falseness of the title. You can't give up television. You might want to. You might try. You might even succeed for about twenty-four hours. But, eventually you will go back. I know. I've spent the last three years trying to wean myself off the box in the corner. It started simply. I have satellite TV, and therefore have, at the best guess, some 200 or so channels available, eighty percent being completely devoted to shopping. Of the remainder, some I felt I couldn't live without. There were channels offering comedy, a host of BBC entertainment programmes I had previously enjoyed, drama, a huge choice of instant headline news to gorge upon, historical documentaries...

Then one day I found, with an audible start, I had been sitting for over an hour flicking listlessly through all seven million or so channels, resting on each programme for no more than thirty seconds or so. A thought suddenly occurred to me. I was falling out of love with television. I've been in love with television now for almost my entire life. When I first fell in love, television needed frequent breaks from me. Then came twenty-four-hour television. The satellite revolution brought more delights I couldn't get enough of. More awful talk shows. More cheap adverts. More 'straight to video' movies. A twenty-four-hour diet (though most go off between three and six a.m., thus giving me a chance to grab some sleep) of television without limits.

And we both lived happily ever after. Until that day, when I had wasted an hour of my life on television without actually finding anything to entertain, inform or educate me.

Never mind. The next night, I was back, lying in front of The Box in the corner, idly flicking. And finding nothing. At that point, I decided to give up television. It's been nice knowing you, but it's over. So long, and thanks for all the eyestrain.

But it isn't possible. I didn't manage to give up. But I did manage to detach. If I missed a programme I had read about I didn't mourn or worry. I let the programme go. Next, I gave up surfing. Easy. It was never rewarding — proof not only that television had fallen out of love with me at the same time I had fallen out of love with television, but that television had come to hate me personally. Finding other things to do was easy.

I went back to reading, devouring a whole book in an evening. Finally came news. I love news, possibly more than I love television. So this was the hardest to give up.

But television actually helped. Ceefax gave me instant, always-on news at any time, better written and more succinct than television or radio has ever managed.

But that leaves a single gap. The Simpsons. I can't tear that final link. The equivalent of keeping a wedding album years after the divorce is, for me, The Simpsons. Whilst every other programme has dropped away, The Simpsons remains. One day, I know I'll give that series up too. At that point television will be part of my history. I'll remain forever fond of the good times, and sour at how I was betrayed. But I'll be free. Some time after the next episode of The Simpsons.

Fears of a Clown

The well-known comedy film writer Richard Curtis remembers a day in 1976 when he and a group of fellow students at a university drama club got together to discuss sketch material for their summer review.

'Suddenly, Rowan, this rather odd electrical engineering student who had come to all the meetings but never uttered a word, stood up and started to mime and talk at the same time. I'd never seen anything like it. It was pure genius!' It was as a result of this that Rowan Atkinson

stumbled across his future to vocation, going on to gain valuable performing experience and forging a professional relationship with Curtis that would underpin his career.

He'd done some acting at school, but says there is nothing in his 'old-fashioned and establishment' farming background which indicates there is path he would later follow, unless it was perhaps the desire to break out and rebel.

Less than three years after leaving university, Rowan Atkinson was a star, albeit a most unlikely one. True, the disjunction between an intensely private, shy, serious man and a compellingly watchable performer such as he is is not unusual among comedians. But in Atkinson, the division goes deeper, for his comic persona exists in a parallel world dominated by his lifelong passion for cars and machinery. Friends say he is a 'motor mechanic dreaming he is an actor', and his passion for collecting and driving cars seems to be all-consuming. While on tour, theatre riggers were astonished to witness the star performer unplugging the cables, unbolting the scenery and lifting crates. It was almost as if he was pursuing a separate existence as the electrical engineer he had originally planned to be. Despite being acknowledged all over Europe as the heir to the mime greats of the past, Atkinson insists that he is an actor rather than a comic, and says he hasn't been funny off-stage or screen since adolescent self-consciousness set in at the age of 11. He may have natural gifts — his trademark pliable 'rubber face', the ability to turn nondescript words like 'bag' into lumps of volatile comic explosive, an instinctive knack for mime - but he claims that he needs an audience and the formality of staging or a camera before he can be somebody else. 'I must have a good script to disappear into,' he says.

'Any apparent spontaneity is deceptive. It is all entirely contrived.' Successful as Atkinson is, he still works hard to extract maximum leverage from his talents, paying incredible attention to detail, always terrified of the risk of failure. 'I constantly believe that there is a better performance just out of reach. That is quite a debilitating and negative experience,' he says. So why doesn't he stop? 'The prospect of doing a role is fun. Looking back on having done it is; ne. But the reality of rehearsals and performance!' he shudders visibly. 'Show business is a sandwich with a vicious filling.

But even though I hate the filling, I still like toe sandwich.’ Whether or not you find its silent slapstick funny, Mr Bean one of the most successful international exports in British comedy; the highest-rating comedy show on commercial TV in the 90s, it has been sold to more than 245 countries.

4. Grammar corner

4.1 Read the text below and think of the word which best fits each gap. Use only one word in each gap

Film isn’t just about moving images and spoken language – the written word can also have a strong impact on the big screen. In the first silent comedies and dramas, words emblazoned on a black screen helped audiences to understand___they were seeing. Words spelled___what the characters were saying, and connected the different scenes. For example, in between a scene showing our hero rushing to save his beloved and___of her being tied to the train tracks, the word ‘Meanwhile’___invariably appear on the screen.___the introduction of sound___most of this wording redundant, the written word did not disappear from film.___with the music, the design of the written title and opening credits helped to set the scene and establish the mood of the film. The 1930s saw the emergence of different genres of film, each associated with its ___distinctive form of lettering. Film posters picked___on this design feature,___ became just as important as the artwork in attracting the right kind of audience to the film.___ you agree with certain art critics, you’ll regard these posters___worthless kitsch.___ many others, however, they represent a high point in graphic art. A simple sheet of paper was turned___an emotional experience equal to the film itself,___the lettering playing a key role.

4.2 Complete the gaps with the correct form of the verbs in brackets

When Kay Tote got in tired from work one evening she just wanted to watch a video, but husband, Martyn, suggested (a) (watch) the news first. Now they must wish they hadn’t. The TV news bulletin said that someone in their area of north-east England (b) (fail) to claim a National lottery prize of €4,334,496 and warned the winner that, if they (c) (want) the money, they had better appear quickly, because the six-month

period in which to claim was nearly up. The numbers were 5-8-17-25-39-41.

Kay jumped up and screamed 'We've won! They're our numbers!' Martyn went silent, then admitted (d) (throw) the tickets away several weeks earlier. Kay persuaded (e) (her husband / get in touch) with the lottery organisers, Camelot, and explain what had happened. Officials agreed (f) (investigate) the matter, and soon rang back to tell (g) (the Totts / they / have) no doubt their claim was genuine, and that it would be investigated further. The next day, a lottery investigator came to their house and warned (h) (the couple / not / inform) any newspapers about what was happening. Six weeks later he returned to tell them that they (i) (break) the rules which stated that lost tickets must be reported within thirty days. Camelot were refusing (j) (pay out). Furious, Kay ordered (k) (him / leave) their tiny fat.

The next day, a desperate Martyn decided (l) (inform) the media. Interest was immediate: a tabloid offered (m) (put) the Totts up in a five-star hotel in return for an exclusive interview. Several TV companies invited (n) (the couple/ appear) on daytime TV. In an angry confrontation, a Camelot official apologized (o) (cause) the couple so much disappointment, but insisted (p) (they have to follow) their rules. The couple angrily accused (q) (Camelot / ruin / their lives) by raising their hopes and putting them through 'torture'. They even threatened (r) (sue) the company over the mental stress they had suffered.

Officials, however, denied (s) (make) any false promises. In the end, the Totts got little except a brief taste of tabloid fame. Two years later the couple divorced. Kay blames (t) (the media /raise) their hopes of a millionaire lifestyle: 'Before this happened, we were quite happy. Between them, Camelot and the newspapers turned our lives into a living hell.'

4.3 Here are some of the original quotes from the characters in the story. Rewrite them using the reporting verbs in the brackets

- a 'Remember to put the ticket in a safe place, love.' (remind)
- b 'Shall we have a quiet night in and just watch a video?' (suggest)
- c 'I'm so sorry, love. I threw the ticket away the other week.' (apologise)
- d 'We'll investigate the matter most thoroughly, Mr Tott.' (promise)
- e 'You mustn't even tell your family about this.' (warn) f 'We won't answer any questions about the investigation itself.' (refuse)

g 'We never had any problems in our marriage before this happened.'
(deny).

5. Render Ukrainian statements into English ones using covered words and expressions

1. Часто, переглядаючи фотографії красиво виряджених зірок з чергового гламурного журналу, багато пані ловлять себе на думці, що десь глибоко в душі, а, може, й не зовсім вже глибоко, заздять їм. Ще б пак! Гарні машини, багаті фірмові наряди, діамантові прикраси.

2. Як же тут залишишся байдужим! Ось їх життя і стає справжньою мрією. Як сказав відомий французький письменник Фредерік Бегбедер: «Гламур - це свято, яке завжди з іншими – не з тобою».

3. Жінки часто намагаються бути схожими на своїх кумирів з глянцевого видання: купують схожі речі, сидять на однакових дієтах, наслідують стилю. Але все одно, як би вони не старалися встигнути за ними, зірки завжди знаходяться на 3 ступені вище.

4. Це як модель нового телефону. Ходили, довго хотіли, мріяли про неї, але варто було її придбати – і відразу захотілося іншу. А все тому, що ця вже вийшла з моди, і з'явилася нова, більш вдосконалена.

5. Щоб не мучитися при думці про те, що життя зірок для нас – тільки казка, потрібно по суті зрозуміти, чим вони займаються. Хтось знімається в кіно, щоб ми, глядачі, пішли і подивилися це кіно. Хтось співає з естради, щоб ми, слухачі, пішли і почули те, що вони так старанно намагаються до нас донести зі сцени.

6. А хтось виблискує личком з подіуму, і теж для нас. У підсумку виходить, що всі ці старання зірочок призначені тільки для нас, споживачів.

7. Ще б пак, для кого ж їм ще працювати, як не для нас.

8. Адже якщо ми так дружненько не зберемося і не підемо на їх прем'єру, концерт, показ, вони повністю програють нам і залишаться без заробітку. І плакали їх грошики. От і пашуть у поті чола, щоб догодити нам.

9. Але безперечно, за їхню працю вони і отримують і гроші, і славу, і красиве життя, яка полягає в розкішних віллах, дорожчих

автомобілях, салонах краси, нескінченної роздачі автографів і ходінні по фітнес-центрах.

10. Роль і місце ЗМІ у житті сучасної людини велике, адже за їхньою допомогою суспільство стає інформативним, обізнаним з багатьма новинами поточного дня та анонсами наступного. Говорити ж про те, що засоби масової інформації є корисними для людини чи не корисними – важко. Усі нові технології, які розвиваються, є лише засобами. Кожен з таких засобів є дарований Богом і Ним допущений для нашого ужитку.

11. На мою думку, все залежить від людини, від її моральності як і в якому напрямку вона їх буде використовувати – чи для добра, чи для зла. Людина, зважаючи на свою природу покликання до суспільного життя, завжди прагне отримувати якомога повнішу інформацію про соціальний світ, у якому вона живе.

12. Такий інформативний чинник дає можливість аналізу і змоги виявляти своє ставлення до тієї чи іншої події. Остаточно особа отримує перспективу впливати на події. Коли говоримо про вплив ЗМІ на життя переїчної людини, перше місце тут займає якість інформації, її правдивість і моральність.

13. Важливим є звертання увагу на джерело походження, на авторів чи компанію, які стоять за певною статтею чи репортажем. Ми повинні докладати всіх зусиль для навчання людей правильно сприймати і аналізувати все побачене, почуте чи прочитане згідно з моральними та етичними нормами.

6. Take a moment to read the “words about information” of those who have gone before, with grace and hilarity. Then express your personal opinions concerning their meanings

✓ Knowledge in the form of an informational commodity indispensable to productive power is already, and will continue to be, a major -- perhaps the major -- stake in the worldwide competition for power. It is conceivable that the nation-states will one day fight for control of information, just as they battled in the past for control over territory, and afterwards for control over access to and exploitation of raw materials and cheap labor

✓"A computer lets you make more mistakes faster than any invention in human history with the possible exceptions of handguns and tequila."

✓"There's so much comedy on television. Does that cause comedy in the streets?"

✓"Television is like the invention of indoor plumbing. It didn't change people's habits. It just kept them inside the house."

✓"Television is to news as bumperstickers are to philosophy."

✓"Television has lifted the manufacture of banality out of the sphere of handicraft and placed it in that of a major industry."

✓"The bigger the information media, the less courage and freedom they allow. Bigness means weakness."

✓The most puzzling thing about TV is the steady advance of the sponsor across the line that has always separated news from promotion, entertainment from merchandising. The advertiser has assumed the role of originator, and the performer has gradually been eased into the role of peddler.

✓"I never miss a chance to have sex or appear on television."

✓"Television: Chewing gum for the eyes."

✓'Freedom of the press belongs to the man who owns one'.

✓The corporate grip on opinion in the United States is one of the wonders of the Western World. No First World country has ever managed to eliminate so entirely from its media all objectivity - much less dissent.'

✓It is a medium of entertainment which permits millions of people to listen to the same joke at the same time, and yet remain lonesome.

✓You have debased [my] child....You have made him a laughingstock of intelligence...a stench in the nostrils of the gods of the ionosphere.

✓"People that are really weird can get into sensitive positions and have a tremendous impact on history."

7. Make a presentation of your own about merits and demerits of media's impact on human being's mind

8. Overall conclusion. Reproduce in a written form as many as possible words and phrases you remember from the"Media mania"

UNIT 10. PROGRESS. INTERFERING WITH NATURE

1. Match the lexis on the left with its appropriate definitions on the right

1. <i>Technology</i>	a) a group of people who exchange information and contacts for professional or social purposes
2. <i>Network</i>	b) a medicine (such as penicillin or its derivatives) that inhibits the growth of or destroys microorganisms
3. <i>Progress</i>	c) the branch of science and technology concerned with the design, building, and use of engines, machines, and structures
4. <i>Antibiotics</i>	d) application of scientific knowledge for practical purposes, esp. in industry
5. <i>Engineering</i>	e) the regularly repeated elliptical course of a celestial object or spacecraft about a star or planet <i>Synonyms:</i> course , path , circuit , track , trajectory , rotation , revolution , circle ; circumgyration
6. <i>Orbit</i>	f) forward or onward movement towards a destination <i>Synonyms:</i> development , advance , advancement , headway, step(s) forward ; improvement , betterment , growth
7. <i>Spaceship</i>	g) a spacecraft, esp. one controlled by a crew

2. Warming up. Study the phrases and compose the sentences of your own with them

Microprocessor [computer, medical, military] technology — мікропроцесорна [обчислювальна, медична, військова]техніка; *technology assessment* — прогноз розвитку техніки; *school of technology* — *технічне* училище; наукова апаратура; *aerial and satellite technologies* — наукова апаратура, установлювана на літаках, супутниках; техніки, спеціальні прийоми; *nuclear technology* — ядерна технологія; *non-waste technology* — безвідхідна технологія; *high technology* — сучасна технологія.

Network of espionage — шпигунська сітка; коло, схема; *network announcer* — диктор.

Radio engineering — радіотехніка; машинобудування (*mechanical engineering*); *human engineering* — психотехніка; ергономіка; інженерна психологія.

3. Read up the authentic texts and pick up the passage to retell it from your perspective

Technological Progress: a Burden in Disguise?

It is exactly this technology that is becoming today. Technology is something that always has and will continue to amaze us. Up until now new inventions have mostly been within reason. Increasingly though we are witnessing technological inventions that are beyond conceptualization. The fact that we are even considering turning to technology to save our planet shows how highly we regard technology. We are not talking here about green technology such as solar panels – these are sensible.

Instead, this is technology that is trying to physically change the natural process happening around our planet. These solutions to climate change have been dreamt up in the US, a country largely self-invented. Technology there has almost received a religious status. If the upward progress of technology gets us into the mess of pollution, then high-tech inventions can also pull us out of it. That is the assumption.

Certainly, engineering your way out of the recession may be possible. But is hoping that it can also save our planet putting too much faith in the wonders of technology?

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Beacon of knowledge. It's a debatable question. Some see technology as the Devil's eye; others as the saving angel. One thing that is clear though is that we are in an age of technical determinism. Technology has gathered such prominence that it has its own determining force beyond that of science or politics, governing societal and economic changes.

For example, it has changed the way and how we communicate. The content of our communication has been pushed to secondary place as the medium of communication becomes the message. Media analyst Marshall McLuhan – who described technology as an extension of man – explained that each technological medium has its own intrinsic effects which become its unique message, because “it is the medium which shapes and controls the scale of human association and action.”

We adapt our content to the medium. Historically, the most powerful mediums have changed how we perceive the world – the telephone and the Internet, for instance. As the face of communication is changing, what we communicate changes too. Now we look to technology for the provider of answers and solutions to our problems. It is becoming our encyclopaedia, the source of much of our communication.

Before, knowledge was simply knowing something. Today it is knowing how things are associated with each other, ie where did this knowledge come from, how was it formed and is it reliable? There is technology to save the planet, technology to form relationships with people, technology to conduct academic research and technology to address our human needs and community interests.

2010 – the Death of the Mobile Phone

Technology is all pervasive. It invents something and a decade later that very thing is unrecognizable. The mobile phone illustrates perfectly how technological advancements mean that what was before a technical product is now merely an object and that the technicality lies in how it has evolved. A mobile phone is no longer a phone thanks to the proliferation of applications. The mobile phone is a metaphor for what the next 12 months have in store for technology.

In 2009 when software geeks wanted to test their products they turned to the phone. Thanks largely to Apple, the boundary between phones and computers is now a blurry one.

This blurry line translates into 2010 as the year of platform wars and operating system wars. Mobile platforms will increasingly hand over the data storage and data processing to infrastructures outside the mobile device, known as a “cloud”. This increases the amount of information the phone is able to handle. The first mobile phones powered by the cloud will be business-focused applications where collaboration, data sharing, multitasking and scheduling are key features. For regular consumers, navigation applications will take the lead. Exciting speciality applications will offer remote keys to your house, which lets one control one’s house from a distance, eg switching on lights and even remotely managing one’s PC.

Industrial espionage. The mobile phone is essentially becoming a computer. In order for cloud computing to work there needs to be a certain level of trust. But as more platforms and operating systems come into play there is the risk of a breach of service. The day somebody hacks into the cloud enterprise, trust and security issues will result in a major cloud-computing catastrophe.

Mark Anderson, CEO of Strategic News Service – who holds a 97% success rate on his yearly predictions – says that “Catastrophe is lurking around the corner.” What are initially bright ideas in the world of technology have darker sides to them. By the end of the year the mobile phone as a computer and the cloud-computing catastrophe will increasingly be reality for us.

There is, however, one more item on the 2010 technology agenda, which ratifies the transcendent position that technology in the coming decade will secure. Using technology to interfere in the Earth’s natural processes suddenly becomes more acceptable if we compare Silicon Valley’s next venture, which goes one step further – using technology to alter people’s psychological state.

When technology becomes too clever. Real time is not a new concept but when we use it to connect remote data to people and things the results are rather startling. In the near future specific face recognition will allow us at a party, for example, to have photographed a face without the person knowing and a little voice from our phone

device will tell us who this person is, their job and how many children they have, etc. Sounds like a fantastic way of getting to know a person.

Its developers believe we are living in a hostile and difficult world. Apparently it will improve the human condition. Well if that means making the unknown known, it's as if we weren't capable of using our own language abilities. It is sending out signals to society where we learn to judge a person through facts about them rather than their character and rapport.

Another, slightly more acceptable, use of the device is voice-queried information about your personal environment and self-guided tours. Whereas this is not as insulting as a machine telling you information about your fellow beings, it nevertheless also dehumanizes us as we begin to lose our own sense of discovery.

On a positive note, from the commercial side these real time devices open up a wealth of opportunities for marketers. They will be able to develop relevant messages based on location, interest and context. The next tactic for marketers is to get on that screen and not simply in a passive manner but also in an interactive way.

4. Grammar corner

4.1 Read the text below and think of the word which best fits each space

Science Fact and Science Fiction

When writers attempt to anticipate the future, they often only succeed in providing an interpretation of the present. This (1)_____ be seen in the fantasies produced by science fiction writers in the middle of the twentieth century. Almost nothing has turned (2)_____ the way that these writers expected. Although they (3)_____ manage to predict intelligent robots, they completely (4)_____ to anticipate the development in communications technology that would make them possible. This (5)_____ that science fiction written before 1980 now seems absurdly dated, and what strikes you most (6)_____ the curious absence of personal computers, e-mail and the Internet. Science fiction writers, it seems, were remarkably (7)_____ on the uptake when (8)_____ came to grasping the extent to (9)_____ the nature of communication would change.

Instead, their focus was (10)_____ much on rocket technology and space travel. For they (11)_____ not to know that the lunar landings, so exciting at the time, would actually lead nowhere. There are no human colonies on the Moon, (12)_____alone on Mars and the idea that people might eventually populate the cosmos seems even (13)_____ within the realms of possibility now than it did then, despite half a century of bewilderingly rapid technological progress. What's (14)_____, scientists have even begun to ridicule the notion, fundamental to much science fiction, that one day we just (15)_____ encounter intelligent aliens.

4.2 Fill in missed words according the context

E-Mail or Snail Mail?

Modern technology has___about enormous improvements in communications and yet many people are still very worried ___using the latest computer technology I am often___to meet colleagues who still don't, know what the 'e' in e-mail stands for and they are too___to ask. They assume you have to be skilled___computers to send a message via e-mail but in fact it is___thing in the world ordinary letter or a 'snail' message which also takes___longer An e-mail message is only___more expensive than a local telephone call to send. It is also___to send an e-mail message___to send an; on top of the call itself you also have to pay a fee to your 'server'. If you send a letter by___mail it will take a couple of days to get there whereas an e-mail will not taken___ than a few seconds. Once you become___to using the system you will be ___at how much more___it is than other means of communication. Of course, before you have access to e-mail, you will need a fairly___computer, which can be quite expensive.

4.3 Complete the gaps with the correct form of the verbs in brackets

Ten Things to Worry About if You Are Rich and Famous.

- 1 Whether or not people really like you, or just like (see) with someone famous.
- 2 (follow) by the paparazzi whenever you go to a fashionable party.
- 3 (not get) any peace because fans are always trying (take) photographs of you.
- 4 Whether or not your dress sense is going (criticise) by the fashion journalists.

- 5 Ex-lovers who threaten (sell) their story to the newspapers.
- 6 Whether or not it's going to be possible for your children (have) a normal childhood.
- 7 Having trouble (find) a reliable chauffeur, cleaner and cook.
- 8 Worrying about your family(kidnap).
- 9 Wondering whether or not it's worth (sell) your third home.
- 10 (not know) if your accountant is cheating you.

4.4 Complete the gaps with the correct form of the verbs in brackets

Ten Things to Worry if You Are not Rich and Famous

- 1 Wondering why all your friends seem (be) more successful than you.
- 2 Never (invite) to any fashionable parties.
- 3 (not have) enough money (be) able to go on holiday.
- 4 Not having anything (spend) on new clothes.
- 5 Ex-lovers who refuse(see) you because they've found someone richer and better-looking.
- 6 Whether or not you can afford (have) children in your current financial position.
- 7 The fact that you are expected (drive) to the shops, clean the house and prepare something(eat) without any help.
- 8 Worrying about not having enough money (buy) birthday presents for relatives.
- 9 Your debts, the fact that your scooter won't last much longer, and whether or not it's time (sell) it.
- 10 Worrying about (give) the wrong change in the supermarket.

5. Render Ukrainian statements into English ones using covered words and expressions

1. Ми живемо в час небувалого злету інформаційних технологій. Ми отримуємо інформацію завжди, коли читаємо книжки, слухаємо радіо, дивимось телевізор, спілкуємося між собою. Завдяки технічному прогресу виникли нові засоби комунікації, тобто засоби спілкування, а разом з ними – і нові цінності.

2. Першим проривом у цьому напрямку стала книга, пізніше – періодичні друковані видання, потім – телеграф, радіо, телебачення

і, нарешті, Інтернет. Сьогодні світ заповнили комп'ютери. Даний матеріал містить цікаву інформацію про комп'ютер, його позитивний та негативний вплив на людину і дитину, зокрема.

3. Вважаємо, що дані методичні поради дадуть бібліотечним працівникам, педагогам цікаву інформацію про комп'ютер, його позитивний та негативний вплив на людину. Пропонуємо використовувати цей матеріал для проведення бесід, оглядів, вікторин та інших заходів з дітьми.

4. Число користувачів Інтернету в Україні щомісячно збільшується на 200 тис. Адже Інтернет – це оперативність. Дані тут оновлюються кожні 5-15 хвилин, що неможливо ні в яких інших засобах інформації. Сьогодні у високорозвинених країнах світу є можливою купівля-продаж за допомогою електронних засобів, не виходячи за поріг домівки. Стали реальністю освіта з дистанційним управлінням, комп'ютерна діагностика та хірургія, транспорт та зв'язок з миттєвим замовленням квитків тощо.

5. В Японії увійшли в моду домашні кішки-комп'ютери. Вони можуть муркотіти будь-які мелодії відповідно до настрою господаря, робити масаж лапками і лікувати. Кішка-робот сама поставить діагноз, замовить необхідні ліки, складе лікувальну дієту.

6. Ви, мабуть, знаєте про існування електронних книг. У Франції створено книгу, зовні схожу на традиційну, але під її обкладинкою розміщено екран розміром 16 x 21 см. Електронну книгу можна покласти до сумки чи рюкзака, і працює вона на батарейках протягом 5 годин. Це водночас і книга, і бібліотека, і віртуальний книжковий магазин. Її пам'ять зберігає біля 30 книг по 500 сторінок кожна.

7. Маючи мобільний телефон чи телефонну розетку, ви підключаєтеся до Інтернету і можете гуляти по віртуальному магазину, вибирати і замовляти книги. Досить провести по екрану пальцем, щоб підібрати книгу чи газету, збільшити розмір букв, знайти незрозуміле слово у словнику.

8. Останнє досягнення комп'ютерних технологій – „жива” книга. За допомогою комп'ютера можна не лише читати текст і переглядати малюнки, а й чути голоси персонажів, „оживляти” ілюстрації, грати у цікаві ігри.

9. Навіть є такі електронні книжки-ігри, які надають можливість не тільки познайомитися з авторським варіантом твору, а й самому вплинути на хід сюжету.

10. Вміння знаходити інформацію за допомогою комп'ютера – це справжнє мистецтво. І ним потрібно навчитися володіти. Адже діти повинні відрізнити потрібну інформацію від непотрібної, глибоку від поверхневої, корисну від беззмістовної та шкідливої.

6. Take a moment to read the “words about technological progress” of those who have gone before, with grace and hilarity. Then express your personal opinions concerning their meanings

✓The most technologically efficient machine that man has ever invented is the book.–Northrop Frye

✓Just because something doesn't do what you planned it to do doesn't mean it's useless.–Thomas Edison

✓It has become appallingly obvious that our technology has exceeded our humanity.–Albert Einstein

✓One machine can do the work of fifty ordinary men. No machine can do the work of one extraordinary man.–Elbert Hubbard

✓Technology is a word that describes something that doesn't work yet.–Douglas Adams

✓All this modern technology just makes people try to do everything at once.–Bill Watterson

✓We are stuck with technology when what we really want is just stuff that works.–Douglas Adams

✓Humanity is acquiring all the right technology for all the wrong reasons.

✓–R. Buckminster Fuller

✓It's supposed to be automatic, but actually you have to push this button.–John Brunner

✓Books may look like nothing more than words on a page, but they are actually an infinitely complex imaginotransference technology that translates odd, inky squiggles into pictures inside your head.–Jasper Fforde

✓I think that novels that leave out technology misrepresent life as badly as Victorians misrepresented life by leaving out sex.—Kurt Vonnegut

✓Technological progress has merely provided us with more efficient means for going backwards.—Aldous Huxley

✓The human spirit must prevail over technology.—Albert Einstein

✓Technology... the knack of so arranging the world that we don't have to experience it.—Max Frisch

✓Technology frightens me to death. It's designed by engineers to impress other engineers. And they always come with instruction booklets that are written by engineers for other engineers — which is why almost no technology ever works.—John Cleese

✓The great myth of our times is that technology is communication.—Libby Larsen

✓Technology made large populations possible; large populations now make technology indispensable.—Joseph Wood Krutch

✓Computers are useless. They can only give you answers.—Pablo Picasso

✓TV and the Internet are good because they keep stupid people from spending too much time out in public.—Douglas Coupland

✓This is the whole point of technology. It creates an appetite for immortality on the one hand. It threatens universal extinction on the other. Technology is lust removed from nature.—Don DeLillo

✓The greatest achievement of humanity is not its works of art, science, or technology, but the recognition of its own dysfunction.—Eckhart Tolle

✓First we thought the PC was a calculator. Then we found out how to turn numbers into letters with ASCII — and we thought it was a typewriter. Then we discovered graphics, and we thought it was a television. With the World Wide Web, we've realized it's a brochure.—Douglas Adams

✓Communications tools don't get socially interesting until they get technologically boring.—Clay Shirky

✓Any sufficiently advanced technology is equivalent to magic.—Sir Arthur C. Clarke

✓Ethics change with technology.—Larry Niven

✓So much technology, so little talent.—Vernor Vinge

✓ Programs must be written for people to read, and only incidentally for machines to execute.–Harold Abelson

✓ For a list of all the ways technology has failed to improve the quality of life, please press three.–Alice Kahn

✓ As a technology, the book is like a hammer. That is to say, it is perfect: a tool ideally suited to its task. Hammers can be tweaked and varied but will never go obsolete. Even when builders pound nails by the thousand with pneumatic nail guns, every household needs a hammer.–James Gleick.

7. Make a presentation of your own about the positive as well as negative impact of technological achievements in space, education, medicine, engineering, architecture, entertainment

8. Overall conclusion. Reproduce in a written form as many as possible words and phrases you remember from the unit "Progress. Interfering with nature"

UNIT 11. GLOBAL ISSUES. ENVIRONMENTAL PROBLEMS

1. Match the lexis on the left with its appropriate definitions on the right

1. <i>Environment</i>	a) a glass building in which you grow plants that need to be protected from bad weather
2. <i>Deforestation</i>	b) of a species of animal or plant is the death of all its remaining living members <i>Synonyms:</i> dying out , disappearance , vanishing ; extermination , destruction , elimination , eradication , annihilation
3. <i>Greenhouse</i>	c) a stock or supply of money, materials, staff, and other assets that can be drawn on by a person or organization in order to function effectively
4. <i>Extinction</i>	d) the conditions under which people, creatures, and plants have to live
5. <i>Pollution</i>	e) convert (waste) into reusable material
6. <i>Recycle</i>	f) the planting of trees over a wide area
7. <i>Resources</i>	g) the process of polluting water, air, or land, especially with poisonous chemicals <i>Synonyms:</i> contamination

2. Warming up. Study the phrases and compose the sentences of your own with them

Moral environment — моральна атмосфера, моральний клімат; навколишнє середовище; середовище, стихія (вода); (командне) середовище; *environment protection legislation* — законодавство про охорону навколишнього середовища.

3. Read up the authentic texts and pick up the passage to retell it from your perspective

Garbage Guru

We live in an increasingly throwaway society I meet an artist who's making a material difference

Steve Bradley freely admits his work is garbage. 'It's true,' he says. 'My work is rubbish.' As an environmental artist, Steve's spent most of

his worki' life picking up the things that other people have throw away, and devising new ways to use art and humour get us thinking about the environment. His work has been concerned with what our attitudes to rubbish anc the environment say about our society. But these aren: abstract gallery pieces for people in smart suits to io spend a fortune on, Steve believes in taking art to the people: a market stall in the city of Hull; a window on a street in downtown Tallahassee, Florida; and now, the Visitors' Centre in an English National Park where we meet.

I'd read about Steve in a tabloid newspaper. He explains the project that had earned this notoriety: 'In Hull, I picked up used lottery scratchcards off the streets and sold them on a market stall, three for 50 p. Of course, they were worthless, and that was the whole a point.

Kids wanted to know what I was doing, and I'd explain the disappearing act to them, how something could be worth a pound (the cost of a scratchcard), then worth nothing. It was a ploy, you know, to get them thinking about the value of things. You look at any drinks can, or a bottle; the material you throw away is often worth more than the product you have paid for and consumed!'

'When I called the National Park authorities for permission to pick up rubbish in a famous beauty spot so and do something unspecified but vaguely arty next to the Visitors' Centre, they were understandably wary that I might give people the impression that our National Parks are filthy. But the truth is, the problem of litter isn't confined to the National Parks. Litter costs taxpayers £410 million a year, or at least that's what it costs local government authorities to clean up across the UK.

However, on private land - such as farmland - the cost of clearing litter is met by the landowner, so the real cost is even higher. The National Park has now removed all bins from car parks and laybys, because it encourages people to take their litter home rather than leave it for overstretched local authorities to deal with.

But there's still plenty to be found - Steve and I are filling large black bin-liners with the stuff. He notices that most crisp packets have been obsessively folded into tiny origami-like structures, or tied into a knot: 'I've seen this in a few places; I call it pre-litter anxiety. There's obviously a time lapse between consuming the contents and discarding the waste ... it's really rather creative behaviour.'

In the grounds of the Visitors' Centre, Steve sets up the canvas where he'll display the litter we've just collected. A garden net is strung up between three trees and pegged to the ground by one corner. After about an hour, a coachload of would-be art critics arrive invited over for the occasion from a local school. They're intrigued and eager to join in. They tie rubbish to the net and surround Steve with cheeky questions until they're chivvied back onto the coaches by their long-suffering teachers. Steve's in his element as he adopts the role of lively, gesticulating artiste.

'So, Steve,' I say, surveying the scraps of debris, drinks bottles and sweet wrappers which have been retrieved and recruited into a new existence as art, rather than litter: 'What does it all mean?' Refreshingly, he's more interested in what the kids made of it than what he, as the artist, wants the work to say: 'I'm not looking for people to see anything specific in my work. If pressed, I'd want the audience to be surprised, and then laugh; but any emotion or reaction is good. It's about raising their awareness of the environment they live, work and play in.'

After spending the day with Steve, I've succumbed ever so slightly to garbage fever. As we untie the net, I feel a tinge of regret at destroying our original piece; this is my first venture into the world of modern art. From rubbish to litter to art, then back to rubbish, our installation, entitled 'Net Deposit', is rolled into a bin-liner to be thrown away (again) when we get home, so everyone's got their own reasons for hating litter, but until now I've always kept my dislike of detritus quiet. Who cares about a few crisp packets?

Well, in his classic book *My First Summer in the Sierra*, published in 1911, the Scottish nature lover John Muir came to the conclusion that: 'when we try to pick out anything by itself, we find it hitched to everything else in the universe.' In a nutshell, and about 70 years before a single Greenpeace calendar was sold, he'd summed up the essence of ecology; that everything matters, even if some things matter more than others. I'm guessing, but I suspect John Muir would never have dropped his crisp packet at a beauty spot.

***Climate and Your Health: Addressing the Most Serious Health
Effects of Climate Change***
***Science shows that climate change will affect human health across
the world***

From diminished air quality and degradation of food and water supplies to increasing levels of allergens and catastrophic weather events, we will experience a number of worsening health threats during our lifetimes. Scientific understanding in this area is expanding rapidly, and urgent action is needed to help us avoid the worst of these effects.

There are currently no federal limits on the life-threatening carbon pollution coming from existing stationary sources like power plants and factories. The Environmental Protection Agency (EPA) is attempting to safeguard our health by reducing this carbon pollution and lessening the impact of climate change. We can protect the health of our families and communities by supporting the EPA's efforts to update the Clean Air Act to address more sources and types of the pollution that cause climate change and these associated health risks.

1. Extreme storms affect health and infrastructure: science tells us that increases in carbon pollution have contributed to the destructive potential of Atlantic hurricanes and tropical storms in recent decades. Hurricane rainfall and wind speeds are projected to increase as the future becomes warmer.

2. More severe storms and floods can lead to drownings, injuries, drinking water contamination, community displacement, and outbreaks of infectious disease. Storms also damage basic infrastructure and result in additional health risks such as moisture leading to mold growth that can exacerbate allergies and respiratory illnesses. Heat waves increase death and illness: the frequency, intensity, and duration of heat waves in the United States are projected to increase substantially because of climate change.

3. As temperatures increase, so do the number of deaths and illnesses occurring from heat stress, heatstroke, cardiovascular disease, and kidney disease. Heat waves cause the most harm among the elderly, young children, and in economically disadvantaged communities. City dwellers are also at risk because of elevated temperatures from the "urban heat island effect."

4. Air pollution contributes to more smog and respiratory illness: Approximately 158 million Americans live in counties where air pollution exceeds national health-based standards. Rising temperatures increase ozone smog formation in many areas. Increasing levels of smog are associated with increased hospital admission rates and death for people with respiratory diseases such as asthma, and worsens the health of people suffering from cardiac or pulmonary disease.

5. Pollen allergies proliferate: higher temperatures in the United States have been linked to longer allergenic ragweed pollen seasons.

6. Today's increased levels of carbon dioxide can cause ragweed to produce twice as much pollen; by 2075, that could be four times as much. With increased airborne pollen, those who suffer from seasonal allergies could experience worsening symptoms, including hayfever and asthma. This could be unbearable for the 23 million children and adults with asthma in the United States and would compound today's \$32 billion price tag for allergies and allergen-driven asthma.

7. Mosquito – and tick-borne infectious diseases spread more widely: Climate change will affect patterns of diseases such as dengue fever, West Nile virus, and Lyme disease. Increasing temperatures and rainfall have been associated with increased occurrence and transmission of insect-borne diseases like West Nile virus.

8. Hotter temperatures can lead to more rapid development of dangerous pathogens within insect carriers and allow these diseases to expand their range into new, once cooler, regions.

9. Approximately 173 million Americans in at least 28 states live in counties with mosquitoes that can carry dengue fever, a painful viral illness that's increased globally 30-fold in the last 50 years.

10. Drinking water becomes increasingly contaminated: Outbreaks of water-borne diarrhea diseases caused by parasites like Giardia and Cryptosporidium have been associated with heavy rainfall events and flooding, which are likely to become more frequent due to climate change. Although climate change threatens the safety of water supplies worldwide, the impact will be most severe where water infrastructure and treatment is less available.

11. Water and food supplies threatened: climate change is expected to worsen both floods and droughts, threatening the availability of water for drinking and irrigation. Droughts harm crops, diminishing food

variety, nutritional content, and availability—all of which can contribute to malnutrition and the spread of infectious diseases. Furthermore, warming ocean temperatures bring shifts in the geographic range of fish populations that can severely impact local food supplies. And climate change’s higher temperatures increase the risk of food-borne illnesses.

12. Large numbers of environmental refugees: sea level rise and subsequent flooding will leave some coastal regions uninhabitable, forcing people to flee their homes. Experts estimate there will be up to 50 million “environmental refugees” by 2020—people forced to migrate by a range of climate change-related environmental disasters like floods, droughts, and desertification—resulting in health threats such as increases in urban crowding, trauma, social unrest, lack of clean water, and transmission of infectious diseases.

Protecting ourselves from the worst effects of climate change. The range of potential threats to health posed by climate change has never been clearer. At the same time that temperatures are rising the numbers of heat-vulnerable older Americans are growing at the fastest rate in a century. There are now 40 million Americans age 65 plus; that number will soar to over 86 million by 2050. Other vulnerable groups include children and economically disadvantaged communities. We now have record numbers of Americans living in poverty—at least 43.6 million people, the highest number since the 1960s. Combining this with an aging municipal infrastructure, we are a nation increasingly vulnerable to climate change. NRDC strongly supports the EPA’s efforts to limit life-threatening carbon pollution. We must also prepare the national and local public health system to respond to this range of anticipated threats that will accompany climate change.

4. Grammar corner

4.1 Read the text below and add the word which best fits each space

Living a Long Life

It is often said that Japanese people, ___ average, live much longer than Europeans. ___ a large extent this must be due to the food most Japanese people eat since ___ the point of view of lifestyle, life ___ modern Japan is no less stressful than ours ___ the West. The Japanese live ___ a diet largely made up ___ fish and rice ___ lunch time a

typical Japanese family will consume ___least twice as many vegetables as we do in Europe. ___comparison with Europeans, the Japanese eat far less meat and fewer potatoes; ___the same time, they eat seven times more fresh fish than we do which makes their diet much healthier far ___. It would be fair to say that ___general, the Japanese consume far less sugar than Europeans, though the modern Japanese – frequent visitors ___Europe ___business or ___pleasure – are discovering the pleasures and dangers of western-style eating habits.

4.2 Read the text below and fill in the word which best fits each gap. Use only one word in each gap

Unemployed Elephants

Everybody seems to like elephants, but very few people actually want to own one. This is not particularly surprising ___you consider that they live for as long as eighty years and eat up two hundred kilos of food per day. Owning an elephant would clearly be quite a big commitment ___any family. In Thailand, the elephant has always played an important economic and cultural role, and right up until the end of the twentieth century the animals ___employed in the forestry industry, where they did a lot of the heavy lifting work. In the last twenty years, ___, the forestry industry in Thailand has been ___decline, partly because people there want to conserve the forests ___than cut them down. This means that there are now a large number of unemployed elephants which are in ___of a new life. The government-run Elephant Conservation Centre near Chiang Mai tries to help some of these animals. It provides around one hundred of them ___a home. It is now regarded ___the best place in the world to learn the skills of elephant care. The centre also attracts large numbers of tourists ___come to see the animals. Everyone's favourite activity is bath time in the river, and the elephants obviously enjoy it just as ___as their visitors.

4.3 Mark the correct verb in each set

1. As part of its campaign to proceed / promote / provoke a healthy lifestyle, the government is getting tough on smoking.
2. They have decided / wished /pledged to reduce the number of smoking-related illnesses within ten years.
3. Some organisations want them to censor / ban / bar smoking in all public places.

4. However, this would be a difficult policy to implement /do / carry off.
5. In addition, everything the government does to bring down / curb / crack down smoking reduces the income they receive from tax on cigarettes.
6. This equalises / epitomises / expands the type of dilemma many governments face.
7. On the one hand, they must protect citizens and cut / slice / chop health-care costs.
8. On the other hand, they need to serve / reserve / preserve people's rights and freedoms and maintain tax income.

4.4 Complete the sentences in each pair with the correct expression. What is the difference in meaning?

1. standard of living / cost of living
 - a It is high rents that make the so high in this city.
 - b Their living standards in this country has improved dramatically over the last few decades.
2. lifestyle / way of life
 - a The traditional way of life in some villages hasn't changed for years.
 - b Living in the city, I had a very hectic.
3. living (n.) / livelihood
 - a He was a taxi driver who lost his job when cars were banned from the city centre.
 - b He makes his money as a tour guide.
4. alive / living (adj.)
 - a He's had so many accidents, he's lucky to be.
 - b He is one of our greatest poets.
5. lifetime / lifelong
 - a William hasn't been the same since the death of his friend.
 - b He has spent his life fighting against injustice.
6. outlive / live out
 - a After Jack retired, he decided to spend the rest of his days in a quiet country village.
 - b Jack is so fit and healthy I'm sure he'll outlive the rest of his family.

5. Render Ukrainian statements into English ones using covered words and expressions

1. Американські вчені вивчили склад проб льоду, узятих на великій глибині в Гренландії, за концентрацією ізотопу берилію, що утворюється в кризі під впливом космічного проміння і характеризують сонячну активність. На основі цього було встановлено, що між кількістю плям на Сонці і коливаннями температури Землі існує безпосередній зв'язок.

2. Великі кількості вуглекислого газу, фреонів викидаються з допомогою вулканічної діяльності.

3. Антропогенні причини глобального потепління полягають у спалюванні великої кількості палива, виробництві сільськогосподарської продукції та іншої людської виробничої діяльності, у результаті якої у повітря надходять парникові гази, витончується озоновий шар, а також хижацьке вирубування лісів, які поглинають діоксид вуглецю.

4. Російськими вченими під керівництвом проф. Ю.О. Ізраїля було зроблено детальний прогноз можливих змін та його наслідків. Вони використовували кілька сценаріїв оцінок потенційних впливів зміни клімату. По третьому сценарію станеться не рівнозначний глобальний розподіл підвищення температури, а саме, невеличке підвищення, що становить половину глобального середнього, в тропічних регіонах, а підвищення, яке вдвічі перевищує глобальне середнє в полярних регіонах.

5. Прогнозовані впливи змін клімату було розглянуто з урахуванням великомасштабних природних явищ, як-от Ель-Ніньо, що у сукупності зі змінами клімату можуть мати значний вплив на сільське господарство. Майбутня зміна клімату можливо призведе до руху у бік полюсів кордонів кліматичних зон, який відбудеться на кілька сотень кілометрів протягом наступних 50 років.

6. Зміни флори і фауни будуть відставати від кліматичних зрушень і тому важливо залишатися у сучасних місцях проживання, опинившись тим самим у іншому кліматичному режимі. Ці режими можуть бути більш-менш сприятливими до різних видів.

7. Соціально-економічні наслідки цих впливів будуть суттєвими, особливо у регіонах земної кулі, де добробут

суспільства і його економіка залежать від природних екосистем суші.

8. Більше теплого клімату Землі сприятиме більш мінлива, як зараз, погода з імовірністю більш частих повеней та посух, сильніших ураганів чи тайфунів і більш частих хвиль спеки. Принаймні підвищення глобальних температур змінюватиме характер глобальної циркуляції атмосфери у зв'язку зі зміною частоти і кількості опадів.

9. У зв'язку з цим людство може зіштовхнутися з проблемою розширення територій, які схильні до впливів тропічних циклонів. Очікується, що з прогнозованим порушенням атмосферної циркуляції і зміною характеру бурь, людство зіштовхнеться з проблемою значного підйому рівня моря.

10. Очікується, що протягом 100 років рівень моря підвищиться на 1 м чи більше. Якщо не вжити погоджених дій щодо будування захисних споруд узбережжя, то підйом рівня моря на 1 м може призвести до затоплення портових територій і зашкодити мільйонам людей.

11. Очікуване різке зростання глобальних температур позначиться на здоров'ї людей, зручності і способі їхнього життя, виробництві продуктів харчування, економічної діяльності, характері розселення і міграції. Прогнозоване зростання населення викликає серйозні проблеми землекористування, великі витрати енергії, прісної води, продуктів харчування та нагальної потреби житлового будівництва.

12. Нині є достатньо підстав, які свідчать тому, що кліматичні зміни нададуть помітний вплив на сільське господарство й тваринництво. Через війну прогнозованих змін знадобиться запровадження нових технологій і методів ведення сільського господарства.

13. Наслідки деяких регіонів можуть виявитися вельми серйозними, включаючи можливе скорочення виробництва територіях, які сьогодні є дуже уразливими і найгірше пристосованими до кліматичним змін. Усе це може загострити труднощі, пов'язані зі швидким зростанням населення.

6. Take a moment to read the “words about environment” of those who have gone before, with grace and hilarity. Then express your personal opinions concerning their meanings

✓ “He who knows what sweets and virtues are in the ground, the waters, the plants, the heavens, and how to come at these enchantments, is the rich and royal man.” – Ralph Waldo Emerson

✓ “Never doubt that a small group of thoughtful committed citizens can change the world; indeed, it is the only thing that ever has.” – Margaret Mead

✓ “We will look upon the Earth and her sister planets as being with us, not for us.” – Mary Daly

✓ “The ultimate test of man’s conscience may be his willingness to sacrifice something today for future generations whose words of thanks will not be heard.” – Gaylord Nelson

✓ “Let the clean air blow the cobwebs from your body. Air is medicine.” – Lillian Russell

✓ “Earth provides enough to satisfy every man’s need, but not every man’s greed.” – Gandhi

✓ “To halt the decline of an ecosystem, it is necessary to think like an ecosystem.” – Douglas P. Wheeler

✓ “As many know, the Chinese expression for “crisis” consists of two characters side by side. The first is the symbol for “danger,” the second the symbol for “opportunity.” – Al Gore

✓ “A Healthy Ecology is the Basis for a Healthy Economy” – Claudine Schneider

✓ “For many of us, water simply flows from a faucet, and we think little about it beyond this point of contact. We have lost a sense of respect for the wild river, for the complex workings of a wetland, for the intricate web of life that water supports.” – Sandra Postel

✓ “We owe our lives to the sun... How is it, then, that we feel no gratitude?” – Lewis Thomas

✓ “Environmentally friendly cars will soon cease to be an option...they will become a necessity.” – Fujio Cho

✓ “The activist is not the man who says the river is dirty. The activist is the man who cleans up the river.” – Ross Perot

✓ “The weight of our civilization has become so great, it now ranks as a global force and a significant wild card in the human future along

with the Ice Ages and other vicissitudes of a volatile and changeable planetary system” – Dianne Dumanoski

✓“We abuse land because we regard it as a commodity belonging to us. When we see land as a community to which we belong, we may begin to use it with love and respect.” – Aldo Leopold

✓“It’s not just global warming, it’s not just a loss of biodiversity, it’s not just the pollution of our oceans and the clearing of our rainforests and all these complicated systems, The [11th Hour] movie talks about the world economy, it talks about politics, it talks about personal transformation and environmental consciousness that we need to have in this generation to implement a lot of these changes that need to occur.” – Leonardo Di Caprio

✓“There must be a reason why some people can afford to live well. They must have worked for it. I only feel angry when I see waste. When I see people throwing away things we could use.” – Mother Teresa

✓“Because we don’t think about future generations, they will never forget us.” – Henrik Tikkanen

✓“The use of solar energy has not been opened up because the oil industry does not own the sun.” – Ralph Nader

✓“When the soil disappears, the soul disappears.” – Ymber Delecto

✓“For 200 years we’ve been conquering Nature. Now we’re beating it to death.” – Tom McMillan

✓“It is horrifying that we have to fight our own government to save the environment.” – Ansel Adams

✓“We say we love flowers, yet we pluck them. We say we love trees, yet we cut them down. And people still wonder why some are afraid when told they are loved.” – Unknown author

✓ “There is hope if people will begin to awaken that spiritual part of them, that heartfelt knowledge that we are caretakers of this planet.” – Brooke Medicine Eagle.

7. Make a presentation of your own about the impact of technological progress on the human beings and environment

8. Overall conclusion. Reproduce in a written form as many as possible words and phrases you remember from the unit”Global issues. Environmental problems”

UNIT 12. DISSEMINATING INFORMATION

1. Match the lexis on the left with its appropriate definitions on the right

1. <i>Information</i>	a) is the total number of words you know in a particular language <i>Synonyms:</i> language , lexicon , lexis , words ; diction , terminology , phraseology , nomenclature , terms , expressions , parlance , idiom , jargon , vernacular
2. <i>Communication</i>	b) act in such a way as to have an effect on another; act reciprocally
3. <i>Vocabulary</i>	c) notice taken of someone or something; the regarding of someone or something as interesting or important <i>Synonyms:</i> consideration , contemplation , deliberation , thought , study , observation , scrutiny , investigation , action
4. <i>Interact</i>	d) the data available to individuals, firms, or governments at the time when economic decisions have to be taken
5. <i>Attention</i>	e) the result of any action (physical, written, or verbal) that conveys meanings between two individuals. In the context of marketing, the marketer wants the communication, in the form of a promotional message, to gain attention and to be understood, believed, and remembered <i>Synonyms:</i> transmission , conveyance , divulgence , disclosure ; dissemination , promulgation , broadcasting
6. <i>Ability</i>	f) an act of giving one thing and receiving another (esp. of the same type or value) in return <i>Synonyms:</i> conversation , dialogue , talk , discussion , chat ; debate , argument , altercation , row ; confabulation, colloquy
7. <i>Exchange</i>	g) possession of the qualities required to do something; necessary skill, competence, or power <i>Synonyms:</i> capacity , capability , potential , potentiality , power , faculty , aptness , facility ; means

2. Warming up. Study the phrases and compose the sentences of your own with them

Information processing — обробка даних; повідомлення, передача відомостей; *information-gathering technique* — метод (прийом) збирання інформації *information in the nature of quo warranto* — судова процедура з'ясування правомірності претензій (на посаду, право тощо); *information on criminal activity* — інформація про злочинну діяльність.

Mathematical theory of communication — теорія передачі інформації; *communication of disease* — поширення хвороби; *communication channel* — канал зв'язку; засіб зв'язку; комунікації, комунікаційні лінії.

3. Read up the authentic texts and pick up the passage to retell it from your perspective

Calls of the Wild

The television presenter and zoologist, Dr Charlotte Uhlenbroek has been exploring the secrets of animal communication

Although we share the same physical world with many other creatures, we often see, hear and smell that world in quite different ways. But as technology advances, we are beginning to get unprecedented insights into the sensory world of animals. Charlotte Uhlenbroek tells of how one day she studied some tiny stink bugs crawling up a vine leaf.

Wearing headphones wired up to a computer, she eavesdropped on the tiny green insects' conversation - an exchange conducted by infinitesimally small vibrations along a network of branches. She heard the rhythm of five scratchy pulses punctuated by a pause, sent out by the female of the species, and a reply from a male; pure-toned pulses followed by noisy bursts of sound. If a rival male comes in on the conversation, however, the female can tap out a different rhythm to make him go away.

Listening in on their conversation, the insects' equivalent to a first date, Uhlenbroek gained an astounding insight "to the hidden world of animal communication, a secret code that scientists are only now beginning to crack. Sound is one of the most pervasive and persuasive

forms of communication. As "lenbroek explains, 'Patterns of sound re almost infinite, and calls can include a huge variety of information.'

In using sound to find a mate, look after offspring, coate food or warn of danger, individual nimals and groups can convey messages far more detailed and subtle Than scientists had previously realised. Elephants, for example, use very low- pitched sounds to communicate over stances of several miles, whereas trumpeting is a sound of excitement, an a-cpression of surprise or alarm, or a cry for help.

If an old female elephant, the herd's leader, senses danger, she raises her trunk and roars in fury, flapping her ears as she emits a loud trumpeting sound. If this doesn't scare away a predator, she charges, hurling her body at her enemy at speeds of up to 25 miles per hour. In peaceful times, a call which is frequently used is the contact rumble; phich allows feeding elephants to keep in touch in areas where dense vegetation prevents them from keeping an eye on tone another.

Yet we only hear part of heir calls. Elephants can produce a sound as low as 8Hz, known as 'infrasound'. This may account for the seemingly telepathic way widely dispersed elephants move in relation to one another. Elephants recognise the nails of about 100 other herd members, while they can identify each other's rumbles at a range of over a mile; the eshuman equivalent of hearing the voice of a friend on the other side of a small town.

One clue to how animals might encode identity has been found after studying the king penguins of the Crozet Islands in the Indian Ocean. When chicks are a month old, both parents have to venture out to sea, sometimes 300 miles away, if they are to find sufficient food for their offspring.

On their return, parents and schicks relocate each other by calling. Research carried out in France has shown that there are clues buried within the calls which help penguins to discriminate between one chick and i soanother. To find out where these may lie, researchers modified various parts of the parents' calls and played back recordings to the chicks, who responded to the bass frequencies of the calls but the high treble frequencies.

This reflects the fact that bass sounds travel further and more efficiently than treble frequencies. The first quarter of a second of the

call was enough for the chicks to incorrectly identify the parents. Animals also use chemicals to communicate.

Tigers leave traces for each other by marking trees in the forest - by digging its claws deep into the bark and spraying it with scent, each individual tiger impregnates the chosen trunk with a great deal of information about itself. By acting as relay stations, the trunks play a vital role in animal communication. Male ring-tailed lemurs maintain their group's territory with scent-marking and a plaintive call that can be heard up to half a mile away. To intimidate rivals, a male secretes a pungent substance from its arms and rubs its tail against these glands.

The other male responds in kind, and sooner or later the smellier tail wins, and the overwhelmed contender backs off. Animals from species facing common dangers may effectively communicate with one another by making use of each other's alarm calls. In Amboseli National Park, vervet monkeys look to the starling for signs of danger. If these birds emit a harsh cry, a sign of a predator approaching on the ground, the monkey will take to the trees, while a clear whistle, a response to hawks or eagles will make them look up to the sky.

In future, it looks as though science will help us understand more about the language of animals. 'Communication involves much more than just the exchange of information,' says Uhlenbroek. If you watch chimpanzees grooming each other for hours, you realise this is a vital part of communicating, the purpose of which is to create an impression, to persuade, to bond them to the family or tribal unit. The prairie dogs of Arizona exhibit very sophisticated behaviour.

Small rodents living in burrows, they are hunted by a great number of predators, from hawks, foxes, dogs and cats to humans. As a defence, they have evolved a special alarm call for each one.

Latest findings have shown that the animals have a word for human in their vocabulary and can describe individual people in detail, down to their size or whether they are carrying a gun. Uhlenbroek concludes, 'If small rodents show such extraordinary sophistication, what might we find animals saying to each other in future?'

In Celebrities We Trust
Britain's obsession with celebrities means that people there are
livelier to trust Higham asks why

Celebrity sells. We all know that: it's one of the oldest cliches in advertising. But why? And why do some celebrities apparently sell more effectively than others? On April 5, the Institute of Practitioners in Advertising (IPA) is holding a half-day seminar on the subject. It'll cost £100 to attend, but delegates will get a free copy of a new book, *Celebrity Sells* by IPA Director General Hamish Pringle. Who says advertising agencies don't understand sales promotion. Nonetheless, if we all agree that celebrity does sell, one question immediately presents itself. Why? And a second follows. If we can work out why it sells, can we bottle it?

Of course, the effectiveness or otherwise of an advertising campaign is dictated by more than the shrewdness of the casting. The copywriting, the media planning, the amount spent and the aptness with which the advertisements themselves reflect the existing strategy for a brand are all significant factors. So eliminating all the other variables and isolating the effects of a well-known name and face is not easy.

According to newspaper reports, the author believes the most successful celebrity ever to have appeared in a British advertising campaign is the actress Prunella Scales, whose advertisements for the Tesco supermarket chain have helped generate an additional £2.2bn in sales in the country since 1998.

And here another expert thinks he may be on to something. David Graham has been crunching numbers and consulting strategically in the television industry for about 15 years. He's an expert in the analysis of television audience data, on the impact of broadcasting regulation and on the dynamics of the TV business.

He thinks a partial answer to the puzzle of why celebrities sell — and also to why some TV programmes work better than others — may lie in the discipline of evolutionary psychology and the associated fields of neuroscience and genetics. According to Graham, academic evolutionary psychologists believe we may be genetically programmed to behave in certain ways — a belief they have come to partly by observing that certain parts of the brain are always associated with certain skills or behaviours.

There may, for instance, be what Graham calls a ‘gossip instinct’. It was a useful thing to have 200,000 years ago, when mankind lived in foraging bands of 150 or so and the modern human brain evolved.

He proposes, if he can find partners or clients willing to sponsor a study, to start with soap operas, looking at those moments which produced the highest audiences, and which hold audiences for the longest periods, and seeing what elements they have in common and whether they connect up with the theory of evolutionary psychology.

This innate ability helps to explain why we pay extra attention to someone we recognise as a star in a TV advertisement or a poster — even though, rationally we would be better off paying attention to an expert. A financial adviser or insurance broker is likely to know more about insurance policies than the film director Michael Winner.

But Winner is a celebrity, he draws our attention, and so an insurance company is willing to pay him a lot more than they would a financial expert to feature in its advertising. What intrigues Graham is the possibility of finding practical applications for this kind of theoretical work that go beyond the simple observation that celebrities attract attention.

To be successful in such a social grouping requires a complex mix of co-operation and competition. It helps to know quite a bit about your fellow group members, especially those of high status in the pecking order. So, successful humans are those who are curious about friends, relatives, colleagues and anyone perceived to have high status — including, in the modern world, ‘stars’.

But in due course, the same theoretical framework could obviously be applied to advertising as well. Graham rejects the suggestion that he’s just trying to quantify the unquantifiable, or that a possible consequence of this work would be programmes and advertisements that were boringly similar. ‘The comforting thing is that people do have an appetite for variety,’ he says. ‘That speaks against formulaic solutions and repeating oneself.’ But there is one potentially awkward implication in all this. It might strengthen the hand of those who maintain that light entertainment and soap operas are ‘fast food for the brain’, and that our predilection for them may be harmful.

The analogy here is with our taste for sweet and fattening treats. That developed when we were hunter-gatherers, and fruits and fats were

in short supply: we have been programmed to stuff ourselves with sugars and fats whenever we find them. Our circumstances have changed, but our genetic make-up hasn't. Obesity is the result. Perhaps our gossip gene, which also evolved in circumstances rather different from modern society, may be equally damaging.

4. Grammar corner

4.1 Read the text below and think of the word which best fits each space. Use only one word in each space

Athens is becoming more and ___ attractive to tourists. Although the city may seem to ___ big and noisy, tourists can still find ___ a lot of quiet places with a romantic atmosphere to enjoy a tasty Greek meal and listen ___ traditional music. We found that the prices in the ___ restaurants were ___ reasonable, not ___ expensive for the average tourist. The standards of hygiene appeared ___ be fairly high and they seem to be getting ___ rather than worse. The service was ___ bit slow at times but the waiters were usually ___ friendly. Indeed, sometimes they were a ___ too friendly compared with what we were used to in other countries! As for transport, the number of taxis in Athens is ___ amazing and apart from the rush hour it is quite ___ to get hold of one when you need it. We found the cost of getting around by taxi ___ cheaper than in most European capitals but taxi-drivers can ___ a bit rude at times.

4.2 Rewrite these sentences using finite clauses. Make any changes necessary

1. I kept calling the box office, trying to get tickets.
2. Having bought my popcorn, I settled down to enjoy the film.
3. We stood at the back of the concert hall, trying to see what was happening.
4. On arriving at the theatre, I realised that I had left the tickets behind.
5. The lights went out, leaving the audience in total darkness.

4.3 Rewrite these sentences using either present or pphie participle clauses and a conjunction where necessary

1. Because she was an art lover, she was very keen go and see the exhibition.
2. After we had packed the car up, we set off.

3. Because I had never been to Italy before, I was feeling slightly nervous.
4. Although I was pleased to be in New York, I miss my old friends.
5. I put the phone down, grabbed my suitcase and
6. I hadn't performed on the stage before, so I didn't know what to expect.

4.4 Read the text and put the verbs in brackets into the -ing or to-infinitive form

The old theatre had stood empty for many years, (1) (close down) in the 1980s. But Simon Appleton, (2) (be) a theatre lover and keen amateur actor, was determined to get it reopened. (3) (Persuade) a bank to lend him money if a new musical is going to be successful, it needs to lend him money for his scheme, he took on a team of at least three great tunes. Team of skilled builders (4) (renovate) the old building and (5) (restore) it to its former glory. (6) (Help) by a team of willing volunteers, the builders completed the work within a year, and the theatre reopened under Simon's management. Now, it is a thriving local theatre again, (7) (welcome) touring theatre and dance companies from all over the world. The theatre also encourages amateur groups, regularly (8) (stage) performances by local schools and amateur dramatics groups.

5. Render Ukrainian statements into English ones using covered words and expressions

1. Скайп для багатьох компаній є сьогодні невід'ємною частиною ведення бізнесу завдяки можливості проведення групових аудіо-та відеоконференцій. А це означає, що представники однієї компанії, які знаходяться в різних кінцях країни або навіть за її межами, можуть вирішувати важливі робочі питання, не залишаючи своїх офісів.

2. Ще одна перевага програми Skype – наявність голосової пошти та автовідповідача. Тому ви спокійно можете відлучитися на якийсь час, а повернувшись, переглянути всі вхідні повідомлення. Крім того, за допомогою скайпу можна отримувати і передавати файли: документи, фотографії та багато іншого, причому будь-якого розміру.

3. Інтернет-пейджери – це спеціальні програми, завдяки яким відбувається безпосереднє спілкування у мережі. Інформація, яка

прийшла на комп'ютер відразу активізує Інтернет-пейджер і він повідомляє про неї. Внівши до списку колег та партнерів і натиснувши режим on-line в програмі можна дізнатися хто з останніх перебуває на зв'язку.

4. Зручність роботи у мережі Internet беззаперечна. Виконувати свою роботу, розробляти дослідження можна не відходячи від робочого місця, оскільки за допомогою Internet можна одержати доступ до найбільших світових електронних бібліотек, дослідницьких центрів, порадитися з колегами, відслідковувати інформацію та точки зору її викладу у різних ЗМІ, здійснювати аналіз останньої.

5. Чат (англ. chat — «балачка») — мережевий засіб для швидкого обміну текстовими повідомленнями між користувачами інтернету у режимі реального часу.

6. З часом, крім звичайних текстових чатів, були придумані відео, а також голосові чати. Відеочати – це обмін текстовими повідомленнями плюс транслявання зображень з веб-камер. Спочатку це були не відео, а швидше, фоточати: через низьку пропускну здатність каналів відправлявся не відеопотік, а картинка з деякими інтервалами, що однак, давало можливість досить оперативно спостерігати зміну емоцій у співрозмовника і було значним проривом.

7. Пізніше, звичайно, став транслюватися відеопотік, хоча і з низьким дозволом. Веб-камери є простими і дешевими, хоча зворотна сторона цього – низький дозвіл відео і його погана якість. Зображення виходить з поганою передачею кольору, зашумлене. Однак для цілей спілкування такої якості більш ніж достатньо.

8. Голосові чати теж з'явилися з розвитком ідей обміну повідомленнями. В даний час в комп'ютерних іграх широко застосовується система TeamSpeak, що дозволяє спілкуватися голосом між членами команди, не відволікаючись від управління грою.

9. А спілкування по Skype більше нагадує розмову по телефону, ніж чат, хоча можливість відправки звичайних текстових повідомлень в ньому теж присутня.

10. Програми миттєвого обміну повідомленнями (англ. Instant messenger, IM) використовуються для обміну повідомленнями

через Інтернет в реальному часі через служби миттєвих повідомлень (Instant Messaging Service, IMS).

11. Передаватися можуть текстові повідомлення, звукові сигнали, зображення, відео, а також проводяться такі дії, як спільне малювання, ігри.

12. Повідомлення передається шляхом відправки SMS з мобільного. Найчастіше – це оголошення про знайомства або поздоровлення зі святами. Також на деяких каналах ведеться спілкування з діджеєм або ведучим. Однак більшість повідомлень платна.

13. Skype – безкоштовне програмне забезпечення з закритим кодом, що забезпечує текстовий, голосовий зв'язок і відеозв'язок через Інтернет між комп'ютерами (IP-телефонія), раціонально використовуючи технології пірінгових мереж, а також платні послуги для дзвінків на мобільні та стаціонарні телефони.

6. Take a moment to read the “words about communication” of those who have gone before, with grace and hilarity. Then express your personal opinions concerning their meanings

✓ “The single biggest problem in communication is the illusion that it has taken place.” - George Bernard Shaw

✓ “To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others.” - Tony Robbins

✓ “The most important thing in communication is hearing what isn't said.” - Peter Drucker

✓ “Write to be understood, speak to be heard, read to grow.” - Lawrence Clark Powell

✓ “Precision of communication is important, more important than ever, in our era of hair trigger balances, when a false or misunderstood word may create as much disaster as a sudden thoughtless act.” - James Thurber

✓ “The basic building block of good communications is the feeling that every human being is unique and of value.” - Unknown

✓ “The difference between the right word and the almost right word is the difference between lightning and the lightning bug.” - Mark Twain

✓"The art of communication is the language of leadership." - James Humes

✓"The less people know, the more they yell." - Seth Godin

✓"The way we communicate with others and with ourselves ultimately determines the quality of our lives" - Tony Robbins

✓"Kind words can be short and easy to speak, but their echoes are truly endless." - Mother Theresa

✓"Storytellers, by the very act of telling, communicate a radical learning that changes lives and the world: telling stories is a universally accessible means through which people make meaning." - Chris Cavanaugh

✓"Don't use words too big for the subject. Don't say infinitely when you mean very; otherwise you'll have no word left when you want to talk about something really infinite." — C.S. Lewis

✓"Communication and Trust are two main ingredients for a successful relationship." - Unknown

✓"Communication is the real work of leadership." - Nitin Nohria

✓"I'm a great believer that any tool that enhances communication has profound effects in terms of how people can learn from each other, and how they can achieve the kind of freedoms that they're interested in." - Bill Gates

✓"Skill in the art of communication is crucial to a leader's success. He can accomplish nothing unless he can communicate effectively." - Anonymous

✓"Music is the greatest communication in the world. Even if people don't understand the language that you're singing in, they still know good music when they hear it." - Lou Rawls

✓"What is the shortest word in the English language that contains the letters: abcdef? Answer: feedback. Don't forget that feedback is one of the essential elements of good communication." - Anonymous

✓"Years ago, I tried to top everybody, but I don't anymore. I realized it was killing conversation. When you're always trying for a topper you aren't really listening. It ruins communication." - Groucho Marx

✓The two words 'information' and 'communication' are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through. - Sydney J. Harris

✓“Communication - the human connection - is the key to personal and career success.” - Paul J. Meyer

✓“The more elaborate our means of communication, the less we communicate.” - Joseph Priestley

✓“Communication is a skill that you can learn. It's like riding a bicycle or typing. If you're willing to work at it, you can rapidly improve the quality of every part of your life.” - Brian Tracy

✓“The five essential entrepreneurial skills for success are concentration, discrimination, organization, innovation and communication.” - Michael Faraday

✓“I speak to everyone in the same way, whether he is the garbage man or the president of the university.” - Albert Einstein

✓“Communication is not only the essence of being human, but also a vital property of life.” - John A. Piece

✓“Good communication is as stimulating as black coffee, and just as hard to sleep after.” - Anne Morrow Lindbergh

✓“The art of communication is the language of leadership.” - James Humes 34

✓“Effective communication is 20% what you know and 80% how you feel about what you know.” - Jim Rohn

✓“In many ways, effective communication begins with mutual respect, communication that inspires, encourages others to do their best.” - Zig Ziglar 36

✓“Speak when you are angry and you'll make the best speech you'll ever regret.” - Dr. Laurence J. Peter

✓“Deep listening is miraculous for both listener and speaker. When someone receives us with open- hearted, non-judging, intensely interested listening, our spirits expand.” - Sue Patton Thoele

✓“Communication. It's the first thing we really learn in life. Funny thing is, once we grow up, learn our words and really start talking, the harder it becomes to know what to say. Or how to ask for what we really need.” - Meredith Grey

✓“Many relationship problems are rooted in a communication break-down. These can be as simple as not really hearing what the other person is saying, because we get caught up in our own fixed perspectives.” - Sumesh Nair

✓“The art of effective listening is essential to clear communication, and clear communication is necessary to management success.” - James Cash

✓"Be sincere; be brief; be seated." - Franklin D. Roosevelt

✓“I don't start with a design objective, I start with a communication objective. I feel my project is successful if it communicates what it is supposed to communicate.” - Mike Davidson

✓“People who connect and build fluid relationships are trust agents.” - Chris Brogan

✓“The goal is to provide inspiring information that moves people to action.” - Guy Kawasaki

✓"Developing excellent communication skills is absolutely essential to effective leadership. The leader must be able to share knowledge and ideas to transmit a sense of urgency and enthusiasm to others. If a leader can't get a message across clearly and motivate others to act on it, then having a message doesn't even matter." - Gilbert Amelio

✓“Communication works for those who work at it.” - John Powell

✓“Two monologues do not make a dialogue.” - Jeff Daly

✓“Many attempts to communicate are nullified by saying too much.” - Robert Greeleaf

✓“Bad human communication leaves us less room to grow.” - Rowan D. Williams

✓“The spoken word belongs half to him who speaks, and half to him who listens.” - French Proverb

✓“How well we communicate is determined not by how well we say things but how well we are understood.” - Andrew Grove

✓“If you don't give people information, they'll make up something to fill the void.” - Carla O'Dell

✓“Communication without compassion is brutality.” - Sharon Johnson

✓“The ability to express an idea is well nigh as important as the idea itself.” - Bernard Baruch

✓“Everything becomes a little different as soon as it is spoken out loud.” - Hermann Hesse

✓“Good writing does not succeed or fail on the strength of its ability to persuade. It succeeds or fails on the strength of its ability to engage

you, to make you think, to give you a glimpse into someone else's head." - Malcolm Gladwell

✓"First learn the meaning of what you say, and then speak." - Epictetus

✓"Speak clearly, if you speak at all; carve every word before you let it fall." - Oliver Wendell Holmes

✓"The basic building block of good communications is the feeling that every human being is unique and of value." - Unknown

✓"Audiences forget facts, but they remember stories. Once you get past the jargon, the corporate world is an endless source of fascinating stories." - Ian Griffin

✓"What information consumes is rather obvious. It consumes the attention of its recipients. Hence a wealth of information creates a poverty of attention." - Herbert Simon

✓"Communication must be hot. That's Honest, Open, and Two-way." - Dan Oswald

✓"Before you write – remember that every speech has something of 'you' in the writing. Don't take that away when you write. Be yourself. Be comfortable in your own skin." - Phil Collins, former speechwriter to Tony Blair

✓"Keep it short and simple (KISS). Abraham Lincoln's Gettysburg Address took only two minutes and 246 words, most of them of one or two syllables. Before Lincoln, then-famous orator Edward Everett's spoke for two hours and 13,607 words, many of them multi-syllabic. Simplicity is more memorable." - David Kusnet, former speechwriter to Bill Clinton

✓"When you forget yourself and your fear, when you get beyond self-consciousness because your mind is thinking about what you are trying to communicate, you become a better communicator" - Peggy Noonan, former speechwriter for Ronald Reagan

✓"Make sure you are understood. Don't blame the other person for not understanding. Instead, look for ways to clarify or rephrase what you are trying to say so it can be understood." - Joel Garfinkle, Executive Coach

✓"A lie gets halfway around the world before the truth has a chance to get its pants on." – Winston Churchill

✓"Everything you do or say is public relations." – Unknown

✓“Without publicity there can be no public support, and without public support every nation must decay.” – Benjamin Disraeli

✓"If I was down to the last dollar of my marketing budget I'd spend it on PR!" – Bill Gates

✓“Publicity is absolutely critical. A good PR story is infinitely more effective than a front page ad.” – Richard Branson.

7. Make a presentation of your own about any great public speaker supporting your answer with examples of his speech

8. Overall conclusion. Reproduce in a written form as many as possible words and phrases you remember from the unit”Disseminating information”

UNIT 13. THE WORLD OF ENTERTAINMENT

1. Match the lexis on the left with its appropriate definitions on the right

1. <i>Adventure</i>	a) win a victory over (someone) in a battle or other contest; overcome or beat <i>Synonyms:</i> beat , conquer , win against , triumph over , get the better of , vanquish ; rout , trounce , overcome , overpower , crush , subdue ; lick, thrash , whip , wipe the floor with , make mincemeat of , clobber , slaughter , demolish , cream , skunk , nose out
2. <i>Cruise</i>	b) be successful or victorious in (a contest or conflict) <i>Synonyms:</i> take , be the victor in , be the winner of , come first in , take first prize in , triumph in , be successful in
3. <i>Achieve</i>	c) a commercial undertaking of a speculative nature, often associated with overseas trading <i>Synonyms:</i> excitement , thrill , stimulation ; risk , danger , hazard , peril , uncertainty , precariousness
4. <i>Defeat</i>	d) be present at (an event, meeting, or function) <i>Synonyms:</i> be present at , sit in on , take part in ; appear at , present oneself at , turn up at , visit , go to ; show up at , show one's face at
5. <i>Attend</i>	e) sail about in an area without a precise destination, esp. for pleasure <i>Synonyms:</i> boat trip , sea trip ; voyage , journey
6. <i>Win</i>	f) be unsuccessful in achieving one's goal <i>Synonyms:</i> be unsuccessful , not succeed , fall through , fall flat , collapse , founder , backfire , meet with disaster , come to nothing , come to naught ; flop, bomb
7. <i>Fail</i>	g) reach or attain (a desired objective, level, or result) by effort, skill, or courage <i>Synonyms:</i> accomplish

2. Warming up. Study the phrases and compose the sentences of your own with them

Round-the-world cruise — кругосвітній круїз; *achieve a peaceful settlement of the dispute* — домагатися мирного врегулювання спору; *achieve advantages for one's client* — домагатися вигод для клієнта (про адвоката).

Defeat in presidential election — поразка на президентських виборах; *defeat the clear purpose of the act* — *defeat the clear purpose of the law, defeat the clear purpose of the statute* порушувати явний смисл закону; *defeat the clear purpose of the law* — *defeat the clear purpose of the act* *defeat the clear purpose of the statute* — *defeat the clear purpose*. *Attend to the education of one's children* — слідкувати за вихованням своїх дітей.

To win a battle [a war, a game, a bet] — виграти бій [війну, гру, парі]; *to win a contest [a race]* — перемогти в змаганнях [на скачках]; *to win an election* — одержати перемогу на виборах; *to win a senate seat* — бути обраним в сенат; *to win in a lottery [at cards]* — виграти в лотерею [в карти]; *to win the day /the field/* — одержати перемогу; *to win hands down /in a canter, in a walk/* — одержати легку перемогу; *to win championship* — завоювати першість; *to win on points* — виграти по очкам; *to win a piece* — виграти фігуру (шахи); *to win four goals to nil* — виграти з рахунком 4: 0 2) заслужити, здобути, домогтися, завоювати; *to win respect [fame]* — здобути повагу [славу].

To win affection [sympathy] — отримати любов [співчуття]; *to win confidence [praise]* — заслужити довіру [похвалу]; *to win compassion* — викликати співчуття; *to win 's love ['s consent]* — домогтися чийого-н. кохання [чєї-н. згоди]; *to win power* — завоювати /захопити/ владу; прийти до влади; *to win a reputation* — створити собі ім'я; *to win a supporter [a friend]* — здобути прихильника; *to win all hearts* — завоювати /полонити/ всі серця; *to win a husband* — знайти собі чоловіка; *to win an order* — домогтися отримання замовлення (про фірму); заробити; *to win one's livelihood /one's daily bread/* — заробляти собі на життя, добувати свій хліб (часто урон) переконати, вмовити; схилити на свій бік (*win over*).

To win to consent — вмовити кого-н. погодитися; *you have won me!* — ви мене переконали!; *to win (over) to one's cause* — схилити кого-н. на свою сторону, завоювати прихильника; *to win upon /on/* — поступово завойовувати чие-н. визнання, співчуття; *the idea is win ning upon him* — він потроху схиляється до цієї думки; *she could not win him to any conversation* — вона ніяк не могла втягнути його в розмову добратися, досягнути (з трудом) ; дотягнутися; *to win across* — перебраться (через річку); *to win down* — насилу

спуститися (зі скелі); *to win forward /through/* — пробитися вперед; *to win up* — насилу встати; вилізти (на коня); *to win the shore* — дістатися берега; *to win the summit [the mountain top]* — підкорити висоту [вершину гори]; *to win one's way (to)* — пробити собі дорогу (куди-н.).

To win clear /free/ — насилу виплутатися; *he won loose from the crowd* — він насилу вибрався із натовпу; досягнути мети 5) захопити (полоненого, здобич, трофей); завоювати; *to win a fortress* — взяти фортецю; вкрасти, роздобути 6) прибирати (врожай) 7) гірськ. добувати (руду, вугілля) ; видобувати (метал із руди) 8) брати взятку; побити карту; *to win one's letter* — заслужити право бути членом спортивної організації; *to win and wear* — володіти, розпоряджатися; *lightly won, lightly gone* — легко нажите, легко прожите; *either to win the horse or lose the saddle* — або пан, або пропав; *to win or place* — подвійне пари; ставка на першого та другого коня (на скачках); *to win place or show* — потрійне пари; ставка на першого, другого та третього коня (на скачках).

Fail to advise the suspect of his constitutional right not to answer any questions and to have an attorney present during such questioning — не повідомити підозрюваному (особі, яку заарештовують) про її конституційне право не відповідати на будь-які питання і мати при допиті адвоката; *fail to carry out a valid legal obligation* — не виконати взяте на себе чинне законне зобов'язання; *fail to perform one's obligation* — не виконати свого зобов'язання.

3. Read up the authentic texts and pick up the passage to retell it from your perspective

Are Sports Still Sporting

As I was watching the Olympics the other night, a commentator mentioned several new "sports." I couldn't believe my ears when he said bowling, roller skating, tug-of-war, ballroom dancing, and chess have been proposed for future Olympic games. Chess? Ballroom dancing? We've already reached depths of silliness with badminton and synchro-nized swimming. Where will it stop? Will video gaming and skateboard-ing be recognized by the time the 2008 Beijing Olympics start?

Now don't get me wrong. I'm one of the original sports fans; the first thing I read after I get up in the morning is the sports page. But the commentator's remarks made me think about the whole sports arena. Are we on the wrong track? Has our approach to sports become excessive? I've concluded that the whole sports scene is in need of repair.

When the Olympic games started about 2,700 years ago in Greece, the contests held were basically those related to war. For example, the javelin throw paralleled the throwing of a spear in a battle; running paralleled the physical exertion you might have to make if an enemy was chasing you.

When the modern Olympic games started in 1896, the philosophy had moved 180 degrees. The modern Olympics were designed to promote peace. Emphasis was placed on demonstrating physical stamina and excellence in challenging contests.

The president of the United States, in contrast, earns only \$400,000 a year. Schoolteachers in the United States make an average of about \$45,000 a year. Who is more valuable to society, a basketball player or a schoolteacher? What we pay people says a lot about what we value in society.

This led me to ponder another excess— violence. We see it wherever we look, and it's certainly not decreasing. Fights occur frequently in professional sports, with ice hockey one of the worst offenders. In the 2003- 2004 season, for instance, player Steve Moore had to be hospitalized because another player hit him in the head and seriously injured him.

However, there seems to be increasing acceptance of violence as "just part of the game." Once we accept violence as inevitable, it will be almost impossible to stop. This sort of thing doesn't just happen in North America, either. We've all heard about the well-publicized violence surrounding soccer games in Europe.

No, somehow sports have gone off course. They have become big business entertainment, with money the underlying governing principle. What can we do about this? One thing is to pay more attention to local, small-time athletics and events like the Special Olympics, in which disabled people get a chance to show what they can do. We need to refuse to pay ridiculously high ticket costs. We need to demand an end

to violence. And above all we need to get back to this idea: It's not whether you win or lose; it's how you play the game.

What Is Photography?

Photography ended the last century as began it – in the shadow of fine art. “Photography has been, and tormented by the ghost of painting,” wrote Roland Barthes in the 1970s, when painting was supposedly dead, and photography was making its most determined assault yet on the museums and galleries of fine art. Since then, artists have taken to the camera in increasing numbers, (and the acceptance of art made by photographic means is more or less complete). But the ghost of painting still haunts photography, and will continue to do so in as long as the definition of a work of art relies on the existence of an original.

The most radical invention to affect the fortune of photography was that of the half-tone printing process (around 1880), which meant that photographs could be transferred quickly, cheaply and in large numbers on to the pages of books, newspapers and magazines. After the First World War newspapers in Germany and France popularised the use of the picture essay to tell a news story, creating a new generation of freelance photographic reporters. Robert Capa (under his real name, Andrei Friedmann), published his first set of pictures. The diaspora of editors and photographers from these papers, who fled to Britain and America after 1933, would contribute the core ideals of the two great English-speaking picture magazines, *Picture Post* and *Life*.

Between the 20s and 60s, when television began to usurp its role, photojournalism was a primary source of news from around the world. But the adage that “the camera never lies” was challenged as soon as it was uttered, when, in the 20s, political satirists used photo-montage to criticise the German military and bourgeoisie. Our faith in the truth-telling capacity of photographs has been eroded as much by the tricks of advertising as by political propaganda, but when it mattered – when George Roger entered Belsen in 1945, say, or Margaret Bourke-White entered Buchenwald, or when someone with a camcorder recorded evidence of ethnic cleansing in Africa - here was evidence that revisionists found difficult to refute. At the beginning of the last century, much was made of the divide between photographs concerned with recording everyday life, and those intended as “works of art”.

Alfred Steiglitz believed its days to be numbered. "Photography is a fad well-nigh on its last legs," he said, "thanks principally to the bicycle craze." He misunderstood its value to ordinary people.

Photography was the most democratic picture-making process since pen and paper, and, in most cases, the results were far more satisfactory. The family snapshot is photography's greatest success this century. We measure our lives in pictures; we have recorded our own great, historical moments. The emotional power of memory - to hold your own past in the palm of your hand - has survived a century when the power of documentary and reportage photographs threatens to become exhausted. By 1910, painting was moving towards abstraction. Pictorialism petered out, leaving its survivors, notably three Americans - Edward Steichen,

Paul Strand and Steiglitz - to find out what kind of art photography might be capable of in its own right. But while artist-photographers had been gazing inwards, photographic reporters had begun to look outwards, and used their cameras to document social inequality. Jacob Riis and Lewis Hine, from the first decade of the century, established a tradition of socially-committed photography that shaped the ethos of the Magnum photo agency, founded in 1947 by Cartier-Bresson, Capa, Rodger and Seymour.

By the late 50s, in Britain and in the US, photography was becoming the subject of art. As television slowly began to take over the reporting of hard news, magazines began to concentrate on make-believe. Andy Warhol used familiar photographic images (his famous can of Heinz beans being one of them) to point out how all-pervasive and manipulative mass-market images had become. He understood the power of the iconic photograph, which gained power with repetition. The cult of the celebrity photograph had begun decades before, when Steichen accepted a contract to provide portraits of the rich and glamorous for *Vanity Fair*, triggering the insatiable public appetite that has led to the breed of quasi-celebrities who inhabit the pages of *OK!* and *Hello!* magazines.

As the twenty-first century begins, it is photographers dedicated to the systematic recording of fact who are regarded as: having produced some of the greatest works of photographic art — Atget's documenting of architectural details and neighbourhoods of old Paris, or August Sander's massive study of different classes of the German people.

Citizens of the 20th Century. As the century turns, it's hard to know what photography means. What used to be called a photograph is more often a cocktail of mixed, digital images that a computer operator can paint in and out, highlighting and enhancing electronically with the dexterity of a painter with brush. A computer can remove evidence from the scene of a crime, or put a smile on the face of a glum royal prince.

With the profligacy of the Internet, visual manipulation has become a moral as well as aesthetic issue. Photography has allowed us to create imaginary worlds and play them back to ourselves as fact. The problem in the current century will be to remember that it matters to know the difference.

4. Grammar corner

4.1 Complete the paragraph below with a, an, the or no article

A Day in the Life of an Ordinary Man

This morning I woke up around ten, I made ___ cup of coffee, took it into ___ bedroom and put it on ___ table next to ___ bed, on ___ side my wife sleeps on. I go through this ritual twice ___ week – I do it on ___ Saturday and ___ Sunday mornings. On ___ other days of ___ week, we go to ___ work at different times and I always get up first to get ___ kids ready for ___ school. I drop them off outside ___ school which is an old Victorian building on the corner of ___ Hill Road, and then go straight to ___ work. I work in ___ office in ___ city centre and I always have ___ problem finding ___ parking space. My wife says I'm always complaining about ___ traffic and the pollution, which is true - you see, I grew up in ___ country, close to ___ nature and I have never got used to living in ___ city. I think the only thing I would miss about living in ___ big city like this is going to ___ concerts of all kinds. I love rock and classical music, too, and especially going to ___ cinema, which I am particularly keen on. I also like ___ good food and occasionally we go out and have ___ dinner in a nice restaurant, but most of the time we eat at ___ home, where the food is delicious – except when I make it!

4.2 Complete these sentences using be going to, will, the Present Continuous or the Present Simple. Use the verbs in brackets

1. Look, that car over there ___ (crash)!
2. I can't come tonight because I ___ (stay in) to watch TV.
3. The Prime Minister ___ (travel) to Brussels tomorrow.

4. The match___(start) at 3pm as always.
5. Don't worry about the car; I___ (phone) for a taxi.
6. Nina often___(visit) her parents. I___(be) rich one day!
7. According to my diary, we___(meet) at 3pm tomorrow.
8. We___ (win) the European Cup next year.
9. The National Theatre___(celebrate) its thirtieth anniversary soon.

4.3 Underline the most suitable form of the future tense in the following text

Aquarius

All Aquarians this month (1) get off/ are getting off to a good start with some good news on the home front. The news (2) is helping/will help to relax recent tensions and give you the chance to make a fresh start. There (3) shall/will be lots of new things on other fronts this month. It really (4) is going to be/is being a time of great opportunity. A special person (5) shall come/is coming into your life soon - and you mustn't think this (6) is going to be/is being another friendship. At work, you (7) are needing/ will need to rise to new challenges that (8) are testing/will test your character to the utmost. If you (9) make/are making a wrong move, you (10) will probably regret/ probably regret it. In short, this is a month which (11) will bring / shall bring many opportunities but there will be/are being risks, too, so be careful!

4.4 Read the text carefully. Some of the lines are correct and some have a word which should not be there. Make corrections where it is necessary

My Hobbies

1 I went on to an evening class with my friend Ruby,
 2 she was looking for practical ways of expressing her creativity.
 3 To having her for inspiration really helped me. Now I love
 4 making clothes for my husband and grandchildren.
 5 Sometimes I design my own patterns, but if I will see a good
 6 one in a shop or magazine, I usually use it. Ruby, on the
 7 other hand, always designs her own and has even had won
 8 awards. She tells to me her success is thanks to me. Knitting
 9 is great fun, but golf it is better. Many people seem to
 10 think it is a sport for the rich, but the equipmentffi Jes
 11 isn't really all that so expensive and the clubs can last a
 12 lifetime. Golf combines with fresh air, skill, relaxation and walking

13 in beautiful countryside. Although it is traditionally a man's
14 hobby, I've become very much good at it. In fact, I'm as good as
15 the most best of the men at the country club.

4.5 Rewrite the text using so or such where it is necessary

Many young musicians dream of fame without ever considering how long and painful the road to success can be. There are many things involved in being successful and if a young musician isn't aware of them all, failure is certain. Perhaps it is most important to remember the time and work needed to gain popularity. Most up-and-coming musicians spend a long time travelling, which means it is difficult for them to have a family life. In addition, new groups make very little money and musicians are often forced to live in poor conditions.

Once the group is established, the next stage is to try and get a contract with a record company. However, this is difficult to obtain and only one group in thousands will actually receive a contract. Even that doesn't guarantee success and a record company will soon drop a group if it doesn't sell many records. To a great extent, sales are dependent on the musicians being seen on TV. If MTV doesn't show their video, very few records will be sold. Most successful musicians admit that fame came as a surprise to them.

5. Render Ukrainian statements into English ones using covered words and expressions

1. Журнал Forbes опублікував інформацію про незвичайні хобі мільярдерів, які, за даними видання, захоплюються не тільки яхтами, скакунами, антикваріатом і супердорогими автомобілями.

2. Як повідомляє журнал, Девід Рокфеллер колекціонує жуків. Так, вирушаючи в поїздку, він завжди тримає в кишені контейнер на випадок, якщо йому зустрінеться незвичайне комаха. У його колекції є унікальний вид жука-скарабея, обожненого єгипетськими фараонами. Жорсткокрилому, відкритому мільярдером, присвоєно ім'я Рокфеллерів – *Diplotaxis rockefelleri*.

3. Між тим, пристрасть до колекціонування жуків у Рокфеллера виявилася в семирічному віці і не зникла досі. Як повідомляється, і скарабей-рокфеллер, і вся колекція заповідані зоологічному музею Гарвардського університету.

4. У свою чергу, у банкіра Клеммі Дайксона Спенглера, якому, зокрема, належить вагомий пакет акцій у Bank of America, інше хобі – він любить у вільний час ремонтувати старовинні годинники. При цьому мільярдер стверджує, що віддає перевагу компанії старовинних механічних годинників, ніж людей, які такі непостійні і непередбачувані.

5. Його захоплення почалося 45 років тому, коли зупинився старовинний годинник 17-го століття, подарований матір'ю, і банкір вирішив сам зазирнути всередину годинникового механізму. Так, коли вдома не залишилося ніяких поламаних ходиків, мільярдер відкрив майстерню з ремонту старовинних годинників.

6. Ще один мільярдер Гордон Гетті кинув нафтовий бізнес, щоб писати опери. Так, свій найвідоміший твір він назвав іменем шекспірівського персонажа Фальстаф. За даними видання, мільярдер вже поставив свою оперу з Російським національним оркестром.

7. Крім цього, мільярдер, власник футбольного клубу Джеймс Айрсі, колекціонує музичні інструменти. Так, в його колекції – гітари, на яких грали Джордж Харрісон і Джеррі Гарсія. Видання відзначає, що, на думку Айрсі, колекційні гітари – безцінні, тому він не скупиться на них.

8. Крім того, американські мільярдери збирають марки, біблії, постери, монети, а хтось любить водити вантажівки по бездоріжжю, як Гері Мейгнес, також має колекцію вінтажних автомобілів.

9. Нагадаємо, в минулому році Forbes опублікував список десяти несподіваних президентських хобі. Так, Калвін Кулідж любив подрімати.

10. Словом, незвичайним хобі може стати навіть звичне усім колекціонування. Здавалося б, нікого цим не здивуєш, кожен щонебудь та збирає: марки, листівки, монети. Але родзинкою такого виду хобі може стати незвичайний предмет колекціонування.

11. Наприклад, найперший з Джеймсов Бондів – британський актор Шон Коннери збирає шотландські кілти. Чом би тобі не обзавестися колекцією різноманітних жіночих спідниць в клітинку або сорочок в смужку?!

6. Take a moment to read the “words about entertainment” of those who have gone before, with grace and hilarity. Then express your personal opinions concerning their meanings

✓Children are like wet cement. Whatever falls on them makes an impression.

✓Kids go where there is excitement. They stay where there is love.

✓I find television very educating. Every time somebody turns on the set, I go into the other room and read a book.

✓Money was never a big motivation for me, except as a way to keep score. The real excitement is playing the game.

✓We make up horrors to help us cope with the real ones.

✓I like to rock and roll, but I'm a mushy guy, too. I want to be the guy that all the girls love and all the guys want to hang out with.

✓Social topics may hit too close to home for people, but then again, if you pull a heartstring, then that's what country music is. It's not just songs about getting drunk and leaving your girl.

✓In the end we're all Jerry Springer Show guests, really, we just haven't been on the show.

✓Good God, do you mean to say this place is a club?

✓Is adult entertainment killing our children? or is killing our children entertaining our adults?

✓These people are artists. These people are musicians. They're taking it out and trying to express it that way.

✓A star on a movie set is like a time bomb. That bomb has got to be defused so people can approach it without fear.

✓Disneyland is a show.

✓I think we're going to have to forget about the radio and just go back to word of mouth.

✓I never called my work an 'art' It's part of show business, the business of building entertainment.

✓What I like about playing America is you can be pretty sure you're not going to get hit with a full can of beer when you're singing and I really enjoy that!”

✓The only way a kid is going to practice is if it's total fun for him... and it was for me.

✓Music is a safe kind of high.

✓For my part, I travel not to go anywhere, but to go. I travel for travel's sake. The great affair is to move.

✓If you want an interesting party sometime, combine cocktails and a fresh box of crayons for everyone.

✓Leisure is the Mother of Philosophy.

✓The most wasted of all days is one without laughter.

✓They talk of the dignity of work. The dignity is in leisure.

✓Do not let Sunday be taken from you If your soul has no Sunday, it becomes an orphan.

✓Speed provides the one genuinely modern pleasure.

✓A difference of taste in jokes is a great strain on the affections.

✓Mix a little foolishness with your serious plans. It is lovely to be silly at the right moment.

✓The interesting thing is how one guy, through living out his own fantasies, is living out the fantasies of so many other people.

✓It's always funny until someone gets hurt. Then it's just hilarious.

✓I believe in the dollar. Everything I earn, I spend.

✓Turn on, Tune in, Drop out.

✓Last night I dreamt I ate a ten pound marshmallow. When I woke up the pillow was gone.

✓So he said 'I'm going to chop off the bottom of one of your trouser legs and put it in a library.' I thought 'That's a turn-up for the books.'

✓Space Mountain may be the oldest ride in the park, but it has the longest line.

✓Gags die, humor doesn't.

✓Silence may be golden, but can you think of a better way to entertain someone than to listen to him?

✓There, in the chords and melodies, is everything I want to say. The words just jolly it along. It's always been my way of expressing what for me is inexpressible by any other means.

✓I love acting, but it's much more fun taking the kids to the zoo.

✓Every country gets the circus it deserves. Spain gets bullfights. Italy gets the Catholic Church. America gets Hollywood.

✓My pitching philosophy is simple - keep the ball way from the bat.

✓Who's judging American Idol? Paula Abdul? Paula Abdul judging a singing contest is like Christopher Reeve judging a dance contest!

✓It's about the music and that's it. I'm not an entertainer. But I do entertain people, see what I mean?

✓The audience likes their emotions to be touched. They want to laugh and cry and feel good.

✓I want to be an all round entertainer, I want to act, make films, make albums, do whatever I can.

✓For some of us, watching a miniseries that lasts longer than most marriages is not easy.

✓The Beatles saved the world from boredom.

✓I'm not comfortable with just entertaining. Although I like entertaining, I also like bringing forward the truth of our times as minstrels used to in the old days.

✓Writing is the most fun you can have by yourself.

✓Spend the afternoon. You can't take it with you.

✓Art is moral passion married to entertainment. Moral passion without entertainment is propaganda, and entertainment without moral passion is television.

✓The role of a comedian is to make the audience laugh, at a minimum of once every fifteen seconds.

✓I mean, the embarrassment quotient has been going down for a long time, and the fond amusement has been rising.

✓You can't stay mad at somebody who makes you laugh.

✓I'll die before I'm 25, and when I do I'll have lived the way I wanted to.

✓I believe entertainment can aspire to be art, and can become art, but if you set out to make art you're an idiot.

✓Beauty is desired in order that it may be befouled; not for its own sake, but for the joy brought by the certainty of profaning it.

✓You know what your problem is, it's that you haven't seen enough movies - all of life's riddles are answered in the movies.

✓I have always said and felt that true enjoyment can not be described.

✓Piano playing is a dying art. I love the fact that I can be one guy with one instrument evoking an emotional and musical experience.

✓This is the way I look at sex scenes: I have basically been doing them for a living for years. Trying to seduce an audience is the basis of rock 'n roll, and if I may say so, I'm pretty good at it.

✓ You think I have the responsibility... I have the responsibility to give the fans a good time.

✓ As a rock star, I have two instincts, I want to have fun, and I want to change the world. I have a chance to do both.

✓ If you're quiet, you're not living. You've got to be noisy and colorful and lively.

7. Make a presentation of your own about the hobby you would like either to give up or to take up

8. Overall conclusion. Reproduce in a written form as many as possible words and phrases you remember from the unit "The world of entertainment"

UNIT 14. SOMETHING TO SHOUT ABOUT

1. Match the lexis on the left with its appropriate definitions on the right

1. <i>Breakthrough</i>	a) is the achievement of something that you have been trying to do <i>Synonyms:</i> favorable outcome , successfulness , successful result , triumph
2. <i>Inspiration</i>	b) forward or onward movement towards a destination <i>Synonyms:</i> forward movement , advance , going , progression , headway , passage
3. <i>Success</i>	c) an activity, interest, or plan, you carry it out or follow it <i>Synonyms:</i> follow up
4. <i>Progress</i>	d) a sudden, dramatic, and important discovery or development <i>Synonyms:</i> advance , development , step forward , success , improvement ; discovery , innovation , revolution ; progress , headway
5. <i>Failure</i>	e) succeed in dealing with (a problem or difficulty) <i>Synonyms:</i> defeat , beat , conquer , trounce , thrash , rout, vanquish , overwhelm , overpower , get the better of , triumph over , prevail over , win over/against , outdo , outclass , worst , crush ; drub, slaughter , clobber , hammer , lick , best , crucify , demolish , wipe the floor with , take to the cleaners
6. <i>Overcome</i>	f) the process of being mentally stimulated to do or feel something, especially to do something creative <i>Synonyms:</i> guiding light , example , model , muse , motivation , encouragement , influence , spur , stimulus , lift , boost , incentive , impulse , catalyst
7. <i>Pursue</i>	g) a lack of success in doing or achieving something, especially in relation to a particular activity <i>Synonyms:</i> collapse

2. Warming up. Study the phrases and compose the sentences of your own with them

Failure of one party to observe the terms of a treaty — невиконання стороною умов міжнародної угоди; *failure to carry out*

his practice in accordance with established standard — нездатність практикувати у відповідності з встановленими нормами; *failure to control subordinates* — нездатність керувати підлеглими; *failure to follow established rules* — недотримання прийнятих (встановлених) норм (або правил); *failure to furnish medical treatment* — ненадання належної медичної допомоги, ненадання належного лікування.

Failure to furnish proper shelter — ненадання належного притулку (прихистку); *failure to implement an obligation* — невиконання зобов'язання (за угодою); *failure to keep within time limit* — недотримання (порушення) граничного терміну; *failure to observe safety regulations* — недотримання правил безпеки.

Failure to perform a legal duty — невиконання правового обов'язку; *failure to raise objections to the indictment* — неподання заперечень проти; *failure to raise objections to the indictment at the appropriate time* — неподання заперечень щодо обвинувачення у визначений період; *failure to report a dubious transaction* — *failure to report a suspicious transaction* неповідомлення про сумнівну операцію (банківську тощо).

Failure to report a suspicious transaction — *failure to report a dubious transaction* *failure to return foreign exchange resources* — (from abroad) неповернення валютних коштів (з-за кордону); *failure to secure Senate approval* — неотримання згоди Сенату (Конгресу США); *failure to stop after an accident* — незупинка (автомобіля) після того, як трапилася дорожньо-транспортна пригода - failures - failure in duties - failure of a putsch.

To pursue a nothern course — слідувати курсом на північ; *pursue the policy of isolationism* — проводити політику ізоляціонізму; *pursue the policy of non-alignment with military blocs* — *pursue the policy of non-affiliation with military blocs* проводити курс на неприєднання до військових блоків *pursue; the policy of non-affiliation with military blocs* — *pursue the policy of non-alignment with military blocs* *pursue the policy of positive neutrality* — проводити політику позитивного нейтралітету.

3. Read up the authentic texts and pick up the passage to retell it from your perspective

How to Be a Winner?

You want success and you want it now. But what does it really take to be first past the post? According to some of Britain's highest achievers, talent is only a tiny fraction of what you need

Denise Lewis. Olympic Heptathlon Champion. Voted Britain's female athlete of the year (1996).

"Always believe in yourself. I have learned a lot from my own disappointments. In the 1996 Olympics, I lost it completely. I was far behind the leading three athletes, and I felt I was letting myself and my country down. In the javelin event I needed an extra two metres to claw my way back into contention. I managed to remind myself that nothing is over until it's actually over, and ended up achieving an extra four-metres by throwing way beyond what I expected."

Sir Steven Redgrave Winner of 5 Olympic gold medals.

"Don't let potential hurdles block your path to success. In 1997 I was diagnosed as diabetic. I remember thinking my career was over. I felt incredibly low. Then one of the specialists said there was no reason why I shouldn't carry on training and competing, and that was it - the spur I needed. I could still be a winner if I believed in myself. I am not saying that it isn't difficult sometimes. But I wanted to prove to myself that I wasn't finished yet, so illness was never enough to prevent me from pursuing my goal. No obstacle is ever insurmountable."

Annika Reeder British Gymnastics Champion.

"Never, ever give up. When times are hard, keep plugging away towards your goal. If you have a dream, inch your way towards it and mark off mini goals on the way. A lot of it depends on your own mental will to succeed. There was a time in my career when I matured from a little girl to a woman and I experienced a huge dip in my confidence. My coach encouraged me to keep going, and it was the best advice I could have been given. Sometimes it's very hard to put things into perspective, but the best approach is to block out the negative thoughts and keep at it."

Pete Cohen Sports Psychologist.

"Whatever your personal challenge, it is important to set goals for yourself. Make sure they are realistic aims that you know are

achievable. Channel your efforts in the right direction and don't get side-tracked. And remember, if you are too nervous about tackling something, you won't achieve it. Relieve some of the tension associated with your challenge by reminding yourself that world peace is not riding on you succeeding."

Octavius Black. Director of The Mind Gym, London Advisor to Microsoft and Pret A Manger.

"The key to success is to think imaginatively about your goals. It's a lot easier than it sounds. If you tend to over-analyse, try making a few decisions based on your gut instinct. You will be surprised at the way people respect your positive actions. Remember, the more you practise being assertive and proactive, the more it becomes second nature. And your brain can only learn to react in different ways and remember different skills if it has been taught to. So, at work, make an effort to learn something new every day. It will help to boost your confidence."

Karen Pickering. Swimming World Champion, 1993.

"Be organised and disciplined. Every week I do 10 two-hour sessions in the pool and three two-hour gym sessions. There is no way I could get through that sort of workload without being on top of my diary. I have learned that this is also the key to success in other aspects of life. You can't pursue a career in any discipline without being organised. Make lists of what you want to do and what you want to achieve and then plan your progress towards your goal. Just by writing down your pads for the day, however small they are, you'll be a step closer to achieving them".

Kirsten Best Poet & Novelist.

To concentrate. Sometimes a voice inside your head tells you that you can't do something. Then there are external distractions, such as family or lifestyle. The key is to make sure that these don't have a detrimental effect. Concentration will make you feel more in control of your life and it will boost your confidence and self-belief. Occasionally, I use keywords that help me stay focused. When I'm stressed, for example, it helps to repeat words such as 'calm', 'peace' or 'focus', either out loud or silently in my mind. This is a habit that can become second nature quite easily and is a powerful psychological tool."

Eager Black Olympic 400 metres Silver Medalist.

I used imaginagery and visualisation a lot when I was competing and I'm convinced it helped a great deal in my success. Imagine you are experiencing success. Mentally transfer yourself to the place where you can see, hear and smell what is going on around you. Then, run through the possible permutations of what could happen. This way you will be prepared for everything and afraid of nothing. One example of this being put to its best use is when you are asked to give a presentation at work. It can be nerve-racking at the best of times, but if you have already 'lived' through it all in your head it's a lot easier."

Donna Fraser. British 400 metres Champion.

'Don't underestimate yourself. I didn't have the confidence to believe I could be a winner until the last Olympics. I misjudged my race and only took fourth place, but it taught me more than I could have rngined - that I could have done it, and that I am good enough if only I believe in myself. Now, having achieved way beyond what I expected, I have no barriers in my mind. Push yourself beyond your limits. Take your time, work your way up, and don't forget to enjoy yourself while you do it."

***The Last Word: Money Can Buy Happiness
Money can't buy happiness, right? Wrong.
John Silveira argues that happiness is up for
grabs – if you can afford it***

The results are in: money can buy happiness, but it doesn't come cheap. Not only that, the amount of happiness your money can buy can be measured. I know this runs contrary to everything we've ever heard since childhood about money - "It can't buy happiness, it can't buy health, and it can't buy love." But the facts don't support this. First, according to surveys, the well-off are more optimistic about their lives.

Optimism is a major factor in happiness. Second, medical evidence-shows those with more money live longer, healthier lives than those with less. There are always the stories featuring the loaded / uncle who had a heart attack while living the high hfeipiut on average, the affluent live longer and healthier lives.

Not only that, but despite all the food they can buy with their loot^the rich tend to be thinner than the poor – another sign of good health. In the Whitehall Survey, conducted at University / College

London, 17,000 civil servants were followed. All are well educated and have the same access to health care. Yet the clerks at the bottom of the income scale have tripled the mortality rate as those at the top.

A U.S. study involving 300,000 men, called the Multiple Risk Intervention Factor, discovered every income class was healthier than the classes below them and sicker than the ones above. Third, a 1998 survey conducted by the magazine *Town & Country* shows that the well-to-do tend to have better marriages, are happier with the friends they make, and find their jobs more interesting. I know we've been told different. But it just isn't true. Sorry! These studies come as no surprise to me.

Over the years I've said, quite frankly, I believe money can buy happiness. My comment; is usually greeted with raised eyebrows and insinuations there's something morally wrong with me. In ensuing discussions I've tried to explain that it's not like you can go to the market and buy two kilos of happiness. I've maintained money can make you happier because it represents convenience and time. By convenience I mean that more of the necessities in life are readily available to you. When I say you can buy time,

I mean time in two senses: first, because your health improves and you are likely to buy a few more good years of life. Second, every time I write a check to the guy who mows my lawn, I am literally buying his time to do something I don't want or don't have time to do myself. Of course, because I'm not rich, I have to put in my own time to earn the money I use to buy his. But if I were rich, I'd no longer have to use the limited amount of time I have on this planet to buy someone else's time. I'd just write a check.

How much money do you need to be rich? When he was alive, J. Paul Getty, one of the world's richest men, said, "If you can actually count your money then you are not really, rich man," But a fellow I once worked with was more realistic. He didn't need billions of dollars.

He just needed enough so he didn't have to work (though he was sure he still would), so he didn't have to worry about bills, and so that every couple of years he could go down to the local car lot, pay cash for a new vehicle, and not have to think about the money he spent.

How much do the experts say is enough? In a study conducted by Andrew Oswald and Jonathan Gardner at the University of Warwick,

they discovered that about 1.5 million tax-free American dollars moved most people into the top 2% on the happiness scale.

Their study also revealed that, at the low end of the scale, each \$75,000 moves people one notch up the scale. None of this is to say that you can only be happy if you're loaded. Lots of poor people are perfectly content. But, if you are wealthy, it's likely that you're going to be even happier.

Nor does wealth guarantee happiness. The Warwick study is replete with examples of people who discovered they were miserable just lying about. One, Dawn Wilby, won £4 million and was unhappy until she took a job for £12,000 a year. She hadn't realised that you can't just lay there and expect happiness to come to the door. You've got to do something to get the benefit of your wealth.

Other studies I read that purportedly demonstrate the opposite - that money leads to misery - were about well-paid executives who got huge bonuses but were still unhappy. I discounted these because they concentrated only on office jealousies) and dissatisfaction that arose because the subjects wish they'd gotten more. There's no mention of their home lives, whether they feel relief from the pressure of bills, etc. It is as though their jobs were the only things that mattered. These studies are so narrow they are tantamount to proving marriage makes a man's life worse by focusing only on his relationship with his mother-in-law.

And, finally, years ago I read an article about lottery winners and one fellow who said the money made him unhappy because people kept asking him for loans. That's not unhappiness; that's annoyance. It's like complaining about mosquitoes when you take a trip to Hawaii.

You're not getting my sympathy, pal. But the last word on this comes from my friend, Cathy. When she heard I was writing this column, she said, "Anyone who thinks money can't buy happiness is either a master of self-deception or just doesn't know where to shop."

4. Grammar corner

4.1 Underline the correct -ed or -ing adjectives in the following text

School Report Shocks Parents

Teachers are finding it increasingly difficult to control classes of young pupils, says a report published yesterday. The evidence from the 100 schools which were involved in the study is not encouraged / encouraging (1). The report paints a depressing / depressed (2) picture of schools up and down the country, with teachers feeling disappointed / disappointing (3) not only by students' results in tests but by the worrying / worried (4) increase in violent behavior in class and in the playground. "I am worn out at the end of the day; my job is exhausted / exhausting (5), I can tell you", complained one teacher. One of the most disturbed / disturbing (6) revelations is the use of drugs by youngsters. Although teachers were not totally surprised / surprising (7) by the findings, parents are worried / worrying (8); some even described the report as shocked / shocking (9) and demanded immediate action. Pupils who were asked to comment on the report said they found school uninterested / uninteresting (10); they blamed teachers for teaching boring / bored (11) lessons. The report is particularly embarrassed / embarrassing (12) for the Minister of Education who claimed recently that British education is 'the best in the world'.

4.2 Fill in each space in the following text with an appropriate adverb or adverbial phrase from the list: the night before probably usually occasionally after midnight always never rarely quickly a few minutes later hardly outside yesterday immediately often

One of Those Days

Bill wasn't feeling very well___ - he had a headache and was feeling dizzy so he___decided to go and see the doctor. He didn't___ have to go to the doctor - in fact he very ___had a health problem.___, say once every two years, he would go and have a check-up and the doctor had ___found him to be in good shape. He had___had any serious health problem. There___wasn't anything seriously wrong with him this time, either, but he___arranged an appointment, finished his coffee and ___he was ready to go___. It was raining lightly but Bill ___noticed, so surprised was he to find his car missing___, he had been to a party at a

friend's house and he had had a great time. He had got back___and parked his car where he___parked it. But now it was gone.

4.3 Rewrite the text correcting the mistakes

Last June my friend and I were looking forward to a three- weeks holiday. We had chosen carefully our holiday and had spent hours looking through the travel brochures.

Eventually we had decided on a modern luxurious four- stars hotel nearly a golden long beach. From the brochure it looked like a hotel for the rich people and famous. Then, before we knew it, it was time to leave. The journey went smooth, but as soon as we arrived at the hotel, I sensed that something was wrongly. The entrance looked dark and old-fashioned and there were hardly any other guests to be seen. High disappointed, we decided to go to the beach to relax. After a two-hours walk, we finally found a horrible small stone beach.

There was not hardly anyone there - just an old man sitting on a rock. We were afraid to lie down because the beach was dirty extreme, so we went back to the hotel to prepare for dinner. Yet again, we were disappointed. The food tasted awfully, we were waited on by unsmiled, stone-faced waiters and we ate hardly anything. For the next three weeks, all we could think about was going home. Well, we are back home now and still are waiting for an apology from the travel company. We yet haven't decided whether we will ever go abroad again. I but one thing I can say for certain - we won't be visiting probably that place again.

4.4 Rewrite the letter and put the adverbs below in the correct position

Missed adverbs: [for a long time, extremely, frequently, nowadays, too long, often, soon, very hard, at the office, probably, for three months, terribly, quickly, quite].

Dear Kate, I know / haven't written to you. / was sorry to hear about your accident. Accidents like that happen. I hope you won't have to stay in hospital and that your friends are able to visit you. I'm going to send you a present. I've been working lately. Paul will be working in France. / know I'll miss him. / hope you get better as I'd like to come and stay with you.

All my love, Betty

5. Render Ukrainian statements into English ones using covered words and expressions

1. Забудьте минуле. Ви не будете щасливі, якщо будете нести тягар минулого. Ви зробили помилку? У вас був жахливий досвід? Як би там не було, ви повинні дозволити їм піти. Ви не можете змінити минуле, тому краще зосередитися на сьогодні.

2. Візьміть відповідальність за своє життя. Щоб бути щасливим, потрібно володіти свободою, свободою вибору. Незалежно від того, наскільки погана ситуація, ви завжди можете вибрати, як саме вам вчинити. І відповідальність за цей вибір несете лише ви. Не винувачуйте в своїх невдачах когось ще.

3. Створюйте відносини. Через відносини ми можемо отримати істинне щастя в житті. Причина проста: тільки через відносини ми можемо любити і бути коханими. Любов повинна залишатися вашим головним пріоритетом.

4. Будьте багатогранні. Чим більше ви знаєте і вмієте, тим більше ви цікаві і собі, і людям. Ніколи не переставайте вчитися чомусь новому, в світі так багато всього цікавого. Нові відкриття і досягнення зроблять вас щасливими.

5. Створіть себе. Визначте для себе свої принципи, і дійте відповідно до них. Тільки так ви завжди будете вірні собі.

6. Будьте тим, хто ви є. Не варто жити чужим життям, щоб виправдати чийсь очікування. Люди можуть чекати від вас чого завгодно – не йдіть у них на поводу, це не зробить вас щасливим.

7. Визначте мету життя. Для того, щоб стати щасливим, вам потрібна життєва мета. Інакше ви будете розпорошені і не зібрані. Ваша мета – це ваш життєвий стрижень.

8. Цінуйте те, що маєте. Бути щасливим легко, якщо ви вдячні. На жаль, розгледіти те, чого у нас немає, набагато важче, ніж те, що ми вже маємо. Ми не вміємо сприймати обставини як належне. Подивіться навколо – може, у вас вже є причини бути щасливим?

9. Мисліть позитивно. Щасливі люди ні на хвилину не допускають похмурих думок. Вони на все дивляться оптимістично, наскільки б не була погана ситуація.

10. Почніть з того, що у вас вже є. Щаслива людина не чекає все життя певного рівня заробітку або високої посади, щоб стати

щасливим. Радіти можна вже тому, що у вас є. Дурний шукає щастя за горами, розумний - під ногами (Джеймс Оппенгейм).

11. Мінняйтеся. Щастя приходиться до того, хто постійно росте, розвивається, вчиться. Мінняйтеся, шукайте щось нове, не бійтеся експериментувати, відходити від звичного.

12. Використовуйте свої таланти. По-перше, ви повинні відкрити в собі ці таланти, а по-друге – розкрити. Самий вірний шлях до щастя – знайти той джерело заробітку, який би допомагав розвивати ваші таланти.

13. Не зациклюйтеся на дрібницях. Часто дрібниці – це вороги вашого щастя. Пам'ятайте – навіть дрібні тріщини топлять корабель, адже вони ростуть і з часом стають справжніми пробоїнами.

14. Втихомирювати ваші амбіції. Амбіції – це не погано, але вони не повинні брати гору над здоровим глуздом. Інакше ви просто переоціните себе, і станете невдахою і посміховиськом.

15. Робіть щасливими інших. Це найдієвіший спосіб стати щасливим. На шляху до власного щастя постарайтеся робити добро людям, і ви побачите, що це – вже щастя. Щастя ніколи не приходиться через егоїзм, тільки через самовіддачу.

16. Співчуйте. Це найвища форма самовіддачі. Частіше думайте про оточуючих вас людей.

6. Take a moment to read the “words about success” of those who have gone before, with grace and hilarity. Then express your personal opinions concerning their meanings

✓If you want to achieve greatness stop asking for permission.
~Anonymous

✓Things work out best for those who make the best of how things work out. ~John Wooden

✓To live a creative life, we must lose our fear of being wrong.
~Anonymous

✓If you are not willing to risk the usual you will have to settle for the ordinary. ~Jim Rohn

✓Trust because you are willing to accept the risk, not because it's safe or certain. ~Anonymous

✓Take up one idea. Make that one idea your life - think of it, dream of it, live on that idea. Let the brain, muscles, nerves, every part of your body, be full of that idea, and just leave every other idea alone. This is the way to success. ~Swami Vivekananda

✓All our dreams can come true if we have the courage to pursue them. ~Walt Disney

✓Good things come to people who wait, but better things come to those who go out and get them. ~Anonymous

✓If you do what you always did, you will get what you always got. ~Anonymous

✓Success is walking from failure to failure with no loss of enthusiasm. ~Winston Churchill

✓Just when the caterpillar thought the world was ending, he turned into a butterfly. ~Proverb

✓Successful entrepreneurs are givers and not takers of positive energy. ~Anonymous

✓Whenever you see a successful person you only see the public glories, never the private sacrifices to reach them. ~Vaibhav Shah

✓Opportunities don't happen, you create them. ~Chris Grosser

✓Try not to become a person of success, but rather try to become a person of value. ~Albert Einstein

✓Great minds discuss ideas; average minds discuss events; small minds discuss people. ~Eleanor Roosevelt

✓I have not failed. I've just found 10,000 ways that won't work. ~Thomas A. Edison

✓If you don't value your time, neither will others. Stop giving away your time and talents- start charging for it. ~Kim Garst

✓A successful man is one who can lay a firm foundation with the bricks others have thrown at him. ~David Brinkley

✓No one can make you feel inferior without your consent. ~Eleanor Roosevelt

✓The whole secret of a successful life is to find out what is one's destiny to do, and then do it. ~Henry Ford

✓If you're going through hell keep going. ~Winston Churchill

✓The ones who are crazy enough to think they can change the world, are the ones that do. ~Anonymous

✓Don't raise your voice, improve your argument. ~Anonymous

✓What seems to us as bitter trials are often blessings in disguise.~
Oscar Wilde

✓The meaning of life is to find your gift. The purpose of life is to give it away. ~Anonymous

✓The distance between insanity and genius is measured only by success. ~Bruce Feirstein

✓When you stop chasing the wrong things you give the right things a chance to catch you. ~Lolly Daskal

✓Don't be afraid to give up the good to go for the great. ~John D. Rockefeller

✓No masterpiece was ever created by a lazy artist.~ Anonymous

✓Happiness is a butterfly, which when pursued, is always beyond your grasp, but which, if you will sit down quietly, may alight upon you. ~Nathaniel Hawthorne

✓If you can't explain it simply, you don't understand it well enough. ~Albert Einstein

✓Blessed are those who can give without remembering and take without forgetting. ~Anonymous

✓Do one thing every day that scares you. ~Anonymous

✓What's the point of being alive if you don't at least try to do something remarkable. ~Anonymous

✓Life is not about finding yourself. Life is about creating yourself. ~Lolly Daskal

✓Nothing in the world is more common than unsuccessful people with talent. ~Anonymous

✓Knowledge is being aware of what you can do. Wisdom is knowing when not to do it. ~Anonymous

✓Your problem isn't the problem. Your reaction is the problem. ~Anonymous

✓You can do anything, but not everything. ~Anonymous

✓Innovation distinguishes between a leader and a follower. ~Steve Jobs

✓There are two types of people who will tell you that you cannot make a difference in this world: those who are afraid to try and those who are afraid you will succeed. ~Ray Goforth

✓Thinking should become your capital asset, no matter whatever ups and downs you come across in your life. ~Dr. APJ Kalam

- ✓I find that the harder I work, the more luck I seem to have.
~Thomas Jefferson
- ✓The starting point of all achievement is desire. ~Napolean Hill
- ✓Success is the sum of small efforts, repeated day-in and day-out.
~Robert Collier
- ✓If you want to achieve excellence, you can get there today. As of this second, quit doing less-than-excellent work. ~Thomas J. Watson
- ✓All progress takes place outside the comfort zone. ~Michael John Bobak
- ✓You may only succeed if you desire succeeding; you may only fail if you do not mind failing. ~Philippos
- ✓Courage is resistance to fear, mastery of fear - not absense of fear.
~Mark Twain
- ✓Only put off until tomorrow what you are willing to die having left undone. ~Pablo Picasso
- ✓People often say that motivation doesn't last. Well, neither does bathing - that's why we recommend it daily. ~Zig Ziglar
- ✓We become what we think about most of the time, and that's the strangest secret. ~Earl Nightingale
- ✓The only place where success comes before work is in the dictionary. ~Vidal Sassoon
- ✓The best reason to start an organization is to make meaning; to create a product or service to make the world a better place. ~Guy Kawasaki
- ✓I find that when you have a real interest in life and a curious life, that sleep is not the most important thing. ~Martha Stewart
- ✓It's not what you look at that matters, it's what you see.
~Anonymous
- ✓The road to success and the road to failure are almost exactly the same. ~Colin R. Davis
- ✓The function of leadership is to produce more leaders, not more followers. ~Ralph Nader
- ✓Success is liking yourself, liking what you do, and liking how you do it. ~Maya Angelou
- ✓As we look ahead into the next century, leaders will be those who empower others. ~Bill Gates

✓ A real entrepreneur is somebody who has no safety net underneath them. ~Henry Kravis

✓ The first step toward success is taken when you refuse to be a captive of the environment in which you first find yourself. ~Mark Caine

✓ People who succeed have momentum. The more they succeed, the more they want to succeed, and the more they find a way to succeed. Similarly, when someone is failing, the tendency is to get on a downward spiral that can even become a self-fulfilling prophecy. ~Tony Robbins

✓ When I dare to be powerful - to use my strength in the service of my vision, then it becomes less and less important whether I am afraid. ~Audre Lorde

✓ Whenever you find yourself on the side of the majority, it is time to pause and reflect. ~Mark Twain

✓ The successful warrior is the average man, with laser-like focus. ~Bruce Lee

✓ Take up one idea. Make that one idea your life -- think of it, dream of it, live on that idea. Let the brain, muscles, nerves, every part of your body, be full of that idea, and just leave every other idea alone. This is the way to success. ~Swami Vivekananda

✓ Develop success from failures. Discouragement and failure are two of the surest stepping stones to success. ~Dale Carnegie.

7. Make a presentation of your own depicting a ‘key to success list’ and sharing with your greatest victory along with failure

8. Overall conclusion. Reproduce in a written form as many as possible words and phrases you remember from the unit”Something to shout about”

UNIT 15. SHOPPING AROUND

1. Match the lexis on the left with its appropriate definitions on the right

1. <i>Price</i>	a) use or expend carelessly, extravagantly, or to no purpose <i>Synonyms:</i> squander , misspend , misuse , fritter away , throw away , lavish , dissipate , throw around ; blow , splurge
2. <i>Purchase</i>	b) amount of money paid per unit for a good or service <i>Synonyms:</i> cost , charge , fee , fare , levy , amount , sum ; outlay , expense , expenditure ; valuation , quotation , estimate , asking price ; damage
3. <i>Money</i>	c) give (money) to pay for goods, services, or so as to benefit someone or something <i>Synonyms:</i> pay out , dish out , expend , disburse ; squander , waste , fritter away ; lavish ; fork out , lay out , shell out , cough up , drop , blow , splurge , pony up
4. <i>Spend</i>	d) to obtain (goods) by payment <i>Synonyms:</i> buy , pay for , acquire , obtain , pick up , snap up , take , procure ; invest in ; get hold of , score
5. <i>Goods</i>	e) medium of exchange that functions as a unit of account, a store of value, and a means for deferred payment <i>Synonyms:</i> cash , hard cash , ready money ; the means , the wherewithal , funds , capital , finances , (filthy) lucre ; coins , change , specie , silver , currency , bills , (bank) notes ; dough , bread , bucks , loot , greenbacks , moola , dinero , shekels , mazuma ; pelf
6. <i>Waste</i>	f) a surprisingly high price or amount of money <i>Synonyms:</i> wealth , riches , substance , property , assets , resources , means , possessions , treasure , estate
7. <i>Fortune</i>	g) capital goods — засоби виробництва, knitted goods — трикотаж, трикотажні вироби, perishable goods — продукти, які швидко псуються <i>Synonyms:</i> merchandise , wares , commodities

2. Warming up. Study the phrases and compose the sentences of your own with them

Cash price — ціна за умови сплати готівкою; *cost price* — собівартість; *retail [wholesale] price* — роздрібна [оптова] ціна;

discount price — ціна зі знижкою; ціна нижче номіналу; *tender price* — ціна, запропонована на торгах; *not at any price* — нізащо; ні за яких умов.

Purchase department — відділ постачання; *purchase on credit, credit purchase* — купівля в кредит; *cash purchase, purchase for cash* — купівля за готівку; придбання, купівля майна; *purchase block* — поліспаст; зусилля для підйому (вантажу). *Paper /soft/ money* — паперові гроші; *counterfeit /bad/ money* — фальшиві гроші; *a piece of money* — монета; кредит кредит; *money list* — платіжна відомість.

Capital goods — засоби виробництва; *knitted goods* — трикотаж, трикотажні вироби; *perishable goods* — продукти, які швидко псуються. *Cotton waste* — пакля; *waste of flax* — костриця; металевий лом, скрап; макулатура; утиль; сміття; відброси; *a waste of waters* — пустеля моря, морський простір; *to lie waste* — бути невикористаним /необробленим, необробленою/ (про землю).

To lay waste — спустошувати, розорювати; *waste stowage /tonnage/* — невикористаний тоннаж; *waste products* — відходи; *waste iron* — залізний лом; *waste wood* — тріски, відходи деревини; відпрацьований; *waste steam* — відпрацьований пар; *waste heat* — відпрацьоване тепло; *to waste an opportunity* — втратити можливість; *his resources were rapidly wasting* — його ресурси швидко вичерпалися; *the day wastes* — день добігав кінця.

Bad /ill/ fortune — нещастя, невдача; *it fortuneed that...* — трапилося так, що.

3. Read up the authentic texts and pick up the passage to retell it from your perspective

Shopping Advices

Create a budget. Track your spending and income so you have an accurate picture of your financial situation. Save receipts or write down your purchases in a notebook as you make them. Review your bills each month and add those expenses to your budget.

- Organize your purchases by category (food, clothing, entertainment). Categories with the highest monthly amounts (or monthly amounts you consider surprisingly high) may be good targets for saving money.

- Once you've tracked your purchases for a while, create a monthly (or weekly) limit for each category. Make sure the total budget is smaller than your income for that period, with enough left over for savings if possible.

Plan your purchases in advance. Making spur of the moment decisions can balloon your expenditures. Write down what you need to buy while you're calm and at home.

- Make a preliminary trip before you go on your real shopping trip. Note the prices of several alternatives at one or more stores. Return home without buying anything and decide which products to buy on your second, "real" expedition. The more focused you are and the less time you spend in the store, the less you'll spend.

- If you are motivated to treat each purchase as an important decision, you will make better decisions.

- Do not accept free samples or try something on just for fun. Even if you don't plan on purchasing it, the experience can convince you to make a decision now instead of considering it carefully in advance

Avoid impulse purchases. If planning your purchases in advance is a good idea, buying something on the spur of the moment is a terrible one. Follow these tips to avoid making shopping decisions for the wrong reasons:

- Don't browse store windows or shop for fun. If you're only buying something because you find the act of shopping fun, you'll likely end up spending too much on stuff you don't need.

- Don't make purchasing decisions when your judgement is impaired. Alcohol, other drugs, or sleep deprivation can harm your ability to make sensible decisions. Even shopping while hungry or listening to loud music can be a bad idea if you don't stick to your shopping list.

Shop alone. Children, friends who love shopping, or even just a friend whose tastes you respect can influence you to spend extra money.

- Do not take advice from store employees. If you need a question answered, politely listen to their response but ignore any advice on purchasing decisions. If they won't leave you alone, leave the store and return later to make your decision.

Pay in full and in cash. Credit and debit cards increase spending for two reasons: you have much more money available to spend than you

normally would, and because no visible money is changing hands, it doesn't register as a "real" purchase. Similarly, running up a bar tab or using a delayed payment scheme makes it harder to realize how much you're actually spending.

- Don't bring more cash with you than you need. If you don't have the extra money, you can't spend it. Similarly, withdraw your weekly budget from an ATM once a week rather than filling up your wallet whenever you run out.

Don't be fooled by marketing. Outside influences are a huge factor affecting what we spend our money on. Be vigilant and try to be aware of all the reasons you're drawn to a product.

- Don't buy something on the basis of an advertisement. Whether on television or the product's packaging, treat ads with skepticism. They are designed to encourage you to spend money and will not provide an accurate portrayal of your options.

- Don't purchase something just because it's reduced price. Coupons and sales are great for products you were already planning to buy; purchasing something you don't need just because it's 50% off does not save money.

- Be aware of pricing tricks. Translate that "\$1.99" price into "\$2". Judge the price of an item on its own merits, not because it's a "better deal" than another option by the same company. (By making the "worse deal" atrocious value, someone can trick you into paying more for add-ons you don't need).

Wait for sales and discounts. If you know you'll need a particular item but don't need it today, wait until it ends up in the bargain bin or try to find a coupon for it.

- Only use a coupon or take advantage of a discount for an item you absolutely need or decided to buy before the discount occurred. The attraction of a cheaper price is an easy way to get customers to buy something they don't need.

- Buy products only useful at particular times of year during the off season. A winter coat should be cheap during summer weather.

Do your research. Before making expensive purchases, go online or read consumer reports to find out how to get the most bang for the least buck. Find the product within your budget that will last longest and meet your needs best.

Take all the costs into account. You'll end up paying a lot more than the sticker price for many big-ticket items. Read all the fine print and add up the total amount before making your decision.

- Don't be fooled by lower monthly payments. Calculate the total amount you'll spend (monthly payments x number of months until fully paid) to find out what the cheapest option is.

- If you're taking out a loan, calculate how much total interest you'll have to pay.

Give yourself occasional, inexpensive treats. This may sound paradoxical (isn't this buying something you don't need?) but in fact, it's easier to maintain your spending goals if you give yourself the occasional reward. Try to go cold turkey on unnecessary spending and you may eventually "crack" and splurge much more than you should.

- Set aside a very limited amount of money in your budget for these treats. The goal is to give yourself a small reward to keep your spirits up and prevent a giant splurge later.

- If your usual methods of treating yourself are expensive, find cheaper alternatives. Take a bubble bath at home instead of going to the spa, or borrow a movie from the library instead of going to the theater.

Saving Cash Wisely

Save Money. Making wise spending decisions goes hand in hand with saving. Budget as much as you can each month toward a savings account or other reliable, interest-accumulating investment. The more money you save each month, the better your overall financial health will be. Which is pretty much the point of spending money wisely, isn't it? Here are some savings ideas for you to consider: establish an emergency fund; avoid unnecessary fees; meal plan your meals for the week.

Break free of expensive habits. Compulsive habits such as smoking, drinking, or gambling can easily consume any money you save. Eliminating them from your life is both a boon to your wallet and your health.

Don't buy what you don't need. If you're unsure about a particular purchase, ask yourself these questions. If you don't answer "yes" to all of them, that's a strong sign you shouldn't spend the money.

- Will I use this item regularly? Make sure you'll drink all that milk before it goes bad, or that you have enough summer months left to wear that skirt more than a couple times.

- Do I lack something that serves the same purpose? Beware specialized products whose role can be performed by basic items you already have. You probably don't need ultra-specialized kitchen equipment, or a special workout outfit when sweatpants and a T shirt will work just as well.

- Will this item change my life for the better? This is a tricky question, but purchases that encourage "bad habits" or cause you to neglect important parts of your life should be avoided.

- Will I miss this item if I don't buy it?

- Will this item make me happy?

Prune your hobbies. If you have a gym membership and don't use it, don't renew it. Avid collector turned to lukewarm possessor? Sell it. Devote your finances and your energy only into areas you are truly passionate about.

Shopping Centers with a Difference!

Brent Cross was the first large enclosed shopping centre to be built in the UK. When it first opened in 1976, the idea of opening until 8pm weeknights was quite unconventional. Back then shops still closed half days during the week, banks closed at 3pm and almost no one worked past 5pm.

But Brent Cross met a need for shopping people wanted, when and where they wanted it, and took the idea of customer service into the 20th century. For more than twenty-five years it has been at the heart of the community, meeting the shopping needs of the 7 million people who live within its catchment area.

Brent Cross has expanded, of course, as it was extended and refurbished in 1995. Despite its increased area, however, it's still very easy to get around. The 110 stores and cafes contained in the shopping centre compare favourably to the 75 shops with which it opened, and it's good to see just how many of the original retailers are still in the centre. Marks & Spencer, Boots, WH Smith, Dixons, Mothercare, and Benetton are just some of the shops which have been at Brent Cross throughout.

Brent Cross' owners - Hammerson and Standard Life - continually invest in the fabric of the centre, helping keep it at the forefront of British retailing. The latest stage in ongoing refurbishment focuses on the public convenience facilities, on which £500,000 is being spent to modernise them and make them even more user-friendly.

Brent Cross would like to offer even more to its shoppers. Plans were submitted to extend the centre on its existing land, and although approved by Barnet Council, they were rejected by the Government. The centre still hopes to carry out expansion, and is working with the Council to see how it can play its part in rejuvenating this area of North London.

West Edmonton Mall is the world's largest shopping and entertainment centre and Alberta's number one tourist attraction. It comprises a world-class hotel, the widest variety of one-of-a-kind stores, fantastic attractions, spectacular games, and restaurants to suit all tastes. It's all under one roof, ensuring shoppers have a fun and relaxing experience.

Located in 'Canada's Festival City', this amazing structure - often called the "8th Wonder of the World" - spans the equivalent of 48 city blocks in the prestigious west end of the City of Edmonton. The building of the complex was carried out in four phases, and total costs amounted to a staggering \$1.2 billion. West Edmonton Mall is listed in the Guinness Book of World Records for the "largest shopping centre in the world" and "world's largest parking lot".

Among the Mall's numerous department stores are a host of familiar favourites, but there are also hundreds of stores which are exclusive to this particular location. And the Mall isn't only about shopping. World-class attractions abound. Families can turn shopping into a fun outing at the Galaxyland, the world's largest indoor amusement park, famous for the Mindbender, a state-of-the-art rollercoaster. The little ones will love Galaxy Kids Playpark, where they can enjoy an interactive space-themed play area.

The Raffles City Shopping Centre, Singapore, is a sprawling 26,000-square metre retail mall spread over four levels. It is an integral part of the huge complex known as Raffles City which was designed by IM Pei, the world renowned architect.

Anchored by Robinsons Department Store and Jasons Market Place - a gourmet supermarket, it has over 100 specialty shops catering to the needs of both local shoppers and tourists. The mix of establishments is constantly reviewed and updated through careful selection of retailers in terms of quality and variety of goods and services.

The Concierge, a first in a shopping mall in Singapore, attends to shoppers' queries, requests and feedback. The Concierge also offers sale of gift vouchers/postage stamps, tickets to arts events and concerts, complimentary use of baby strollers and wheelchairs for the physically challenged, gift-wrapping and courier services. The Concierge will even help you make bookings for city tours, or make dining and flight reservations.

The layout of the shopping centre is designed with all the shops facing a spacious, naturally sunlit atrium. This architectural wonder makes it a shopping destination which simply can't be bettered. Exciting expositions and art displays are organised throughout the year to entertain shoppers and visitors alike.

Raffles City Shopping Centre is linked directly to the City Hall MRT Interchange Station. At peak hours, more than 100,000 visitors criss-cross the complex. With the convenient location of Raffles City, easy access through the MRT and ample room for parking, the centre is guaranteed to make shopping a unique and pleasurable experience.

Wafi City, comprising Wafi Mall, the Pyramids, Cleopatra's Health Spa, the world-famous Planet Hollywood, and Wafi Residence, is the destination for shopping, leisure, entertainment and dining for the entire family. Located in the city of Dubai, Wafi Mall is instantly identifiable by its distinctive multi-paned pyramid-shaped atrium roofs.

Designed for shopping convenience, Wafi offers four spacious floors of well-lit walkways lined with shops offering a wide range of products and services. In addition, the Mall has an entertainment centre, numerous cafes - including the first Starbucks to be opened in the Middle East - and an extensive food court. A number of excellent restaurants scattered throughout, tempt shoppers with both Arabic delicacies and countless international dishes.

The Wafi Mall is widely regarded as Dubai's most elegant shopping complex. Ideally located, it has always been a place where it's usual to discover the unusual. With over 200 stores featuring haute couture,

popular fashions, fashion accessories, electronics, household accessories, home furnishings, gifts and leather goods - Wafi City Mall offers something for everyone.

The opening of the 'Link' in January 2002, made The Mall even better. As its name suggests, the Link joins Wafi City Mall to the Pyramids Complex, which has proved to be the perfect venue for a variety of exhibitions and fashion shows. Wafi City Mall is also home to one of the city's most exciting family entertainment centers - Encounter Zone. Divided into two separate 'worlds', Galactica and Lunarland, Encounter Zone caters for kids of all ages.

4. Grammar corner

4.1 Read the text below and think of the word which best fits each gap. Use only one word in each gap

Internet Shopping

Is the Internet going to mean the end of traditional shops? The answer seems to be that this is not necessarily the case. Generally speaking, ___ we go shopping, the amount of time we spend finding ___ about the range of products available depends on ___ it is we are buying. The bigger the purchase the ___ likely we are to gather information about the different products ___ the market, compare prices and seek the advice of friends. A new car is ___ of the biggest purchases people ever make, and buyers typically spend four to six weeks considering their choices. So why do some people walk ___ a car showroom and order a vehicle without even asking for a test drive? And why do others ___ up at an electrical store and point out the laptop computer they want without asking the sales assistant for any information? The answer ___, of course, that the Internet has changed the way people shop. Nowadays, if a customer wants to know ___ flat-screen TV they should buy, they are likely to start their shopping online – ___ though the vast majority will not actually complete the purchase there. In ___ words, far from losing trade to online merchants, stores that offer the kind of goods that people can research online may still make a sale.

4.2 Find the mistake and correct it

1. They suggested to see the film.
2. She asked me where was I going.

3. Can you tell me what time is it?
4. He told me to not touch the parcel.
5. I wonder why did he lie to me.
6. The suspect denied to murder the young woman.
7. They accused him to have committed the crime.
8. She asked me, "Where the bank is?"

4.3 Turn the following passage into a conversation. Mind the punctuation

Christine complained that their house was too small. She suggested looking for somewhere bigger. Wayne asked her why she wanted to move. He pointed out they had only moved in a year before. She reminded him that he had said it would only be temporary. He agreed, but told her that his business hadn't been very successful so they couldn't afford to move yet.

Christine asked if they would be able to move the following year. She said that the baby was growing up fast and that he needed his own room. Wayne admitted that she was right, but asked her to be patient. He promised that they would move as soon as they could afford it.

4.4 Rewrite the following sentences in Reported Speech

1. "Can you make dinner tonight, Tom?" she said. "I'm working late."
2. "Don't play near the road," their mother said. "It's too dangerous."
3. "Can you take the dog for a walk?" he said to her. "I'm busy."
4. "Don't ask Simon how to use the computer," she said to me. "He doesn't know a thing about them."
5. "Can I borrow your pen, please?" he said to her. "I need to write something."
6. "Please don't talk!" said the teacher. "This is a test."
7. "Why don't you turn off the TV?" she said to him. "You aren't watching it."
8. "Come to our house tonight, Mary," he said. "Jim wants to see you."
9. "Have you read your newspaper?" he asked her. "I want to look at it."
10. "The baby should be asleep," she said. "It's ten o'clock."
11. "Why are you listening to this music?" he asked her. "It's awful."
12. "Do you want to go to the cinema?" he asked her. "There's a good film on"
13. "I don't want any more cake," she said. "I've had enough."

14. "I'm learning French," she said. "I'm going to Paris on holiday."
15. "I like Susan," he said. "She's very friendly."
16. "Tom is a good businessman," she said. "He works hard."
17. "I like learning English," she said. "It isn't too difficult."
18. "I'm teaching Jane's class," she said. "She's on holiday this week."
19. "You should open up your own restaurant," he said to Bill. "You are a very good cook."
20. "Sarah would like to own the house," he said. "She's lived here a long time."
21. "You could become famous, June," he said. "You're a very good singer."
22. "Are you going to take the job?" he asked Jane "or will you wait for a better one?"
23. "I need to buy some more oil," she said. "There is no more left."
24. "Do you think we should try this new restaurant tonight?" he asked his wife. "I heard it's very good."
25. "If anyone phones," she said to me, "tell them I won't be here until tomorrow."
26. "If I can't come to the wedding," said John to Mary, "I'll let you know tomorrow."
27. "Shall I tell Tom about the trip?" he said to her, "or do you want to tell him yourself?"
28. "Sofia shouldn't have said that to the boss," said Julian. "He's very angry."
29. "I'd love to go to Venice," she said. "I've never been abroad."
30. "I must go now," said Samantha, "or I might miss the bus."

5. Render Ukrainian statements into English ones using covered words and expressions

1. Модне слово шопінг міцно увійшло в наш побут. І, як показує практика, походи по магазинах нерідко служать нам ліками від стресів і підвищують настрої. Але, крім вищезгаданого аспекту, шопінг, час від часу, стає для нас вимушеною необхідністю.

2. Адже частенько буває так, що звістка про майбутню зустріч випускників або запрошення на вечірку до знайомих застає нас зненацька. З'ясовується, що ще такі модні в минулому сезоні

бриджі виглядають, м'яко кажучи, смішно, а улюблений парадно-вихідний пуловер покрився катишками.

3. За покупками краще всього піти самотійно, якщо ви серйозно маєте намір щось купити. Подруги (а тим паче діти) будуть відволікати вас. Адже, щоб не рекомендували вам приятельки (нехай навіть з найкращих спонукань) – останнє слово за вами. Вам носити обрану вами річ, якщо навіть, на думку порадників, існує більш прийнятний варіант.

4. Пам'ятайте, що у вас з собою повинен бути список запланованих покупок. В іншому випадку ви можете придбати все, що хотіли, але забути таку важливу дрібницю як колготки.

5. Вирушаючи в похід по магазинах, спробуйте зібрати інформацію про знижки в пристойних бутиках. Це допоможе вам купити якісну річ за менші гроші.

6. Постарайтеся одягнутися зі смаком і зробити макіяж, перш ніж вийти з дому за покупками. Пам'ятайте, продавці люблять зустрічати по одягу. Від вашого зовнішнього вигляду, можливо, буде залежати те, наскільки якісно торгові працівники обслужать вас.

8. І не забудьте, взуття для шопінгу повинне бути зручним, адже цілком імовірно, вам доведеться витратити не одну годину на те, щоб знайти річ, яка вам до душі.

9. Комфорт – збираючись до супермаркетів за покупками забудьте про підбори, нехай протягом походу ноги відчують себе комфортно.

10. Одяг. Як правило в магазинах тепло, персонал намагається створити всі умови щоб затримати Вас у себе в магазині і одягати важкий, теплий одяг просто не можна, так як під час примірок, одягання і роздягання може забрати багато сил.

11. Золоте правило – одна голова добре, а дві ще краще! Тому потрібно покликати одну зі своїх подружок, яка порадить і розділить думку, а також інтереси. Більше двох супутниць брати не варто, так як думки можуть розділитися, а зайва метушня зіграє в бік негативного результату, який вона вам ні до чого.

12. Якщо Ви у поганому гуморі, то перенесіть покупки на вечір або інший день. Не витрачайте гроші відразу ж побачивши щось красиве, прислухайтеся з старій приказці "Сім разів відміряй..",

якщо інакше можете потім пошкодувати, побачивши в сусідньому бутику більш достойну річ.

13. Консультуйтеся з продавцями в магазині більше. А якщо немає потрібного розміру, запитайте, може на складі вона все-таки є.

14. У самий розпал знижок не звертайте уваги на надписи типу "Майже даром" або "Знижки від 70 – 90%". Варто зазначити, що господарі не такі дурні, щоб віддавати товар даром, проте, якщо вже ціна з урахуванням знижок справді висока, то швидше за все тут два варіанти: 1 – ціна була накручена на сотні відсотків і 2 – вивіски про знижки це тільки виверт!

6. Take a moment to read the “words about shopping” of those who have gone before, with grace and hilarity. Then express your personal opinions concerning their meanings

✓A bargain ain't a bargain unless it's something you need.~ Sidney Carroll.

✓A bargain is something you can't use at a price you can't resist.~ Franklin P. Jones.

✓A Christmas shopper's complaint is one of long-standing.~ Author Unknown.

✓A consumer is a shopper who is sore about something.~ Harold Coffin.

✓Anyone who lives within their means suffers from a lack of imagination.~ Oscar Wilde.

✓But it is a cold, lifeless business when you go to the shops to buy something, which does not represent your life and talent, but a goldsmith's.~ Ralph Waldo Emerson.

✓Buying something on sale is a very special feeling. In fact, the less I pay for something, the more it is worth to me. I have a dress that I paid so little for that I am afraid to wear it. I could spill something on it, and then how would I replace it for that amount of money?~ Rita Rudner.

✓Credit buying is much like being drunk. The buzz happens immediately and gives you a lift.... The hangover comes the day after.~ Joyce Brothers.

✓I always say shopping is cheaper than a psychiatrist.~ Tammy Faye Bakker.

✓I like my money right where I can see it - hanging in my closet.~
TV: Sex and the City.

✓I love to go shopping. I love to freak out salespeople. They ask me if they can help me, and I say, "Have you got anything I'd like?" Then they ask me what size I need, and I say, "Extra medium."

✓~ Steven Wright.

✓I went to a general store but they wouldn't let me buy anything specific.~ Steven Wright.

✓If men liked shopping, they'd call it research.~ Cynthia Nelms.

✓Oh, for the good old days when people would stop Christmas shopping when they ran out of money.~ Author Unknown.

✓On the one hand, shopping is dependable: You can do it alone, if you lose your heart to something that is wrong for you, you can return it; it's instant gratification and yet something you buy may well last for years.~ Judith Krantz.

✓Once again, we come to the Holiday Season, a deeply religious time that each of us observes, in his own way, by going to the mall of his choice.~ Dave Barry.

✓People will buy anything that is one to a customer.~ Sinclair Lewis.

✓Shopping is a woman thing. It's a contact sport like football. Women enjoy the scrimmage, the noisy crowds, the danger of being trampled to death, and the ecstasy of the purchase.

✓~ Erma Bombeck.

✓Shopping is better than sex. If you're not satisfied after shopping you can make an exchange for something you really like.~ Adrienne Gusoff.

✓Shopping tip: You can get shoes for 85 cents at the bowling alley.~ Author Unknown.

✓The odds of going to the store for a loaf of bread and coming out with only a loaf of bread are three billion to one.~ Erma Bombeck.

✓The only reason a great many American families don't own an elephant is that they have never been offered an elephant for a dollar down and easy weekly payments.~ Mad Magazine.

✓The other line moves faster.~ Etorre's Observation.

✓The quickest way to know a woman is to go shopping with her.~ Marcelene Cox.

✓The woman just ahead of you at the supermarket checkout has all the delectable groceries you didn't even know they carried. ~ Mignon McLaughlin.

✓We used to build civilizations. Now we build shopping malls.~ Bill Bryson.

✓When women are depressed, they eat or go shopping. Men invade another country. It's a whole different way of thinking.~ Elayne Boosler.

✓Whoever said money can't buy happiness simply didn't know where to go shopping.~ Bo Derek.

✓A bargain is something you can't use at a price you can't resist. ~ Franklin P. Jones

✓Anyone who believes the competitive spirit in America is dead has never been in a supermarket when the cashier opens another checkout line. ~ Ann Landers

✓I always say shopping is cheaper than a psychiatrist. ~ Tammy Faye Bakker

✓I like my money right where I can see it: hanging in my closet. ~ Carrie from Sex and the City

✓I don't shop because I need something, I just shop for shopping's sake. ~ Cat Deeley

✓I love to go shopping. I love to freak out salespeople. They ask me if they can help me, and I say, "Have you got anything I'd like?" Then they ask me what size I need, and I say, "Extra medium. ~ Stephen Wright

✓If I don't stop shopping, I'll end up a bag lady; a Fendi bag lady, but a bag lady..... ~ Carrie from Sex and the City

✓If men liked shopping, they'd call it research. ~ Cynthia Nelms

✓If you change lines, the one you just left will start to move faster than the one you are now in. ~ O'Brian's Law

✓In department stores, so much kitchen equipment is bought indiscriminately by people who just come in for men's underwear. ~ Julia Child

✓On the one hand, shopping is dependable: You can do it alone, if you lose your heart to something that is wrong for you, you can return it; it's instant gratification and yet something you buy may well last for years. ~ Judith Krantz

✓ Shopping is a woman thing. It's a contact sport like football. Women enjoy the scrimmage, the noisy crowds, the danger of being trampled to death, and the ecstasy of the purchase. ~ Erma Bombeck

✓ Shopping is better than sex. If you're not satisfied after shopping you can make an exchange for something you really like. ~ Adrienne Gusoff.

7. Make a presentation of your own showing a list of pros and cons about doing shopping at hypermarkets, shopping malls and internet

8. Overall conclusion. Reproduce in a written form as many as possible words and phrases you remember from the unit "Spending money"

APPENDIX

Linking Words

Linking words show the logical relationship between sentences or parts of the sentence.

Positive Addition	and, both...and, not only...but (also/as well), too, moreover, in addition to, furthermore, also	<i>She's clever and rich.</i>
Negative Addition	neither...nor, nor, neither, either	<i>Neither Barry nor Kevin knows how to drive. Barry doesn't know how to drive. Nor does Kevin.</i>
Contrast	but, not...but, although, while, whereas, despite, even if, even though, on the other hand	<i>Riding a bicycle may not be as comfortable as driving a car; however it is much more environmentally friendly.</i>
Similarity	similarly, likewise, in the same way, equally	<i>A glass of milk before you go to bed may help you sleep: Similarly, a hot bath could do the trick.</i>
Concession	but, even so, however, (and) still, (and) yet, nevertheless, on the other hand, even	<i>He carried on playing until the end of the game, even though he had a broken toe.</i>
Alternative	or, on the other hand, either...or	<i>You could tell her the bad news, or/on the other hand/alternatively, you could let her find out herself.</i>

Emphasis	besides, not only this but...also, as well, what is more, in fact	<i>I'm afraid you are not qualified for this job and, what is more, you are far too young.</i>
Exemplification	as, such as, like, for example instance,	<i>All the performers were good, but Pavarotti in particular was magnificent.</i>
Clarification	that is to say, specifically, in other words, to	<i>She's angry. Specifically, she's angry at you.</i>
Cause / Reason	as, because, because of, since, on the grounds that, seeing that, due to, owing to,	<i>She decided to order a salad now that she had started her diet.</i>
Manner	as, (in) the way, how, the way in which, (in) the same way (as)	<i>The coach explained how the team could beat their opponents.</i>
Condition	if, in case, assuming (that), on condition (that), in event (that), or	<i>The travel agency will contact you in the event that/in case your flight is changed.</i>
Consequence of a condition	consequently, then, under those circumstances, if so, if not, so, therefore, in that case,	<i>You may be caught by the enemy. If so, tell them nothing.</i>
Purpose	so that, so as (not) to, in order (not) to, lest	<i>Make a note of our appointment in your diary in case you forget about it.</i>

Effect / Result	such/so...that, consequently, for this reason, as a consequence, thus, therefore, so	<i>He was the only child of a rich banker and, as a consequence, he was very spoilt.</i>
Comparison	as...as, than, half as...as, nothing like, the...the, twice as...as	<i>Her second novel is nothing like her first.</i>
Time	when, whenever, as, while, now (that), before, until, till, after	<i>I like to visit the cathedral whenever I'm in Durham.</i>
Place	where, wherever	<i>Park your car wherever you want to.</i>
Exception	but (for), except (for), apart from	<i>We had a lovely holiday, apart from that one day when it rained.</i>
Relative	who, whom, whose, which, what, that	<i>There's the man whose house was burnt down.</i>
Chronological	beginning: initially, first..., at first, to start/begin with, first of all	<i>First of all, I'd like to thank my mother... Then, I must thank everyone involved</i>
Reference	considering, concerning, regarding, with respect/regard/reference to, in	<i>Considering all the evidence, we find the accused "not guilty". I'm writing with reference to your report on whales.</i>

Summarising	in conclusion, in summary, to sum up, as I have said, as (it) was previously stated, on the whole, in all, all in altogether, in	<i>To sum up, the government must spend more money on public services.</i>
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Irregular Verbs

Base Form	Past Simple	Past Participle	3rd Person Singular	Present Participle / Gerund
Abide	Abode/Abided	Abode/Abided/Abidden	Abides	Abiding
Alight	Alit/Alighted	Alit/Alighted	Alights	Alighting
Arise	Arose	Arisen	Arises	Arising
Awake	Awoke	Awoken	Awakes	Awaking
Be	Was/Were	Been	Is	Being
Bear	Bore	Born/Borne	Bears	Bearing
Beat	Beat	Beaten	Beats	Beating
Become	Became	Become	Becomes	Becoming
Begin	Began	Begun	Begins	Beginning
Behold	Beheld	Beheld	Beholds	Beholding
Bend	Bent	Bent	Bends	Bending
Bet	Bet	Bet	Bets	Betting
Bid	Bade	Bidden	Bids	Bidding
Bid	Bid	Bid	Bids	Bidding
Bind	Bound	Bound	Binds	Binding
Bite	Bit	Bitten	Bites	Biting
Bleed	Bled	Bled	Bleeds	Bleeding
Blow	Blew	Blown	Blows	Blowing
Break	Broke	Broken	Breaks	Breaking
Breed	Bred	Bred	Breeds	Breeding
Bring	Brought	Brought	Brings	Bring ng
Broadcast	Broadcast/ Broadcasted	Broadcast/ Broadcasted	Broad- casts	Broadcasting

Build	Built	Built	Builds	Building
Burn	Burnt/Burned	Burnt/Burned	Burns	Burning
Burst	Burst	Burst	Bursts	Bursting
Bust	Bust	Bust	Busts	Busting
Buy	Bought	Bought	Buys	Buying
Cast	Cast	Cast	Casts	Casting
Catch	Caught	Caught	Catches	Catching
Choose	Chose	Chosen	Chooses	Choosing
Clap	Clapped/Clapt	Clapped/Clapt	Claps	Clapping
Cling	Clung	Clung	Clings	Clinging
Clothe	Clad/Clothed	Clad/Clothed	Clothes	Clothing
Come	Came	Come	Comes	Coming
Cost	Cost	Cost	Costs	Costing
Creep	Crept	Crept	Creeps	Creeping
Cut	Cut	Cut	Cuts	Cutting
Dare	Dared/Durst	Dared	Dares	Daring
Deal	Dealt	Dealt	Deals	Dealing
Dig	Dug	Dug	Digs	Digging
Dive	Dived/Dove	Dived	Dives	Diving
Do	Did	Done	Does	Doing
Draw	Drew	Drawn	Draws	Drawing
Dream	Dreamt/ Dreamed	Dreamt/Dreamed	Dreams	Dreaming
Drink	Drank	Drunk	Drinks	Drinking
Drive	Drove	Driven	Drives	Driving
Dwell	Dwelt	Dwelt.	Dwells	Dwelling
Eat	Ate	Eaten	Eats	Eating
Fall	Fell	Fallen	Falls	Falling
Feed	Fed	Fed	Feeds	Feeding
Feel	Felt	Felt	Feels	Feeling
Fight	Fought	Fought	Fights	Fighting
Find	Found	Found	Finds	Finding
Fit	Fit/Fitted	Fit/Fitted	Fits	Fitting
Flee	Fled	Fled	Flees	Fleeing
Fling	Flung	Flung	Flings	Flinging
Fly	Flew	Flown	Flies	Flying

Forbid	Forbade/ Forbad	Forbidden	Forbids	Forbidding
Forecast	Forecast/ Forecasted	Forecast/ Forecasted	Forecasts	Forecasting
Foresee	Foresaw	Foreseen	Foresees	Foreseeing
Foretell	Foretold	Foretold	Foretells	Foretelling
Forget	Forgot	Forgotten	Forgets	Forgetting
Forgive	Forgave	Forgiven	Forgives	Forgiving
Forsake	Forsook	Forsaken	Forsakes	Forsaking
Freeze	Froze	Frozen	Freezes	Freezing
Frostbite	Frostbit	Frostbitten	Frostbites	Frostbiting
Get	Got	Got/Gotten	Gets	Getting
Give	Gave	Given	Gives	Giving
Go	Went	Gone/Been	Goes	Going
Grind	Ground	Ground	Grinds	Grinding
Grow	Grew	Grown	Grows	Growing
Handwrite	Handwrote	Handwritten	Hand- writes	Handwriting
Hang	Hung/Hanged	Hung/Hanged	Hangs	Hanging
Have	Had	Had	Has	Having
Hear	Heard	Heard	Hears	Hearing
Hide	Hid	Hidden	Hides	Hiding
Hit	Hit	Hit	Hits	Hitting
Hold	Held	Held	Holds	Holding
Hurt	Hurt	Hurt	Hurts	Hurting
Inlay	Inlaid	Inlaid	Inlays	Inlaying
Input	Input/Inputted	Input/Inputted	Inputs	Inputting
Interlay	Interlaid	Interlaid	Interlays	Interlaying
Keep	Kept	Kept	Keeps	Keeping
Kneel	Knelt/Kneeled	Knelt/Kneeled	Kneels	Kneeling
Knit	Knit/Knitted	Knit/Knitted	Knits	Knitting
Know	Knew	Known	Knows	Knowing
Lay	Laid	Laid	Lays	Laying
Lead	Led	Led	Leads	Leading
Lean	Leant/Leaned	Leant/Leaned	Leans	Leaning
Leap	Leapt/Leaped	Leapt/Leaped	Leaps	Leaping

Learn	Learnt/Learned	Learnt/Learned	Learns	Learning
Leave	Left	Left	Leaves	Leaving
Lend	Lent	Lent	Lends	Lending
Let	Let	Let	Lets	Letting
Lie	Lay	Lain	Lies	Lying
Light	Lit	Lit	Lights	Lighting
Lose	Lost	Lost	Loses	Losing
Make	Made	Made	Makes	Making
Mean	Meant	Meant	Means	Meaning
Meet	Met	Met	Meets	Meeting
Melt	Melted	Melten/Melted	Melts	Melting
Mislead	Misled	Misled	Misleads	Misleading
Mistake	Mistook	Mistaken	Mistake	Mistaking
Mis- understand	Misunderstood	Misunderstood	Misunder- stands	Misunder- standing
Miswed	Miswed/ Miswedded	Miswed/ Miswedded	Misweds	Miswedding
Mow	Mowed	Mown	Mows	Mowing
Overdraw	Overdrew	Overdrawn	Over- draws	Overdrawing
Overhear	Overheard	Overheard	Over- hears	Overhearing
Overtake	Overtook	Overtaken	Overtakes	Overtaking
Pay	Paid	Paid	Pays	Paying
Preset	Preset	Preset	Prests	Presetting
Prove	Proved	Proven/Proved	Proves	Proving
Put	Put	Put	Puts	Putting
Quit	Quit	Quit	Quits	Quitting
Re-prove	Re-proved	Re-proven/ Re-proved	Re- proves	Re-proving
Read	Read	Read	Reads	Reading
Rid	Rid/Ridged	Rid/Ridged	Rids	Ridding
Ride	Rode	Ridden	Rides	Riding
Ring	Rang	Rung	Rings	Ringing
Rise	Rose	Risen	Rises	Rising
Rive	Rived	Riven/Rived	Rives	Riving
Run	Ran _	Run	Runs	Running

Saw	Sawed	Sawn/Sawed	Saws	Sawing
Say	Said	Said	Says	Saying
See	Saw	Seen	Sees	Seeing
Seek	Sought	Sought	Seeks	Seeking
Sell	Sold	Sold	Sells	Selling
Send	Sent	Sent	Sends	Sending
Set	Set	Set	Sets	Setting
Sew	Sewed	Sewn/Sewed	Sews	Sewing
Shake	Shook	Shaken	Shakes	Shaking
Shave	Shaved	Shaven/Shaved	Shaves	Shaving
Shear	Shore/Sheared	Shorn/Sheared	Shears	Shearing
Shed	Shed	Shed	Sheds	Shedding
Shine	Shone	Shone	Shines	Shining
Shoe	Shod	Shod	Shoes	Shoering
Shoot	Shot	Shot	Shoots	Shoering
Show	Showed	Shown	Shows	Showing
Shrink	Shrank	Shrunk	Shrinks	Shrinking
Shut	Shut	Shut	Shuts	Shutting
Sing	Sang	Sung	Sings	Singing
Sink	Sank	Sunk	Sinks	Sinking
Sit	Sat	Sat	Sits	Sitting
Slay	Slew	Slain	Slays	Staying
Sleep	Slept	Slept	Sleeps	Steeping
Slide	Slid	Slid/Slidden	Slides	Siring
Sling	Slung	Slung	Slings	Shnging
Slink	Slunk	Slunk	Slinks	Slinking
Slit	Slit	Slit	Slits	Slitting
Smell	Smelt/Smelled	Smelt/Smelled	Smells	Smelling
Sneak	Sneaked/Snuck	Sneaked/Snuck	Sneaks	Sneaking
Soothsay	Soothsaid	Soothsaid	Soothsays	Soothsaying
Sow	Sowed	Sown	Sows	Sowing
Speak	Spoke	Spoken	Speaks	Speaking
Speed	Sped/Speeded	Sped/Speeded	Speeds	Speeding
Spell	Spelt/Spelled	Spelt/Spelled	Spells	Spelling
Spend	Spent	Spent	Spends	Spending
Spill	Spilt/Spilled	Spilt/Spilled	Spills	Spilling

Spin	Span/Spun	Spun	Spins	Spinning
Spit	Spat/Spit	Spat/Spit	Spits	Spitting
Split	Split	Split	Splits	Splitting
Spoil	Spoil/Spoiled	Spoilt/Spoiled	Spoils	Spoiling
Spread	Spread	Spread	Spreads	Spreading
Spring	Sprang	Sprung	Springs	Springing
Stand	Stood	Stood	Stands	Standing
Steal	Stole	Stolen	Steals	Stealing
Stick	Stuck	Stuck	Sticks	Sticking
Sting	Stung	Stung	Stings	Stinging
Stink	Stank	Stunk	Stinks	Stinking
Stride	Strode/Strided	Stridden	Strides	Striding
Strike	Struck	Struck/Stricken	Strikes	Striking
String	Strung	Strung	Strings	Stringing
Strip	Stript/Stripped	Stript/Stripped	Strips	Stripping
Strive	Strove	Striven	Strives	Striving
Sublet	Sublet	Sublet	Sublets	Subletting
Sunburn	Sunburned/ Sunburnt	Sunburned/ Sunburnt	Sunburns	Sunburning
Swear	Swore	Sworn	Swears	Swearing
Sweat	Sweat/Sweated	Sweat/Sweated	Sweats	Sweating
Sweep	Swept/Sweaped	Swept/Sweaped	Sweeps	Sweeping
Swell	Swelled	Swollen	Swells	Swelling
Swim	Swam	Swum	Swims	Swimming
Swing	Swung	Swung	Swings	Swinging
Take	Took	Taken	Takes	Taking
Teach	Taught	Taught	Teaches	Teaching
Tear	Tore	Tom	Tears	Tearing
Tell	Told	ToJd	Tells	Telling
Think	Thought	Thought	Thinks	Thinking
Thrive	Throve/ Thrived	Throvn	Thrives	Thriving
Throw	Threw	Thrown	Throws	Throwng
Thrust	Thrust	Thrust	Thrusts	Thrusting
Tread	Trod	Trodden	Treads	Treading

Undergo	Underwent	Undergone	Undergoes	Undergoing
Understand	Understood	Understood	Understands	Understanding
Undertake	Undertook	Undertaken	Undertakes	Undertaking
Upset	Upset	Upset	Upsets	Upsetting
Vex	Vext/Vexed	Vext/Vexed	Vexes	Vexing
Wake	Woke	Woken	Wakes	Waking
Wear	Wore	Worn	Wears	Wearing
Weave	Wove	Woven	Weaves	Weaving
Wed	Wed/Wedded	Wed/Wedded	Weds	Weeding
Weep	Wept	Wept	Weeps	Weeping
Wend	Wended/Went	Wended/Went	Wends	Wending
Wet	Wet/Wetted	Wet/Wetted	Wets	Wetting
Win	Won	Won	Wins	Winning
Wind	Wound	Wound	Winds	Winding
Withdraw	Withdrew	Withdrawn	Withdraws	Withdrawing
Withhold	Withheld	Withheld	Withholds	Withholding
Withstand	Withstood	Withstood	Withstands	Withstanding
Wring	Wrung	Wrung	Wrings	Wringing
Write	Wrote	Written	Writes	Writing
Zinc	Zinced/Zincked	Zinced/Zincked	Zincs	Zincking

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