

English for Students of Economics Department

Кам'янець-Подільський

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Навчальний посібник з англійської мови “English for students of economics department” містить п'ять розділів основного курсу та охоплює професійно-орієнтовані теми з економіки, менеджменту, обліку і оподаткування, туризму та готельно-ресторанної справи. Окрім розділів основного курсу матеріал посібника містить граматичні тести. Організація матеріалу, тематичне наповнення та професійне спрямування навчального посібника мають на меті засвоєння, розвиток і вдосконалення мовленнєвих умінь та мовних знань в рамках теорії та ситуативного контексту.

Книга рекомендована студентам, магістрантам, аспірантам та викладачам економічних спеціальностей.

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PREFACE

“English for students of economics department” is recommended for students of economic specialties. The manual relevance is aimed at developing the ability to solve problems related to the future profession. Teaching material is permeated with subject content, which will promote the development of students’ professional communicative competence in English.

The textbook contains five units of basic course and covers professionally oriented topics in economics, management, accounting, taxation, tourism and hospitality industry, as well as grammar tests. The purpose of material organization, thematic content and professional orientation in the textbook is to master, develop and improve speech skills and language knowledge within the theory and situational context.

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Unit 1

Economics



Reading 1.

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

Economics: the Study of Scarcity and Choice

Our world is a finite place where people, both individually and collectively, face the problem of *scarcity*¹. Scarcity is the condition in which human wants are forever greater than the available *supply*² of time, *goods*³, and resources. Because of scarcity, it is impossible to satisfy every desire. Pause for a moment to list some of your unsatisfied wants. Perhaps you would like a big home, gourmet meals, designer clothes, clean air, better health care, shelter for the homeless, more leisure time, and so on. Unfortunately, nature does not offer the Garden of Eden, where every desire is fulfilled. Instead, there are always limits on the economy's ability to satisfy unlimited wants.

You may think your scarcity problem would disappear if you were rich, but wealth does not solve the problem. No matter how affluent an individual is, the wish list continues to grow. The condition of scarcity means all individuals, whether rich or poor, are dissatisfied with their *material well-being*⁴ and would like more. *Economics*⁵ is the study of how society chooses to allocate its scarce resources to the production of goods and services in order to satisfy unlimited wants. Society makes two kinds of choices: *economy-wide*⁶, or macro choices and individual, or micro choices. The prefixes macro and micro come from the Greek words meaning "large" and "small," respectively. Reflecting the macro and micro perspectives,

economics consists of two main branches: *macroeconomics*⁷ and *microeconomics*⁸.

The old saying “Looking at the forest rather than the trees” fits macroeconomics. Macroeconomics is the branch of economics that studies decision making for the economy as a whole. Macroeconomics examines economy-wide variables, such as *inflation*⁹, *unemployment*¹⁰, *growth of the economy*¹¹, *money supply*¹², and *national incomes*¹³. Macroeconomic decision making considers such “big picture” policies as the effect of balancing the federal *budget*¹⁴ on unemployment and the effect of changing the money supply on prices.

Examining individual trees, leaves, and pieces of bark, rather than surveying the forest, illustrates microeconomics. Microeconomics is the branch of economics that studies decision making by a single individual, *household*¹⁵, firm, industry, or level of government. The focus is on small economic units, such as economic decisions of particular groups of *consumers*¹⁶ and businesses. Macroeconomics and microeconomics are described as two separate branches, but they are related. Because the overall economy is the sum or aggregation of its parts, micro changes affect the macro economy, and macro changes produce micro changes.



Key Vocabulary

1. scarcity – [ˈskeəsəti] – нестача, дефіцит
2. supply – [səˈplai] – постачання
3. goods – [ɡʊdz] – товар
4. material well-being – [məˈtɪəriəl wɛl-ˈbiːɪŋ] – матеріальне благополуччя
5. economics – [iːkəˈnɒmiks] – економіка (навчальна та наукова дисципліна)
6. economy-wide – [i(:)ˈkɒnəmi-waɪd] – загальноекономічний
7. macroeconomics – [ˌmækrəv,iːkəˈnɒmiks] – макроекономіка
8. microeconomics – [ˌmaɪkrəv,iːkəˈnɒmiks] – мікроекономіка
9. inflation – [ɪnˈfleɪʃən] – інфляція
10. unemployment – [ˌʌnɪmˈplɔɪmənt] – безробіття
11. growth of the economy – [grəʊθ ɒv ði i(:)ˈkɒnəmi] – зростання економіки
12. money supply – [ˈmʌni səˈplai] – грошова маса
13. national incomes – [ˈnæʃənl ˈɪnkʌmz] – національні доходи
14. budget – [ˈbʌdʒɪt] – бюджет
15. household – [ˈhaʊshəʊld] – побут
16. consumer – [kənˈsjʊ:mə] – споживач



1. Comprehension Check

1. What is the definition of the term “economics”?
2. What is scarcity?
3. Why must all societies deal with scarcity?
4. What is microeconomics?
5. What is macroeconomics?



2. Decide if the statements below are T (true) or F (false). Correct any false statements.

- | | T | F |
|--|--------------------------|--------------------------|
| 1. People, just individually not collectively, face the problem of scarcity. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Scarcity is the condition in which the available supply of time, goods, and resources are forever greater than human wants. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Scarcity can't satisfy every desire (like a big home, gourmet meals, designer clothes, clean air, better health care etc.). | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. There aren't any limits on the economy's ability to satisfy unlimited wants every desire is fulfilled. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. No matter how affluent individuals are their scarcity problem won't disappear, they are dissatisfied with their material well-being and would like more. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. Economics is divided into macroeconomics and microeconomics. | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. Microeconomics is the branch of economics that studies economy-wide variables, such as inflation, unemployment, growth of the economy, money supply, and national incomes. | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. Macroeconomics and microeconomics are two separate branches and they aren't related, because micro doesn't affect the macro economy, and macro doesn't influent on micro changes. | <input type="checkbox"/> | <input type="checkbox"/> |



3. Match the words (1-8) with the definitions (A-H).

- | | |
|---------------------|------------------|
| 1. ___ consumer | 2. ___ to supply |
| 3. ___ inflation | 4. ___ income |
| 5. ___ unemployment | 6. ___ budget |
| 7. ___ goods | 8. ___ scarcity |

- a) items for sale, or possessions that can be moved.
- b) a situation in which something is not easy to find or get.
- c) a general, continuous increase in prices.
- d) the number of people who do not have a job that provides money.
- e) money that is earned from doing work or received from investments.
- f) a plan to show how much money a person or organization will earn and how much they will need or be able to spend.
- g) a person who buys goods or services for their own use.
- h) to provide something that is wanted or needed, often in large quantities and over a long period of time.



Word-Bank

4. Fill in the blanks with the correct words and phrases from the word bank.

labor scarcity choices economics
budget resources limited costs

1. There are four economic _____ : land, labor, capital, and technology. Technology is sometimes referred to as entrepreneurship.
2. Economics is sometimes called the study of scarcity because economic activity would not exist if scarcity did not force people to make _____.
3. When there is scarcity and choice, there are _____. The cost of any choice is the option or options that a person gives up.
4. Most of _____ is based on the simple idea that people make choices by comparing the benefits of option **A** with the benefits of option **B** (and all other options that are available) and choosing the one with the highest benefit.
5. The resources that we value - time, money, _____ , tools, land, and raw materials - exist in limited supply.
6. When faced with _____ resources, we have to make choices. Again, economics is the study of how humans make choices under conditions of _____.
7. Towns must choose whether to put more of the _____ into police and fire protection or into the school system.



5. Translate the text fragment into English.

Обмеженість ресурсів — економічне поняття, яке характеризує рідкість, обмеженість, дефіцит, скінченність ресурсів, доступних

людству в кожний конкретний момент. Ресурси завжди обмежені. Під абсолютною обмеженістю ресурсів мається на увазі їхня недостатність для повного задоволення всіх потреб.

У період спаду виробництва росте безробіття, не використовуються повністю виробничі потужності. На характер використання ресурсів істотно впливає економічна й політична ситуація в країні. Абсолютна обмеженість ресурсів – це їхня недостатність для одночасного задоволення всіх потреб суспільства. Умова успішного функціонування будь-якої економічної системи – ефективне використання ресурсів з метою задоволення реальних потреб суспільства.



6. Work in pairs. Practise mini-dialogues using the key phrases.

- That's a little outside my budget. / I can't afford it.
- I got two for the price of one. / It was buy one, get one free.
- It was a real bargain.
- It's dirt cheap.
- Be spoiled for choice.
- Pay your money and take your choice.
- Quality is abundant. Time is the new scarcity.



Reading 2.

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

Market Economy

*Market economy*¹ is directed by *prices*². Prices ration *scarce resources*³, and they motivate *production*⁴. As a general rule, the more scarce something is, the higher its price will be, and the fewer people will want to buy it. Economists describe this as the rationing effect of prices.

Prices encourage producers to increase or decrease their level of *output*⁵. Economists refer to this as the production-motivating function of prices. Prices send out «signals» to *buyers*⁶ and *sellers*⁷, keeping the economy responsive to the forces of supply and *demand*⁸.

In a free market economy, prices are determined by the interaction of the forces of supply and demand. Demand is a consumer's willingness and ability to buy a product or service at a particular time and place. If you would love to own a new pair of athletic shoes but can't afford them, economists would describe that you're feeling a desire, not demand. If, however, you had the money and were ready to spend it on shoes, you would be included in their demand calculations.

The degree to which price changes affect demand will depend upon the *elasticity*⁹ of demand for a particular item. If total revenue increased following a *price decrease*¹⁰, demand would be elastic. If the price decrease led to a decrease in total revenue, the demand for the item would be described as inelastic.

Supply, which is the quantity of goods or services that sellers offer for sale at all possible prices at a particular time and place, varies directly with

price. In other words, at a higher price, more goods and services will be offered for sale than at a lower one, and vice versa.

The price at which goods and services actually change hands is known as the *equilibrium*¹¹, or market price. It is the point at which the *quantity demanded*¹² exactly equals the *quantity supplied*¹³. The market price is the only price that can exist for any length of time under perfect competition conditions.



Key Vocabulary

1. market economy ['mɑ:kɪt i(:)'kɒnəmi] ринкова економіка
2. price [praɪs] ціна
3. scarce resources [skeəs ri 'sɔ:sɪz] обмежені ресурси
4. production [prə'dʌkʃən] виробництво
5. output ['aʊtpʊt] розхід
6. buyer ['baɪə] покупець
7. seller ['selə] продавець
8. demand [di'mɑ:nd] попит
9. elasticity [,i:læ'stɪsɪtɪ] еластичність; гнучкість
10. price decrease [praɪs 'di:kri:s] зниження ціни
11. equilibrium [,i:kwi'lɪbrɪəm] рівновага
12. quantity demanded ['kwɒntəti dɪ'mɑ:ndɪd] кількість, що

вимагається

13. quantity supplied ['kwɒntəti sə'plaɪd] кількість, що поставляється
14. items for sale ['aɪtəmz fə: seɪl] товари для продажу
15. rationing effect ['ræʃnɪŋ i'fekt] раціональний вплив
16. supply [sə'plaɪ] постачання; пропозиція



1. Comprehension Check

1. How does the market economy work?
2. What are the functions of prices?
3. How are prices determined in a free market economy?
4. What causes prices to rise and fall in a market economy?
5. What is demand?
6. When is demand described as elastic?
7. Why is the demand for some goods and services inelastic?
8. What does supply refer to?
9. What is equilibrium or market price?



2. Decide if the statements below are T (true) or F (false). Correct any false statements.

- | | T | F |
|--|--------------------------|--------------------------|
| 1. The less scarce something is, the higher its price will be. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Prices encourage producers to increase or decrease their level of input. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. In a planned market economy, prices are determined by the interaction of the forces of supply and demand. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Supply is a consumer's willingness and ability to buy a product or service at a particular time and place. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. If total revenue increased following a price decrease, demand would be elastic. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. The market price can exist for any length of time under perfect competition conditions. | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. Demand, which is the quantity of goods or services that sellers offer for sale at all possible prices. | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. Prices send out «signals» to buyers and sellers, keeping the economy responsive to the forces of supply and demand. | <input type="checkbox"/> | <input type="checkbox"/> |



3. Match the words (1-8) with the definitions (A-H).

- | | |
|----------------|-----------------------|
| 1. ___ Output | 5. ___ Market economy |
| 2. ___ Price | 6. ___ Production |
| 3. ___ Quality | 7. ___ Resource |
| 4. ___ Supply | 8. ___ Service |
- a) to provide something that is wanted or needed, often in large quantities and over a long period of time.
- b) an economic system in which goods and services are made, sold, and shared and prices set by the balance of supply and demand.
- c) the process of making or growing goods to be sold.
- d) how good or bad something is.
- e) a government system or private organization that is responsible for a particular type of activity, or for providing a particular thing that people need.
- f) the amount of money for which something is sold.
- g) a useful or valuable possession or quality of a country, organization, or person.

- h) an amount of something produced by a person, machine, factory, country, etc.



4. Fill in the blanks with the correct words and phrases from the word bank.

<i>transparency</i>	<i>barter</i>	<i>economic</i>	<i>advantages</i>
<i>societies</i>	<i>services</i>	<i>market</i>	<i>economy</i>
<i>disadvantages</i>	<i>traditional economy</i>	<i>competition</i>	

While a _____ has many _____, such as fostering innovation, variety, and individual choice, it also has _____, such as a tendency for an inequitable distribution of wealth, poorer work conditions, and environmental degradation.

It contributes to economic growth and _____. It ensures competitive markets. Consumers' voices are heard in that their decisions determine what products or _____ are in demand. Supply and demand create _____, which helps ensure that the best goods or services are provided to consumers at a lower price.

A _____ is a system that relies on customs, history, and time-honored beliefs. Tradition guides _____ decisions such as production and distribution. _____ with *traditional economies* depend on agriculture, fishing, hunting, gathering, or some combination of them. They use _____ instead of money.



Word-Bank

5. Translate the text fragment into English.

Економіка ринкова – одна з форм організації економіки, в якій продукт виробляють з метою продажу (він стає товаром), на ринках взаємодіють вільні виробники та споживачі, панують відносини та зв'язки товарного виробництва. В історичному розвитку економіка ринкова прийшла на зміну натуральному господарству, що панувало в умовах рабовласницького і феодалного способів виробництва.

Головною передумовою ринкової економіки є вільне підприємництво. Характерними рисами – домінування різних видів приватної власності та наявність відповідних ринкових форм (кооперативи, орендні підприємства, фермерські господарства, державні підприємства, колективні господарства), методів і важелів; панування конкретних економічних інтересів; економічна відособленість товаровиробників; ринкові ціноутворення; розвиненість ринкової інфраструктури.



6. Work in pairs. Practise mini-dialogues using the key phrases.

- There is no pure free-market economy.
- It's a market economy. Apparently the demand for great coaches exceeds the supply, so of course the price of good coaches is going to be high.
- No one spends someone else's money as carefully as he spends his own.
- I find it quite useful to think of a free-market economy - or partly free market economy - as sort of the equivalent of an ecosystem.
- The market economy is very good at wealth creation but not perfect at all about wealth distribution.

Advanced Economy



Reading 3.

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

English-Speaking Countries Economies

Great Britain, the United States of America, Canada, Australia, and New Zealand are referred to as English-speaking countries. Availability of market economy i.e. based on *free enterprise*¹, generally characterized by *private ownership*² and *initiative*³, with a relative absence of government *involvement*⁴ is characteristic for them. However, government *intervention*⁵ has been found necessary from time to time to ensure that *economic opportunities*⁶ are fair and accessible to the people, to prevent *flagrant*⁷ abuses, to *dampen inflation*⁸ and to *stimulate growth*⁹. Such economies are generally described as mixed, which is to say that even though the great majority of productive resources are privately owned, the federal government does play an important role in the *marketplace*¹⁰.

Every economic system tries to anticipate and then meet *human needs*¹¹ and wants through the production and *distribution*¹² of goods and services. The economic system is the mechanism that brings together *natural resources*¹³, the *labor supply*¹⁴, technology, and the necessary entrepreneurial and management talents.

The first ingredient of an economic system is the natural resources from which goods are produced. In general, these countries have land rich in mineral resources and *fertile farm soil*¹⁵. Second, the amount of available

labor helps to determine the health of the economy. Generally, all these countries have been fortunate in having enough people to provide the labor necessary for constantly expanding economies. The strong emphasis placed on education also contributed to their *economic success*¹⁶. Likewise the willingness to experiment, to change and to *invest*¹⁷ in technology was significant in a land that had pride itself on being a new experiment in freedom.

All free market economies run in a cycle, one not so much of “boom and bust” as of *expansion*¹⁸ and *contraction*¹⁹. Looked at over time, this rise and fall of the economies can be charged with a certain regularity devoid of a matching precision. Forecasting just when they will enter a new phase, such as *recession*²⁰ or growth, remains more art than science. Now the economies of English-speaking countries stand at different stages of the cycle. However, despite periodic recessions or depressions, they have continued to grow over time.



Key Vocabulary

1. free enterprise [fri: 'entəpraɪz] вільне підприємство
2. private ownership ['praɪvət 'əʊnəʃɪp] приватна власність
3. initiative [ɪ'nɪʃɪətɪv] ініціатива
4. involvement [ɪn'vɒlvmənt] залучення (до процесу)
5. intervention [ɪntə'veɪʃn] втручання
6. economic opportunities [i:kə'nɒmɪk ,ɒpə'tju:nɪtɪz] економічні можливості
7. flagrant ['fleɪgrənt] різко виражений
8. dampen inflation ['dæmpən ɪn'fleɪʃən] зменшити інфляцію
9. stimulate growth ['stɪmjəleɪt grəʊθ] стимулювати ріст
10. marketplace ['mɑ:kɪtpleɪs] ринок
11. human needs ['hju:mən ni:dz] потреби людей
12. distribution [dɪ'strɪ'bju:ʃən] розподіл
13. natural resources ['nætʃrəl rɪ'sɔ:sɪz] природні ресурси
14. labor supply ['leɪbə] пропозиція робочої сили
15. fertile farm soil ['fɜ:taɪl fɑ:m səɪl] родюча фермерська земля
16. economic success [i:kə'nɒmɪk sək'ses] економічний успіх
17. investment [ɪn'vestmənt] інвестиція
18. expansion [ɪks'pænfən] розширення
19. contraction [kən'trækʃən] скорочення
20. recession [rɪ'seɪʃən] економічний спад



1. Comprehension Check

1. What countries are referred to as English-speaking ones?
2. What is characteristic for a free market economy?
3. What are the major ingredients of an economic system?
4. Why do economies of English-speaking countries prove to be so successful?
5. Explain the terms expansion and contraction.



2. Decide if the statements below are T (true) or F (false). Correct any false statements.

T F

1. Great Britain, the United States of America, Austria, Canada, Australia, and New Zealand are referred to as English-speaking countries.
2. Economic system can't satisfy all human needs through the production and distribution of goods and services.
3. The economic system is the mechanism that brings together natural resources, the labor supply and technology.
4. All free market economies of English-speaking countries run in a cycle, "rise and fall" expansion and contraction.
5. Market economy isn't based on free enterprise, generally characterized by private ownership.
6. Government intervention in market economy hasn't been found necessary to ensure that economic opportunities are fair and accessible to the people.
7. The first ingredient of an economic system is the economic success and investments.
8. English-speaking countries don't do the strong emphasis placed on education because it isn't contributed to their economic success.



3. Match the words (1-8) with the definitions (A-H).

- | | |
|--------------------|--------------------|
| 1. __ investment | 5. __ distribution |
| 2. __ intervention | 6. __ production |
| 3. __ enterprise | 7. __ recession |

4. __ ownership
8. __ marketplace
- a) the process of giving things out to several people, or spreading or supplying something.
- b) an organization, especially a business, or a difficult and important plan, especially one that will earn money.
- c) a period when the economy of a country is not successful and conditions for business are bad.
- d) the process of making or growing goods to be sold.
- e) the fact that you own something.
- f) a set of trading conditions or the business environment.
- g) the act of putting money, effort, time, etc. into something to make a profit or get an advantage, or the money, effort, time, etc. used to do this.
- h) the action of becoming intentionally involved in a difficult situation, in order to improve it or prevent it from getting worse.



Word-Bank

4. Fill in the blanks with the correct words and phrases from the word bank.

demand	and supply	technology	production
governments	currency	services	sold distribution
emissions and pollution		transactions	innovation
green economy		political agents	

An economy is an area of the production, _____ and trade, as well as consumption of goods and _____ by different agents. Economic agents can be individuals, businesses, organizations, or _____. Economic _____ occur when two groups or parties agree to the value or price of the transacted good or service, commonly expressed in a certain _____. Economic activity is spurred by _____ which uses natural resources, labor and capital. It has changed over time due to _____ (automation, accelerator of process, reduction of cost functions), _____ (new products, services, processes, expanding markets, diversification of markets, increases revenue functions).

A market-based economy is one where goods and services are produced and exchanged according to _____ between participants. A command-based economy is one where _____ directly control what is produced and how it is _____ and distributed. A _____ is low-carbon, resource efficient and socially inclusive. In a green economy, growth in income and employment is driven by public and private investments that reduce carbon, _____ enhance energy and resource efficiency, and prevent the loss of biodiversity and ecosystem services.



5. Translate the text fragment into English.

Економіка Великої Британії — шоста економіка у світі за об'ємом ВВП по ПКС (2020). Машинобудування та транспорт, промислові товари та хімікати є основними статтями експорту Великої Британії. Велика Британія здійснює 10 % світового експорту всіх послуг — банківських, страхових, брокерських, консультативних, а також у галузі комп'ютерного програмування. Велика Британія імпортує в 6 разів більше промислових товарів ніж сировини. Найзначнішим експортним партнером Великої Британії, поза межами ЄС, є США. Провідним сектором британської економіки є сфера послуг яка займає 77,8 % ВВП.

У кінці 18 ст. Велика Британія була першою індустріальною державою світу, а у 19 ст. вона виробила більше промислових товарів, ніж будь-яка інша країна; вона була також головним торговцем, перевізником, банкіром і інвестором у світовій економіці — тобто наддержавою того часу. У 20-у ст. Британія сформувалася як країна зі змішаною економікою. Сфера виробництва знаходиться в основному в руках великих фірм.



6. Work in pairs. Practise mini-dialogues using the key phrases.

- The economy is the start and end of everything.
- A strong economy begins with a strong, well-educated workforce.
- Through hard work and education, we can deliver a strong economy and opportunity for all.
- Economy is the basis of society. When the economy is stable, society develops.
- The foundation of a strong economy and job creation begins with providing every child with the best possible education, including students with disabilities.
- We need to have a strong economy that can create employment opportunities and that can also produce the revenue that we need to defend our country and home.

Transition Economies

Changes in Gross Agricultural Output, First Decade of Transition



Reading 4.

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

Ukraine's Economy in Transition

The processes of transformation from *planned-centralized*¹ to *market economy*² are rather complicated, but there are all *prerequisites*³ for their effective *accomplishment*⁴ in Ukraine. As for its potential, Ukraine is an industrial-agricultural country.

Climatic conditions of Ukraine are favourable for agriculture and make it possible to *cultivate*⁵ many valuable agricultural crops: grain and sugar beet, sunflower and *flax*⁶, vegetables and fruits. Tea plantations are grown today on the slopes of the Carpathians. Cattle, pig and sheep-breeding, *poultry farming*⁷, bee-keeping are being successfully developed in Ukraine. The Black Sea and the Sea of Azov, the Dnipro, the Dnister, the South Bug, the Prut, the Tisa River and lakes are fish-breeding plantations of Ukraine.

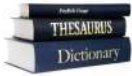
Industry is the most important area of Ukraine's economy. A great deal of industrial output is produced by *heavy industry*⁸, especially the *metallurgy*⁹, multibranch machine building, power engineering and coal industries. A considerable part is played by the food and *light industries*¹⁰.

The machine-building industry is presently the largest branch of industry. It provides equipment for metallurgy, *power stations*¹¹ and different plants. Shipbuilding and motor vehicle industry have a great impact on transportation within and outside Ukraine.

Despite the favourable natural conditions and convenient geographical position in terms of *international trade exchanges*¹², Ukraine's industries are

unable yet to satisfy all consumers' wants because Ukraine is just integrating into the world process of economic, technological and scientific progress. Characteristically, the national industries show low standard in processing *raw materials*¹³; *out-dated*¹⁴ and *worn-out*¹⁵ production equipment and lack of progressive techniques and approaches slow down economic reforms started in 1990s.

Nevertheless, *economy-restructuring processes*¹⁶ in Ukraine have created great opportunities for shaping an open, effective market type economy. Ukraine has succeeded in widespread *small-scale privatization*¹⁷ (e.g., of shops and other small service units) and even more in large-scale privatization. Price liberalization and foreign exchange system reforms have brought notable results. The flow of *foreign investments*¹⁸ proves the fact that Ukraine has a promising economic potential which offers many business and investment opportunities.



Key Vocabulary

1. planned-centralized economy – [plænd-
'sɛntərəlaɪzd i(:)'kɒnəmi] - планово-централізована економіка
2. market economy – ['mɑ:kɪt i(:)'kɒnəmi] – ринкова економіка
3. prerequisites [pri:'rekwəzɪt] передумови
4. accomplishment [ə'kʌmplɪʃmənt] виконання, досягнення
5. cultivate – ['kʌltɪveɪt] - вирощувати
6. flax – [flæks] – льон
7. poultry farming – ['pəʊltri 'fɑ:mɪŋ] – птахівництво
8. heavy industry – ['hevi 'ɪndəstri] – важка промисловість
9. metallurgy – [mɛ'tælədʒɪ] – металургія
10. light industry – [laɪt 'ɪndəstri] – легка промисловість
11. power station – ['paʊə 'steɪʃən]- електростанція
12. international trade exchanges – [ɪntə(:)'næʃənl treɪd ɪks 'ʃeɪndʒɪz] - міжнародні торгові біржі
13. raw material – [rɔ: mə'trɪəl] – сировина
14. outdated – [aʊt'deɪtɪd] – застарілий
15. worn-out – [wɔ:n'əʊt] – зношений
16. economy-restructuring process – [i(:)'kɒnəmi-
,ri:'strʌktʃ(ə)rɪŋ 'prəʊses] – процес перебудови економіки
17. small-scale privatization – [smɔ:l-skeɪl 'praɪvətə'zeɪʃ(ə)n] – мала приватизація
18. foreign investment – ['fɔrən ɪn'vestmənt] – іноземне капіталовкладення



1. *Comprehension Check*

1. What are the prerequisites of Ukraine's transition to the market economy?
2. What are the most developed industrial branches in Ukraine?
3. What makes the agriculture of Ukraine possible to develop?
4. Name the last economic reforms.
5. Prove that Ukraine has a promising economic potential.



2. *Decide if the statements below are T (true) or F (false). Correct any false statements.*

- | | T | F |
|---|--------------------------|--------------------------|
| 1. There aren't any prerequisites for the effective transformation from planned-centralized to market economy in Ukraine. | <input type="checkbox"/> | <input type="checkbox"/> |
| 1. Due to climatic conditions Ukraine is an agricultural country. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Industry and agriculture are being successfully developed in Ukraine. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. A great deal of industrial output is produced by sheep-breeding, poultry farming, bee-keeping in Ukraine. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Ukraine's industries are unable yet to satisfy all consumers' wants because Ukraine is just integrating into the world process of economic, technological and scientific progress. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. The national industries show high standard in processing raw materials due to progressive techniques and approaches. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. Ukraine has succeeded in widespread small-scale privatization and even more in large-scale privatization. | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. Business and investment opportunities depend on the flow of foreign investments. | <input type="checkbox"/> | <input type="checkbox"/> |



3. *Match the words (1-8) with the definitions (A-H).*

- | | |
|-----------------------|------------------------------|
| 1. ___ market economy | 2. ___ industrial production |
| 3. ___ light industry | 4. ___ investment trust |
| 5. ___ exchange rate | 6. ___ raw material |
| 7. ___ privatization | 8. ___ heavy industry |

- a) the rate at which the money of one country can be changed for the money of another country.
- b) the act of selling an industry, company or service that was owned and controlled by _____ the government, _____ so it becomes privately owned and controlled.
- c) industry that makes small things and does not need to use large, heavy machinery.
- d) an economic system in which goods and services are made, sold, and shared and prices set by the balance of supply and demand.
- e) _____ the number of products, energy, _____ etc. produced in a particular time period by manufacturing, mining, _____ and by companies that supply gas or electricity.
- f) industry that uses large machines to produce either materials, such as steel, or large goods, such as ships or trains.
- g) any material, such as oil, cotton, or sugar in its natural condition, before it has been processed for use.
- h) a company that earns money by investing in other companies.



Word-Bank

4. Fill in the blanks with the correct words and phrases from the word bank.

<i>inflation</i>	<i>liberalization</i>	<i>privatized firms</i>
<i>planned economy</i>	<i>transition economy</i>	
<i>unemployment</i>	<i>governments</i>	<i>situation</i>

A _____ is an *economy* which is changing from a centrally _____ to a market *economy*. These include *economic* _____, where prices are set by market forces rather than by a central planning organization. Many transition economies experienced rising _____ as newly privatized firms tried to become more efficient. Many transition economies also experienced price _____ as a result of the removal of price controls imposed by _____. When this happened, the newly _____ began to charge prices that reflected the true costs of production. In addition, some entrepreneurs exploited their position and raised prices in an attempt to *profit* from the _____.



5. Translate the text fragment into English.

Перехідна економіка — це економічна система, яка здійснює перехід від централізованої планової до ринкової системи. Країни з перехідною економікою зазнають низки структурних перетворень,

спрямованих на розвиток ринкових інститутів. До цих перетворень належать лібералізація економіки, де ціни встановлюються ринковими силами, а не центральним плановим інститутом, дерегуляція економіки, приватизація державних підприємств і ресурсів та ін. Процес був застосований в Китаї, країнах колишнього Радянського Союзу і Східного блоку, а також у деяких країнах третього світу. Нинішні розвинені країни переходили від традиційної, аграрної економіки до ринкової. Цей період супроводжувався промисловим переворотом, народженням промисловості, насамперед виробництва засобів виробництва, яке стало матеріальною основою переростання виробництва і суспільства в цілому. Розвинені країни свого часу в міру зростання індустріальної бази, концентрації та централізації виробництва й капіталу йшли шляхом утвердження великого машинного виробництва і властивих йому форм організації, в тому числі монополістичних об'єднань.



6. Work in pairs. Practise the dialogue.

In this conversation, two students (Akinyi and Lee) talk about the world economy and women's role in it.

Lee: Whenever I see your *microecon*¹ homework, it seems like a different language.

Akinyi: It's not so bad. I'm interested in the world economy, but *microecon* helps me understand how individuals affect the **markets** which affect the world economy.

Lee: I can understand that. **Consumer** decisions affect the environmental health of the world. What part of the global economy are you most interested in?

Akinyi: I'm really interested in women as part of the **global marketplace**. Women are becoming more important as consumers, *entrepreneurs*², managers and **investors**. Their *purchasing power*³ will keep increasing as more women are educated and enter the **workforce**.

Lee: Does educating more women and girls make a big difference in a country's economy?

Akinyi: Absolutely. Evidence shows that educating girls will **boost** the **prosperity** of a country. Better educated women are more **productive**. And their children are healthier and also better educated.

Lee: It's definitely a *win-win*⁴.

Now let's review the vocabulary.

1. **Microecon** is short for *microeconomics*. Microeconomics is the part of economics interested in economic decisions of individual people and businesses.
2. An **entrepreneur** is a person who starts a business and is willing to risk loss in order to make money.
3. **Purchasing power** is the ability that a person or group has to buy products and services with his or her money.
4. A **win-win** situation (or a win-win, for short) is a situation that produces a good result for everyone or everything involved.

In an interlinked global economy, consumers are given the opportunity to buy the best products at the best prices. By opening up markets, a government allows its citizens to produce and export those things they are best at and to import the rest, choosing from whatever the world has to offer. While *free trade*⁹ has advantages and disadvantages, a nation may elect to restrict trade through *tariffs*¹⁰ and *import quotas*¹¹, and *non-tariff barriers*¹². Just like any business, a country has to keep track of its inflow and outflow of goods, services, and payments. At the end of any given period, each country has to look at its "bottom line" and add up its international trade in one way or another. The narrowest measure of a country's trade, the *merchandise trade balance*¹³, looks only at "visible" goods such as videocassette recorders, wine, and oranges.

The widest measure of a country's trade is called its *balance of payments*¹⁴. It includes not only payments abroad, but the goods, services, and all transfers of funds that cross international borders. The balance of payments adds up everything in a country's current account and capital account. Since all the trade in goods and services is "balanced" by the international transfers of funds, the balance of payments should add up to zero at the end of the accounting period. Every banana, every automobile, every payment and investment that crosses a country's borders gets included in the balance of payment.

Thus, international trade permits each country to concentrate its resources on those goods it can produce efficiently. This kind of productive specialization increases world *output*¹⁵.



Key Vocabulary

1. international trade – [ˌɪntə(:)'næʃənl treɪd] - міжнародна торгівля
2. domestic trade – [dəʊ'mestɪk treɪd] - внутрішня торгівля
3. foreign currency – ['fɔrɪn 'kʌrənsi] - іноземна валюта
4. global trade – ['glɔʊbəl treɪd] – світова торгівля
5. income – ['ɪnkʌm] - дохід
6. absolute advantage - ['æbsəlu:t əd'vɑ:ntɪdʒ] - абсолютна перевага
7. comparative advantage - [kəm'pærətɪv əd'vɑ:ntɪdʒ] - порівняльна перевага
8. entity - ['entɪti] – організація
9. free trade – [fri: treɪd] - вільна торгівля
10. tariff - ['tærɪf] - тариф
11. import quota - ['ɪmpɔ:t 'kwɔʊtə] - імпортна квота
12. non-tariff barrier - ['bærɪə] - безтарифний бар'єр

13. merchandise trade balance - ['mɜ:tʃəndaɪz] - торговий баланс у торгівлі товарами
14. balance of payments – ['bæləns ɒv 'reɪmənts] - платіжний баланс
15. output -['aʊtput] - продуктивність; випуск продукції, виробництво



1. Comprehension Check

1. What does the international trade mean?
2. What is the difference between domestic trade and international trade?
3. Why do nations export their goods?
4. What does the balance of payments include?
5. What is the role of specialization in the increasing of the total output?



2. Decide if the statements below are T (true) or F (false). Correct any false statements.

- | | T | F |
|---|--------------------------|--------------------------|
| 1. The basic idea of domestic trade is simple: each country produces goods and services that can be either consumed at home or exported to other countries. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. The main difference between global and domestic trade is the use of foreign currencies. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Balance of payments includes not only payments abroad, but the goods, services, and all transfers of funds that cross international borders. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Comparative advantage is when one nation can produce a product more efficiently than the other. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Any goods that cross a country's borders get included in the balance of payment. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. Each country has to keep track of its inflow and outflow of goods, services, and payments like any business. | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. In order to get mutual benefit trading in goods may be done either between countries, states or individuals. | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. If a country has exports in excess of its imports, that country will decrease its income. | <input type="checkbox"/> | <input type="checkbox"/> |



3. Match the words (1-8) with the definitions (A-H).

- | | |
|---------------------------|-----------------------|
| 1. __ international brand | 2. __ domestic market |
| 3. __ trading | 4. __ income |
| 5. __ output | 6. __ tariff |
| 7. __ quota | 8. __ payment card |

a) a charge or list of charges either for services or on goods entering a country.

b) money that is earned from doing work or received from investments.

c) the number of customers who buy or may buy products and services offered by companies within their own country.

d) a fixed, limited amount or number that is officially allowed.

e) the activity of buying and selling goods and/or services.

f) the name on a particular product that is known and used in more than one country.

g) an amount of something produced by a person, machine, factory, country, etc.

h) any of a range of different cards that can be used by a customer to make a payment.



4. Fill in the blanks with the correct words and phrases from the word bank.

<i>Chemicals</i>	<i>global trade</i>	<i>transportation</i>	<i>foreign</i>
<i>markets</i>	<i>exports</i>	<i>exchange</i>	<i>fuels</i>
<i>electronics</i>	<i>domestic trade</i>	<i>economic growth</i>	

International trade is the _____ of goods and services among countries. Total trade equals _____ plus imports. In 2018, total world trade was \$39.7 trillion. More than one-fourth of the goods traded are machinery and _____, like computers, boilers, and scientific instruments. Almost 12% are automobiles and other forms of _____. Next comes oil and other _____ contributing 11%, _____ including pharmaceuticals, add another 10%.

Exports create jobs and boost _____, as well as give domestic companies more experience in producing for _____. Over time, companies gain a competitive advantage in _____. Research shows that exporters are more productive than companies that focus on _____.

5. Translate the text fragment into English.

Міжнародна торгівля — торгівля між резидентами різних держав. При міжнародній торгівлі відбувається переміщення товарів та послуг через митні кордони різних держав. Результатом міжнародної торгівлі є виникнення світового ринку та міжнародного поділу праці. Зовнішня торгівля є історично першою і найважливішою формою економічних зв'язків між народами і країнами, яка відображає зв'язок між товаровиробниками різних країн, що виникає на основі міжнародного поділу праці, і виражає їхню взаємну економічну залежність. Міжнародна торгівля включає експорт і імпорт товарів, співвідношення між якими називають торговельним балансом. Міжнародна торгівля є своєрідним проявом світового товарного ринку. Якщо на національному ринку рух товарів обумовлюється більше економічними факторами і державною політикою, то на світовому ринку суттєвий вплив на міжнародну торгівлю має зовнішньоекономічна політика окремих держав чи їх груп.



6. Work in pairs. Practise the dialogue.

Bella Ford, a buyer for Empire Wines, is negotiating with Pierre Hemard, Sales Director for Marques Vineyards, Napa Valley, California.

Bella: If we buy more than 500 cases of the Reserve, what discount can you offer us?

Pierre: On 500, nothing. But if you buy 1000 cases, we'll offer 15%.

Bella: Let me think about that. Now, if I place an order for 1000, will you be able to dispatch immediately?

Pierre: I don't know about immediately, but certainly this month.

Bella: Well, if you get it to us before the Christmas rush, it'll be OK. I'll take it if your prices include insurance.

Pierre: Actually, no. You'd be responsible for that. If you can increase your order, then we'd be willing to cover insurance as well.

Bella: I'll need to do some calculations.

Pierre: Let's look at methods of payment. Since we've not dealt with you before, we'd like to be paid by banker's draft.

Bella: Well, this is a large order. We've done business with many well-known wine producers and we've always paid by letter of credit.

Pierre: OK. If we agree to your paying by letter of credit, then you'll have to pay us within 30 days.

Bella: That should be fine.



Reading 6.

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

Economy

An economy is an area of the *production*¹, *distribution*² and *trade*³, as well as *consumption*⁴ of goods and services by different agents. Economic agents can be individuals, businesses, organizations, or governments. *Economic transactions*⁵ occur when two groups or parties agree to the *value*⁶ or price of the transacted good or service, commonly expressed in a certain currency. However, *monetary transactions*⁷ only account for a small part of the *economic domain*⁸. Economic activity is spurred by production which uses natural resources, labor and capital. It has changed over time due to technology (automation, accelerator of process, reduction of cost functions), innovation (new products, services, processes, *expanding markets*⁹, diversification of markets, niche markets, increases revenue functions). In other words, the economic domain is a social domain of human practices and transactions. It does not stand alone.

A market-based economy is one where goods and services are produced and exchanged according to demand and supply between participants (economic agents) by barter or a medium of exchange with a credit or *debit value*¹⁰ accepted within the network, such as a unit of currency. A command-based economy is one where political agents directly control what is produced and how it is sold and distributed. A green economy is low-carbon, resource efficient and socially inclusive.

All professions, occupations, economic agents or economic activities, contribute to the economy. *Consumption*¹¹, saving, and investment are variable components in the economy that determine *macroeconomic equilibrium*¹². There are three main sectors of economic activity: primary, secondary, and tertiary.

Due to the growing importance of the economic sector in modern times, the term real economy is used by analysts as well as politicians to denote the part of the economy that is concerned with the actual production of goods and services, as ostensibly contrasted with the paper economy, or the financial side of the economy, which is concerned with buying and selling on the financial markets. Alternate and long-standing terminology distinguishes measures of an economy expressed in real values (adjusted for inflation), such as real GDP, or in nominal values (unadjusted for inflation).

The first recorded sense of the word "economy" is in the phrase "the management of economic affairs". "Economy" is later recorded in more general senses, including "thrift" and "administration".



Key Vocabulary

1. production – [prə'dʌkʃən] - виробництво
2. distribution – [ˌdɪstrɪ'bjuːʃən] - розповсюдження
3. trade – [treɪd] – торгівля
4. consumption – [kən'sʌm(p)ʃən] - споживання
5. economic transactions – [ˌi:kə'nɒmɪk trænzækʃənz] - Економічні операції
6. value – ['væljuː] – цінність
7. monetary transactions – ['mʌnɪtəri trænzækʃənz] - грошові операції
8. economic domain – [ˌi:kə'nɒmɪk dəʊ'meɪn] - економічна сфера
9. expanding market – [ɪks'pændɪŋ 'mɑːkɪt] - розширення ринку
10. debit value – ['deɪtɪt 'væljuː] - значення дебету
11. consumption – [kən'sʌm(p)ʃən] - споживання
12. macroeconomic equilibrium – [ˌmækrəʊˌi:kə'nɒmɪk ˌi:kwi'libriəm] - макроекономічна рівновага



1. Comprehension Check

1. What is Economy?
2. What is difference between economic and monetary transactions?

3. What is difference between market-based economy and command-based economy?
4. What is macroeconomic equilibrium?
5. What is green economy?



**2. Decide if the statements below are T (true) or F (false).
Correct any false statements.**

T F

1. Expanding market is an area of the production, distribution and trade, as well as consumption of goods and services by different agents.
2. Economic transactions occur when two groups or parties agree to the value or price of the transacted good or service.
3. Monetary transactions account for a main part of the economic domain.
4. Economic activity has changed over time due to technology and innovation.
5. Production which uses natural resources, labor and capital stimulates economic activity.
6. A command-based economy is one where goods and services are produced and exchanged according to demand and supply between participants.
7. A market-based economy is one where political agents directly control what is produced and how it is sold and distributed.
8. A green economy is low-carbon, resource efficient and socially inclusive.
9. All professions, occupations, economic agents or economic activities determine macroeconomic equilibrium.



3. Match the words (1-8) with the definitions (A-H).

- | | |
|-------------------------|--------------------|
| 1. __ consumption | 2. __ distribution |
| 3. __ monetary standard | 4. __ domain |
| 5. __ diversification | 6. __ thrift |
| 7. __ administration | 8. __ Economy |

- a) the process of starting to include more different types or things.
- b) something that is used to measure the value of a currency, or that the currency's value is based on.

- c) the system of trade and industry by which the wealth of a country is made and used.
- d) the careful use of money, especially by avoiding waste.
- e) an area of interest or an area over which a person has control.
- f) the act of using, eating, or drinking something.
- g) the process of giving things out to several people, or spreading or supplying something.
- h) the arrangements and tasks needed to control the operation of a plan or organization.



Word-Bank

4. Fill in the blanks with the correct words and phrases from the word bank.

naturally balance prices market economy
to pay goods demand
supply and demand consumers money

Market-based economies allow individuals and businesses to freely exchange _____ through the market, according to _____. The United State is mostly a _____ where consumers and producers determine what's sold and produced. Producers own what they make and decide their own _____, while consumers own what they buy and decide how much they're willing _____.

Through these decisions, the laws of supply and _____ determine prices and total production. If consumer demands for a specific good increases, prices tend to rise as _____ are willing to pay more for that good. As a result, a market economy has a tendency to _____ itself. As the prices in one sector for an industry rise due to demand, the _____, and labor necessary to fill that demand shift to those places where they're needed.



5. Translate the text fragment into English.

Економіка України — це ринкова економіка, що розвивається. Основу української економіки становлять багатогалузева промисловість, сільське господарство і сфера послуг. Україна — потенційно багата країна, чий господарський комплекс включає такі види промисловості як важке машинобудування, чорна та кольорова металургія, суднобудування, виробництво автобусів, легкових та вантажних автомобілів, тракторів та іншої сільськогосподарської техніки, тепловозів, верстатів, турбін, авіаційних двигунів та літаків, обладнання для електростанцій, нафто-газової та хімічної

промисловості тощо. Крім того, Україна є потужним виробником електроенергії.

Україна — транзитна держава через яку проходить 5 з 10 міжнародних транспортних коридорів Європи. Розвинені всі сучасні види транспорту — залізничний, автомобільний, річковий, морський, трубопровідний та повітряний.

В Україні налагоджено виробництво ракетноносіїв, супутників та обладнання для дослідження космосу. Україна є значним виробником військової техніки — танків, військово-транспортних літаків, зенітно-ракетних комплексів, оптичного обладнання.



6. *Work in pairs. Practise the dialogue.*

Interviewer : How has the first year in economics been for you? Did you find it interesting? Tedious? Easy? Difficult?

Bayla: I thought economics was a breeze. It all made so much sense to me.

Paul: There's so much to know. How will I ever remember it all for the final exam? I'm a business major, but I found economics to be a difficult subject. Analytically it's pretty demanding.

Maria: I agree. But I also found it more interesting than I thought I would. I'm even thinking of majoring in economics. After hearing me go on and on about the course, my mom picked up your book and is reading it!

Rodney: Economics is incredibly important. Who could disagree with that? In the end it is all about social justice. The underlying question is how to realize the most welfare for most people. But what bothers me, though, is that economics cannot resolve fundamental disagreements. I had hoped that we would have been able to reach some kind of agreement among each other; instead we have learned how each of us can find an affirmation of his or her basic opinion in one economic theory or another. Then again, without disagreement, there would be no progress.

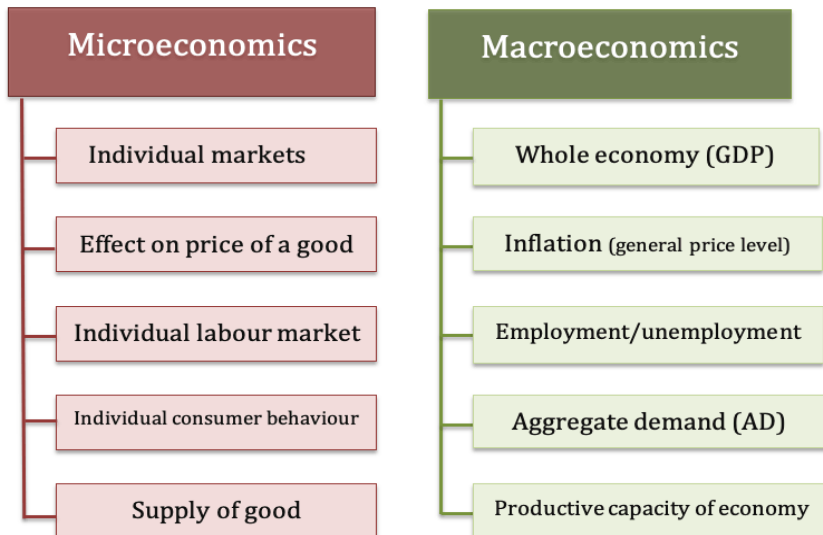
Klamer: The last statement is Keynes's! I am pleased!

Economics is difficult. There is so much to know: the concepts, the arguments, the graphs, the equations—not to mention the gazillions of unusual facts and institutions that permeate world economic history. Certainly economics is a way of thinking that does not come easily to most people. Even among the most famous economists the real "naturals" are the exception rather than the rule: Abba Lerner, James Buchanan, Milton Friedman, and the late David Gordon are among the few who've gotten it immediately. Few others have.

Bayla: Most of us have to do economics, to use it and speak it, over and over again, if we are to master it. (If you think you worked too hard this year to understand economics we recommend you introduce yourself to the life of John Stuart Mill, his early childhood years on up to age 19, famously recorded in his Autobiography. We do not however advocate the teaching methods of his economist father!)

McCloskey: I've said it before and I'll say it again: the economic way of thinking became clear to me only later in my studies. It's like with the songs or prayers you learn early in life: you know the words by heart but not what they actually mean. It took time before economics became second nature.

Klamer: Same here. In my case teaching the subject helped because I was then compelled to answer all those innocent and oh so important questions that students ask.



Reading 7.

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

Macroeconomics and Microeconomics

The field of economics is typically divided into two broad realms: *microeconomics*¹ and *macroeconomics*². It is important to see the distinctions between these broad areas of study.

Microeconomics is the branch of economics that focuses on the choices made by individual decision-making units in the economy – typically consumers and firms – and the impacts those choices have on individual markets.

Macroeconomics is the branch of economics that focuses on the impact of choices on the total, or aggregate, level of economic activity.

Why do tickets to the best concerts cost so much? How does the *threat*³ of *global warming*⁴ affect real *estate prices*⁵ in coastal areas? Why do women end up doing most of the housework?

Why do senior citizens get *discounts*⁶ on public transit systems? These questions are generally regarded as microeconomic because they focus on individual units or markets in the economy.

Is the total level of economic activity rising or falling? Is the *rate of inflation*⁷ increasing or decreasing? What is happening to the *unemployment rate*⁸? These are questions that deal with aggregates, or totals, in the economy; they are problems of macroeconomics.

The question about the level of economic activity, for example, refers to the total value of all goods and services produced in the economy. Inflation is a measure of the rate of change in the average price level for the entire economy; it is a macroeconomic problem. The total levels of employment and unemployment in the economy represent the aggregate of all *labor markets*⁹; unemployment is also a topic of macroeconomics.

Both microeconomics and macroeconomics give attention to individual markets. But in microeconomics that attention is an end in itself; in macroeconomics it is aimed at explaining the movement of major economic aggregates – the level of total *output*¹⁰, the level of employment, and the price level.



Key Vocabulary

1. microeconomics – [ˌmaɪkrəʊi:kəˈnɒmɪks] - мікроекономіка
2. macroeconomics – [ˌmɑːkrəʊi:kəˈnɒmɪks] - макроекономіка
3. threat – [θret] – загроза
4. global warming – [ˈɡləʊbəl ˈwɔːmɪŋ] - глобальне потепління
5. estate price – [ɪsˈteɪt praɪs] - ціна нерухомості
6. discount – [ˈdɪskaʊnt] – знижка
7. rate of inflation – [reɪt ɒv ɪnˈfleɪʃən] - темп інфляції
8. unemployment rate – [ˌʌnɪmˈplɔɪmənt reɪt] - рівень безробіття
9. labor market – [ˈleɪbə ˈmɑːkɪt] - ринок праці
10. output – [ˈaʊtpʊt] – вихід, розхід



1. Comprehension Check

1. What is the field of economics typically divided into?
2. What does microeconomics focus on?
3. What individual decision-making units in the economy do you know?
4. What does macroeconomics focus on?
5. What questions are generally regarded as microeconomic? Why?
6. What problems are regarded as macroeconomic? Why?
7. What do both microeconomics and macroeconomics give attention to?
What are the peculiarities of this attention?



2. *Decide if the statements below are T (true) or F (false). Correct any false statements.*

- | | T | F |
|---|--------------------------|--------------------------|
| 1. There exist three broad realms of the field of economics: micro-, middle- and macroeconomics. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Macroeconomics studies economy as a whole. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Microeconomics studies the economic behavior of individual firms. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Economics is concerned with production, distribution, and consumption of goods and services. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. The question of how the threat of global warming affects real estate prices in coastal areas is the problem of macroeconomics. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. The study of the rate of inflation refers to microeconomic sphere. | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. The total levels of employment and unemployment in the economy are a topic of macroeconomics. | <input type="checkbox"/> | <input type="checkbox"/> |



3. *Match the words (1-8) with the definitions (A-H).*

- | | |
|-----------------------|------------------------|
| 1. ___ microeconomics | 2. ___ macroeconomics |
| 3. ___ threat | 4. ___ sale price |
| 5. ___ discount | 6. ___ labor market |
| 7. ___ supply chain | 8. ___ household goods |

- a) the price that is paid by the buyer at the time when something is sold.
- b) the supply of people in a particular country or area who are able and willing to work.
- c) a suggestion that something unpleasant or violent will happen, especially if a particular action or order is not followed.
- d) equipment, tools, machines, and other things used in a house.
- e) a reduction in the usual price.
- f) the study of financial systems at a national level.
- g) the study of the economic problems of businesses and people and the way particular parts of an economy behave.
- h) the system of people and things that are involved in getting a product from the place where it is made to the person who buys it.



4. Fill in the blanks with the correct words and phrases from the word bank.

<i>dismantled</i>	<i>macroeconomics</i>	<i>crisis</i>	<i>price</i>
<i>distribution</i>	<i>society</i>	<i>economics</i>	<i>demand</i>

Before the Great Depression, _____ did not have micro and macro divisions as we have now. Prior to the economic downturn of the 1920s, economics was just economics with the focus leaning more toward the study of production, _____, and consumption of goods and services in _____.

The general idea of how economics work focused more on the smaller picture concerning how supply and _____ interact in individual markets, and how even in a time of financial _____, the market would return to equilibrium where the _____ would adjust based on the supply and demand behavior. This belief, however, was _____ when the Great Depression took place and John Maynard Keynes shed light on the significance of _____ as a core economic principle. With this singular action, the divide between microeconomics and macroeconomics started.



Word-Bank

5. Translate the text fragment into English.

Макроекономіка – галузь економічної науки, що вивчає поведінку економіки як єдиного цілого з метою забезпечення умов сталого економічного зростання, повної зайнятості ресурсів, мінімізації рівня інфляції і рівноваги платіжного балансу. Макроекономіка – це одна з наук, що вивчає закономірності функціонування національної економіки. Окрім неї, економіку вивчають багато інших економічних наук: політична економія, мікроекономіка, маркетинг, менеджмент, галузеві та функціональні економіки та ін. Вона також має безпосередній зв'язок з математикою і статистикою, широко використовує методи економіко-математичного моделювання, що перетворює її у точну науку.

Мікроекономіка вивчає механізм функціонування та взаємовідносини індивідуальних економічних агентів, до яких належать окремі підприємства та організації (фірми, комерційні банки, страхові компанії тощо). Предметом мікроекономіки є механізм прийняття економічних рішень на рівні домашніх господарств і фірм у заданих

економічних умовах, а також механізм формування цих “заданих” умов у результаті їхніх спільних дій.



6. *Work in pairs. Practise the dialogue.*

Klamer: Maria, suppose you're suddenly given a job as an economist assigned to find out why unemployment is what it is today.

Maria: Terrible thought!

McCloskey: Or not: there's free entry to the profession, unlike doctoring since about 1900, or layering since about the same time, anyone can claim to be a qualified economist!

Klamer: True enough, Deirdre. But, Maria. . . .

Maria: Well, I'd go around and ask people why they are unemployed, and ask the companies why they aren't hiring more workers.

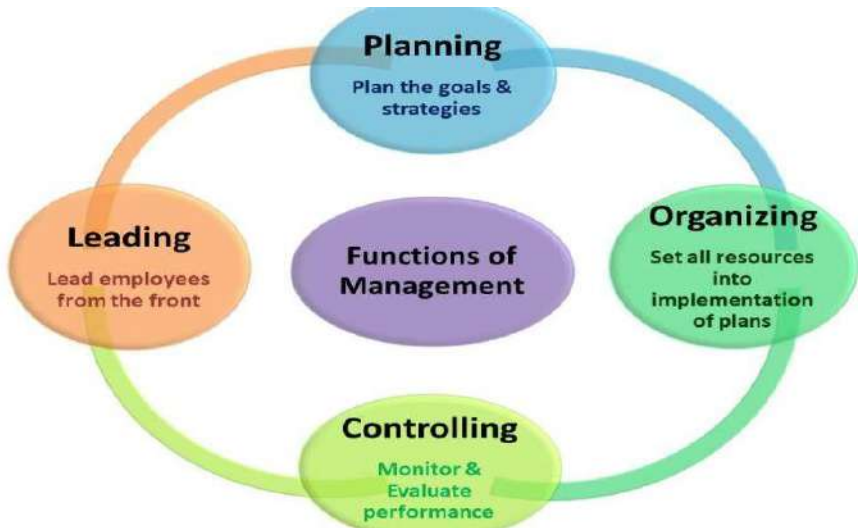
Klamer: A natural and sensible answer. You would do as a journalist would do covering a story. An economic scientist had better be doing some of that kind of journalistic conversing with the employed, the unemployed, the bosses, the employment agencies, and the rest, or she'll miss a lot of the facts. But she would worry whether the unemployed person actually knows why he was let go. He might think that the boss in, say, his lamp assembling factory didn't like him. But the actual reason may have been a drop in lamp sales. And the boss at Almed Lamp might think that the reason she had to let people go is that Better Lamp and Industrial Lighting Company, Inc. was cutting into her business, when actually a rise in imported lamps from Thailand was the root cause. . . . and a rise in American borrowing abroad the root cause of that.

Maria: Wheels within wheels!

Klamer: Fair enough. But I promise that if you work hard and diligently in this course you will be able to say a lot about the links between those "root causes."

Rodney: Instead of interviewing, journalism-style, the people involved she could ask an economic scientist.

Klamer: An excellent idea: since we don't have legal protection for the profession of "economist," we economists need people to have that attitude! But how does the economist know?



Reading 8.

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

Basic Principles of Management

Management¹ can be defined as a process of achieving desired results through other people in a planned and economical fashion. Management plays a vital role in any business or organized activity.

There are several definitions of management. According to one of them, management is a process of **planning**², **organizing**³, leading and controlling the work of organization members and using all available resources to reach the stated goals. The management is composed of a **team of managers**⁴ who **have charge**⁵ of the organization at all levels. Their **duties**⁶ make sure that the company **objectives**⁷ are met and the business operates efficiently. Four major principles or functions of management are: planning, organizing, **directing**⁸, controlling.

Planning involves determining overall company objectives and deciding how these goals can best be achieved. Managers evaluate alternative plans and **precise tactics**⁹ before choosing a **specific**¹⁰ course of action and then check to see that the chosen plan fits into the objectives established at higher organization levels.

Organizing, the second management function is the process of putting the plan into action. This involves **allocating**¹¹ resources, especially human resources, so that the overall objectives can be attained. At this stage, managers divide the work into manageable activities and decide on the positions to be created and determine the associated duties and responsibilities. **Staffing**¹², choosing the right person for the right job, may also be included as a part of the organizing function.

In directing, managers guide, teach and motivate workers so that they reach their potential abilities and at the same time achieve the company goals that were established in the planning process. Effective direction, or **supervision**¹³, by managers requires persistent communication with **employees**¹⁴. They make the people who are performing individual jobs to form a team. They also make decisions about the salary and **promotion**¹⁵.

In the last management function, controlling, managers evaluate how well company objectives are being met. In order to complete this evaluation, managers must look at the objectives established at the planning stage and at how well the tasks assigned in the directing phase are being completed. If major problems exist and goals are not being achieved, managers have to do some changes in the company's organizational, or managerial, structure.



Key Vocabulary

1. management - ['mænidʒmənt] - менеджмент, керівництво, управління
2. planning - ['plæniŋ] - планування
3. organizing - ['ɔ:gənaɪzɪŋ] - організація (роботи, процесу)
4. team of manager - ['mænidʒə] - менеджер, керівник
5. to have charge (of) - [tʃɑ:dʒ] - нести відповідальність
6. duties - ['dju:tɪz] - обов'язки
7. objective - [əb'dʒektɪv] - завдання, ціль
8. directing - [dɪ'rekʃn] - інструктування і нагляд
9. precise tactics - [prɪ'saɪz 'tæktɪks] - точна тактика
10. specific - [spə'sɪfɪk] - точний, конкретний
11. allocate - ['æləkeɪt] - розподіляти, призначати
12. staffing - ['stɑ:fɪŋ] - підбір і розподіл кадрів
13. supervision - [ˌsu:pə'vɪzən] - інструктування, нагляд і контроль
14. employee - [ˌɪmplɔɪ'ɪ:] - службовець, працівник
15. promotion - [prə'məʊʃn] - просування по службі, заохочення



1. Comprehension Check

1. What is management? What role does it play in any business?
2. What is management composed of?
3. What functions of management are there?
4. What does the planning function mean?
5. What is organizing function characterized by?
6. What do you know about directing function?
7. What does the controlling function mean?



2. Decide if the statements below are T (true) or F (false). Correct any false statements.

- | | T | F |
|---|--------------------------|--------------------------|
| 1. Planning function is the process of putting the plan into action. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Management doesn't play any role in business or organized activity. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. The team of managers' duties is to make sure that the company objectives are met and the business operates efficiently. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Staffing can be defined as choosing the right person for the right job. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Controlling function involves determining overall company objectives and deciding how these goals can best be achieved. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. The job of accountants is to evaluate alternative plans and precise tactics before choosing a specific course of action. | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. Managers teach and motivate workers so that they reach their potential abilities and at the same time achieve the company goals. | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. In the last management function, directing, managers evaluate how well company objectives are being met. | <input type="checkbox"/> | <input type="checkbox"/> |



3. Match the words (1-8) with the definitions (A-H).

- | | |
|-------------------------------|------------------------|
| 1. ___ promotion | 2. ___ duty |
| 3. ___ supervisory management | 4. ___ overdraft |
| 5. ___ interest | 6. ___ charge account |
| 7. ___ fee | 8. ___ mortgage market |

- a) a formal agreement between a shop or other business and a customer, in which the customer can take goods and pay the shop or business for them at a later time.
- b) the business of lending money to buy houses and other property.
- c) an amount of money that a customer with a bank account is temporarily allowed to owe to the bank, or the agreement that allows this.
- d) an amount of money paid for a particular piece of work or for a particular right or service.
- e) money that is charged by a bank or other financial organization for borrowing money.
- f) something that you have to do because it is part of your job, or something that you feel is the right thing to do.
- g) the group of managers in a company who are directly responsible for the work of employees, or the work that these managers do.
- h) activities to advertise something.



Word-Bank

4. Fill in the blanks with the correct words and phrases from the word bank.

<i>staffing</i>	<i>resources</i>	<i>actions</i>	<i>planning</i>	<i>management</i>
<i>functions</i>	<i>motivating</i>	<i>controlling</i>	<i>leading</i>	<i>managers</i>
		<i>organizing</i>		

While _____ often view their work as task or supervisory in orientation, this view is an illusion. At the most fundamental level _____, is a discipline that consists of a set of five general _____: planning, organizing, staffing, leading and controlling. When you think of _____ in a management role, think about it as the process of choosing appropriate goals and _____ to pursue and then determining what strategies to use, what actions to take, and deciding what _____ are needed to achieve the goals.

_____ : This process of establishing worker relationships allows workers to work together to achieve their organizational goals.

_____ : This function involves articulating a vision, energizing employees, inspiring and _____ people using vision, influence, persuasion, and effective communication skills.

_____ : Recruiting and selecting employees for positions within the company (within teams and departments).

_____ : Evaluate how well you are achieving your goals, improving performance, taking actions.



5. Translate the text fragment into English.

Менеджмент — це процес планування, організації, приведення в дію та контроль організації з метою досягнення координації людських, фінансових, природних і технологічних ресурсів, необхідних для ефективного виконання завдань. За словами Анрі Файоля, «управляти — це прогнозувати і планувати, організовувати, командувати, координувати і контролювати». Менеджмент пронизує всю організацію, торкається практично всіх сфер її діяльності. Менеджмент як наука виникла і розвивається в зв'язку з необхідністю пояснити, чому та в наслідок чого процвітають чи руйнуються організації. Науковці в області менеджменту шляхом випробувань та практики в області управління методом спроб та помилок відповідають на питання: Чим виявляється успіх організації? Відповідь на це питання дозволяє відповісти на більш прагматичне питання: Що може зробити керівник для забезпечення успіху організації?

Організації складають основу світу менеджерів, саме в них спостерігаються процеси і стани, які є причиною існування менеджменту. Першочергова задача менеджменту полягає в створенні організаційної культури, творчого інноваційного клімату, які стимулюють працівників на нововведення.



6. Work in pairs. Practise the dialogue.

An interview with Marjorie Scardino, Chief Executive of the media group Pearson Place.

Interviewer: Marjorie Scardino, you are leading one of the top companies in the UK, and you've been voted businesswoman of the year. What qualities do you need to run a large company effectively?

Marjorie: Well, I think different companies probably require different qualities, but for me there are only a few simple qualities that cut across all requirements, and those are courage and imagination and empathy. By empathy, I mean, having the ability to put yourself in other people's positions and understand how they feel about situations and ideas.

Interviewer: Which business leaders do you admire and why?

Marjorie: I think the best business leaders are probably ones we don't know about...not the stars we read about in the newspapers. I think they're probably the ones who have great business ideas and have seen them through to fruition. So the business leaders I most admire right now are those

managers in Pearson who are achieving our goals of double-digit earnings growth.

Interviewer: What do business leaders actually do?

Marjorie: My staff would probably say this was a really excellent question they ask themselves every day! I think what they do is just what I've said the business leaders I admire do. They create a business idea, and they see it through. Interviewer: As a leader, how do you motivate your employees?

Marjorie: I'd like to think we motivate each other. I think my job is to make sure the company has a purpose, because I think people like to work for a company that has a reason for being, that they can identify with and feel good about. I think that I have to communicate well with them everything that's going on — and everything I'm trying to do — in a clear way. And then in return I think they inspire me to think more adventurously and to think more carefully about how to stimulate them and how to build a better business. So it's a sort of a circular operation.

Interviewer: Do you think leaders are born or made?

Marjorie: I think it's probably a bit of both. All human beings obviously are born with certain qualities, and certain genetic traits. But I've seen so many people in my life who have, using those basic qualities, re-invented themselves several times as they've gone into new situations. You know, you're a certain kind of person when you're in school, and your friends know who you are, and you get slotted in. And then as you grow up, you go into new situations and become somebody else.



BANKING



Reading 9.

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

Money and Banking

The role of money and the *banking system*¹ is an important part of the study of economics. Money, after all, is involved in nearly all *economic transactions*². Money is any good that is widely used and accepted in transactions involving the transfer of goods and services from one person to another. Economists differentiate among three different types of money: *commodity money*³, *fiat money*⁴, and bank money. Commodity money is a good whose value serves as the value of money. Gold coins are an example of commodity money. Fiat money is a good, the value of which is less than the value it represents as money. Dollar bills are an example of fiat money because their value as slips of printed paper is less than their value as money. Bank money consists of the *book credit*⁵ that banks extend to their depositors. Transactions made using checks drawn on deposits held at banks involve the use of bank money.

Money is often defined in terms of the three functions or services that it provides. Money serves as a *medium of exchange*⁶, as a *store of value*⁷, and as a *unit of account*⁸.

Money's most important function is as a medium of exchange to facilitate transactions. Without money, all transactions would have to be

conducted by barter, which involves direct exchange of one good or service for another.

Money must hold its value over time; that is it must be a store of value. As a store of value money is not unique and even is not the best one because it depreciates with inflation. However, money is more *liquid*⁹ than most other *stores of value*¹⁰ because as a medium of exchange, it is readily accepted everywhere. Furthermore, money is an easily transported store of value that is available in a number of convenient denominations.

Money also functions as a unit of account, providing a common measure of the value of goods and services being exchanged. Knowing the value or price of a good, in terms of money, enables both the supplier and the purchaser of the good to make decisions about how much of the good to supply and how much of the good to purchase.

The *demand for money*¹¹ is affected by several factors, including the level of *income*¹², *interest rates*¹³, and inflation as well as uncertainty about the future. The way in which these factors affect money demand is usually explained in terms of the three motives for demanding money: the transactions, the precautionary, and the speculative motives.

There are several definitions of the *supply of money*¹⁴. The first is the narrowest and most commonly used. It includes all *currency*¹⁵ (notes and coins) in circulation, all *checkable deposits*¹⁶ held at banks (bank money) and all traveler's checks. The second definition includes all of the first one plus savings and time deposits held at banks. The third definition includes all of the second one plus large denomination, long-term time deposits – for example, *certificates of deposit*¹⁷ in amounts over \$ 100,000.



Key Vocabulary

1. banking system – ['bæŋkɪŋ 'sɪstɪm] -банківська система
2. economic transactions – [,i:kə' nɒmɪk trænzækʃənz] господарські операції
3. commodity money -[kə'mɒdətɪ 'mʌni] - товарні гроші
4. fiat money - ['fi:æt 'mʌni] - паперові (декретні) гроші
5. book credit - облікова вартість кредиту
6. medium of exchange -['mi:diəm əv ɪks'tʃeɪndʒ] - засіб обміну (обертання)
7. store of value -[stɔ: əv 'vælju:] - засіб накопичення
8. unit of account – ['ju:nɪt əv 'kaʊnt] - одиниця вартості
9. liquid - ['lɪkwɪd] - ліквідний
10. store of value - [stɔ: əv 'vælju:] - засіб накопичення
11. demand for money – [dɪ'mɑ:nd fɔ: 'mʌni] - попит на гроші

12. income – [ˈɪnkʌm] – дохід
13. interest rate – [ˈɪntrɪst reɪt] процентна ставка
14. supply of money – [səˈplaɪ ɒv ˈmʌni] - пропозиція грошей
15. currency – [ˈkʌrənsɪ] - валюта
16. checkable deposit – [ˈtʃekəbl dɪˈrɒzɪt] чековий депозитний внесок
17. certificate of deposit – [səˈtɪfɪkət əv dɪˈrɒzɪt] книжка в ощадному

банку



1. Comprehension Check

1. What is money?
2. What functions does money play in the society?
3. What is a key word of transaction?
4. Give the definition of the term supply of money.
5. What is currency?



2. Decide if the statements below are T (true) or F (false). Correct any false statements.

- | | T | F |
|--|--------------------------|--------------------------|
| 1. Money is crucial in all economic transactions. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. There are three different types of money: commodity money, deposit money and bank money. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Barter's most important function is as a medium of exchange to facilitate transactions. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Gold coins, dollar bills and credit cards are an example of commodity money. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. A good is an easily transported store of value that is available in a number of convenient denominations. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. There are several definitions of the supply of money: currency, checkable deposits and certificates of deposit. | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. Bank money is a good, the value of which is less than the value it represents as money. | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. There are three functions of money, such as a medium of exchange, as a store of value and as a unit of account. | <input type="checkbox"/> | <input type="checkbox"/> |



3. Match the words (1-8) with the definitions (A-H).

- | | |
|-----------------------|------------------------|
| 1. ___ direct deposit | 2. ___ penalty |
| 3. ___ retail bank | 4. ___ ATM |
| 5. ___ bill rate | 6. ___ savings account |

7. __ cash budget

8. __ purchase

- a) an account in a bank or similar financial organization that earns interest.
- b) to buy something.
- c) a machine, usually outside a bank, which customers can use to get money out or manage their account by using a plastic card together with a PIN.
- d) the interest rate that is offered for government bonds.
- e) a plan of how much money a company expects to spend and receive over a particular period.
- f) a bank that provides services to the public and to small businesses rather than to large companies or organizations.
- g) an arrangement in which money is moved electronically into a bank account.
- h) a punishment, or the usual punishment, for doing something that is against a law.



Word-Bank

4. Fill in the blanks with the correct words and phrases from the word bank.

<i>store of value</i>	<i>currency</i>	<i>goods</i>	<i>barter</i>	<i>fiat</i>
<i>money</i>	<i>payment</i>	<i>medium of exchange</i>	<i>unit of</i>	
<i>account</i>	<i>deposits</i>	<i>credit cards</i>		

Money is any commodity or token that is generally acceptable as a means of _____. Money has three functions: A _____ is any object that is generally accepted in exchange for _____ and services. As a result, money eliminates the need for _____, which is the exchange of goods and services directly for other goods and services. Money serves as a _____, which is an agreed-upon measure for stating the prices of goods and services. Money serves as a _____, which is any commodity or token that can be held and exchanged later for goods and services. _____ refers to objects that are money because the law decrees or orders them to be money. It consists of _____ (the bills and coins that we use in the United States today) and _____ at banks and other depository institutions. _____ are not money — they are IDs that allow an instant loan.



5. Translate the text fragment into English.

Банківська система — сукупність різних видів національних банків і кредитних установ, що діють в рамках загального грошово-кредитного механізму. Вона включає Центральний банк, мережу комерційних банків і інших кредитно-розрахункових центрів.

Таким чином, банки органічно вплетені у загальний механізм регулювання господарського життя, тісно взаємодіють із бюджетом і податковою системою, системою ціноутворення, з політикою цін і прибутків, з умовами зовнішньоекономічної діяльності. Банківська система взаємодіє з економікою, активно впливає на соціальну сферу, що проявляється в накопиченні коштів населення і підприємств, сприяючи зростанню рівня життя. Проте банківська система — це не механічне об'єднання різних банків, а специфічна економічна структура, яка має особливе призначення і виконує спеціальні функції в економіці держави.

Банківська система являє собою законодавчо визначену, чітко структуровану сукупність фінансових інститутів, які займаються банківською діяльністю.



6. *Work in pairs. Practise the dialogue.*

Here is a telephone conversation between a credit controller, Valentina Santinelli, and a customer, WillBecker, who hasn't paid an outstanding bill.

Becker: Hello. Becker here.

Santinelli: Good morning, Mr. Becker! This is Valentina Santinelli calling from GFS. I'm sorry to call you like this.

Becker: Oh, that's all right.

Santinelli: Did you receive our January shipment?

Becker: Yes, we did.

Santinelli: When did it arrive?

Becker: Er...it arrived on the...25th of January.

Santinelli: Are all the things you ordered included?

Becker: Yes, thank you, yes.

Santinelli: Did you get the invoice as well?

Becker: Yes...yes.

Santinelli: And, er, have you paid the invoice for the last shipment yet?

Becker: I'm afraid we haven't managed...

Santinelli: Because I haven't got a record of the payment and our department was just getting a bit worried about it.

Becker: Yes, money is very tight at the moment, you see.

Santinelli: Of course.

Becker: I'd like to ask for an extension of credit.

Santinelli: Ah. Becker: You see, we have a considerable overdraft.

Unit 2

Management



Reading 1.

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

What do managers do?

There are two approaches to the functions of a manager: traditional and environmental.

In the traditional approach managers perform the four classic functions of management—planning, organizing, leading, and controlling.

- ***Planning:*** Running an organization is kind of like steering a ship on the ocean; to get where you want to go, you've got to have a plan—a map—that tells you where you're headed. It's the job of managers to develop the plans that determine the goals an organization will pursue, the products and services it will provide, how it will manufacture and deliver them, to whom, and at what price. These plans include creating an organizational vision and mission and specific tactics for achieving the organization's goals.

- ***Organizing:*** After managers develop their plans, they have to build an organization that can put these plans into effect. Managers do this by designing organizational structures to execute their plans (often building elaborate organizational charts that divide an organization into divisions, departments, and other parts and designate the people who reside in each position) and by developing systems and processes to direct the allocation of human, financial, and other resources.

- ***Leading:*** Managers are expected to lead their employees, that is, to motivate them to achieve the organization's goals—quickly and efficiently.

Leadership is considered to be the most important ingredient for a manager's success.

Controlling: To accomplish their goals and the goals of the organization, managers must establish performance standards based on the organization's goals and objectives, measure and report actual performance, compare the two, and take corrective or preventive action as necessary.

The environmental approach says that managers and workers are entering into a new kind of partnership that is forming the basis of a new reality in the workplace. Today's managers are discovering that they cannot command an employee's best work; they can, however, create an environment that encourages employees to want to do their best work.

So, the new functions of management are:

- *Energize:* Today's managers are masters of making things happen. The best managers create far more energy than they consume. Successful managers create compelling visions—visions that inspire employees to bring out their very best performance—and they encourage their employees to act on these visions.

- *Empower:* Empowering employees doesn't mean that you stop managing. Empowering employees means giving them the tools and the authority to do great work. Effective management is the leveraging of the efforts of your team to a common purpose.

- *Support:* Today's managers need to be coaches, counselors, and colleagues instead of watchdogs or executioners. The key to developing a supportive environment is the establishment of a climate of open communication throughout the organization. Employees must be able to express their concerns—truthfully and completely— without fear of retribution. Similarly, employees must be able to make honest mistakes and be encouraged to learn from those mistakes.

- *Communicate:* Communication is the lifeblood of every organization. Information is power, and, as the speed of business continues to accelerate, information—the right information—must be communicated to employees faster than ever.

Key Vocabulary

approach [ə'prəʊtʃ] підхід

run - керувати

goals [gəʊl] цілі

pursue [pə'sju:] переслідувати

provide [prə'vaɪd] забезпечувати

manufacture [ˌmænʃʊ'fæktʃə] виробництво

deliver [dɪ'lɪvə] розповсюджувати

achieve [ə'tʃi:v] досягати

execute ['eksɪ,kju:t] виконувати
elaborate [ɪ'læbə'reɪt] розробляти
organizational charts - організаційні схеми
designate ['deɪzɪg,neɪt] призначати
reside [rɪ'zaɪd] знаходитися
allocation [ˌælə'keɪʃən] розподіл
accomplish [ə'kɒmplɪʃ] виконувати
establish [ɪ'stæblɪʃ] встановлювати
performance standards - стандарти виробництва
objectives - цілі
measure ['meʒə] міра
encourage [ɪn'kʌrɪdʒ] підбадьорювати
consume [kən'sju:m] споживати
compelling [kəm'pelɪŋ] переконливий
empower [ɪm'paʊə] уповноважити
leveraging |'levrɪdʒɪŋ| ефективне використання
coaches |'kəʊtʃɪz| наставник, тренер
counselor |'kaʊnsələ| радник
watchdogs |'wɒtʃdɒgz| сторожові пси
executioner |eksɪ'kju:ʃ(ə)nə| кат
retribution |retri'bju:ʃ(ə)n| відплата
accelerate |ək'seləreɪt| прискорювати

1. Dwell on the following questions.

- 1) What do the plans of a manager include?
- 2) What does leading means?
- 3) How can a manger energize people?
- 4) How one should empower people?
- 5) What does communication mean?

2. Give the English equivalents

виконувати функції
управління організацією
визначити цілі
ведення
особлива тактика
скласти план
підрозділ
відділ
людські ресурси
виконати план
досягти мету
встановити виробничі стандарти

приймати профілактичні міри
партнерство

3. Fill in the gaps with the following words

communication	mission	partnership	motivate	concerns
---------------	---------	-------------	----------	----------

1) Managers are expected to lead their employees, that is, to..... them to achieve the organization’s goals—quickly and efficiently.

2) The environmental approach says that managers and workers are entering into a new kind ofthat is forming the basis of a new reality in the workplace.

3) The key to developing a supportive environment is the establishment of a climate of open..... throughout the organization.

4) Employees must be able to express their— truthfully and completely — without fear of retribution.

5) These plans include creating an organizational vision andand specific tactics for achieving the organization’s goals.

4. Match the functions and their content

Organizing	to encourage employees to act
Leading	to give the right information
Communicating	to establish a climate of open communication
Supporting	to motivate to achieve the organization’s goals
Empowering	to build charts that divide an organization into division
Planning	to give the tools and the authority to do t work
Controlling	to create an organizational vision and mission

5. Guess what function is meant in the mind map (Picture 1).



Picture 1 – A function of a manager



Reading 2.

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

Organisational structure

Every organisation made up of more than one person will need some form of organisational structure.

The way in which a company is organised can be illustrated for a packaging company. The company will be owned by shareholders that choose directors to look after their interests. The directors then appoint managers to run the business on a day-to-day basis. The Managing Director has the major responsibility for running of the company, including setting company targets and keeping an eye on all departments.

The Distribution Manager is responsible for controlling the movement of goods in and out of the warehouse, supervising drivers and overseeing the transport of goods to and from the firm.

The Production Manager is responsible for keeping a continuous supply of work flowing to all production staff and also for organising manpower to meet the customers' orders.

The Sales Manager is responsible for making contact with customers and obtaining orders from those contacts.

The Company Accountant controls all the financial dealings of the company and is responsible for producing management accounts and financial reports.

Other organisations will have different structures. For example most organisations will have a marketing department responsible for market research and marketing planning. A customer services department will look after customer requirements. A human resources department will be

responsible for recruitment and selection of new employees, employee motivation and a range of other people focused activities. In addition there will be a number of cross-functional areas such as administration and Information Technology departments that service the functional areas of the company. These departments will provide back up support and training.

Organisations are structured in different ways:

1. by function as described above,
2. by regional area - a geographical structure e.g. with a marketing manager North, marketing manager South etc.,
3. by product e.g. marketing manager crisps, marketing manager drinks, etc.,
4. into work teams, etc.,

Reporting in organisations often takes place down the line. An employee might be accountable to a supervisor, who is accountable to a junior manager, who is then accountable to a senior manager - communication and instructions can then be passed down the line.

Key Vocabulary

Shareholder |'ʃe:həʊldə| акціонер

to appoint - призначати

keeping an eye on - слідкувати за чимось

Sales Manager – керівник відділу продажу

Production Manager – керівник виробничого відділу

Distribution Manager – керівник відділу збуту

provide back up support – забезпечувати підтримку

warehouse |'we:haʊs| комора, гуртовня

to oversee |əʊvə'si:| спостерігати

supply |sə'plɪ| постачання

production – виробництво

marketing department – маркетинговий відділ

to obtain |əb'teɪn| отримувати

market research – вивчення ринку

recruitment |rɪ'krʊ:t(m)ənt| підбір та розподіл кадрів

human resources – відділ кадрів, робоча сила

human resources department – відділ кадрів

customer services department – відділ обслуговування клієнтів

Information Technology department – відділ інформаційних

технологій

1. Dwell on the following questions.

1. What is organizational structure?
2. Who are directors chosen by?
3. What is the function of a human resources department?

4. What are the main departments needed for a company to function properly?

5. What department is responsible for servicing the functional areas of the company?

2. Match the words and their definitions.

- | | |
|----------------|--|
| 1. shareholder | a. someone whose job is to manage part or all of a company or other organization |
| 2. market | b. someone who owns shares in a company or business |
| 3. accountant | c. the job of hiring people |
| 4. recruitment | d. a place to buy and sell things |
| 5. manager | e. someone whose job is to keep and check financial accounts |

3. Give the English equivalents

- | | |
|--------------------------------|------------------------------------|
| 1. керівник відділу продажів | 6. призначати |
| 2. керівник відділу збуту | 7. відділ інформаційних технологій |
| 3. робоча група | 8. відділ обслуговування клієнтів |
| 4. керівник відділу маркетинга | 9. керівник виробничого відділу |
| 5. акціонер | 10. отримувати замовлення |

4. Give Ukrainian equivalents of the following vocabulary units.

- | | |
|----------------------------|-------------------------------|
| 1. provide back up support | 6. organisational structure |
| 2. employee | 7. work teams |
| 3. senior manager | 8. shareholder |
| 4. junior manager | 9. human resources department |
| 5. set company targets | 10. market research |

5. Fill in the missing word(s) in each of the following sentences.

Choose from the alternatives beneath each sentence.

1.controls all the financial dealings of the company.
a) Senior Manager b) Accountant c) Sales Manager
2. The is responsible for keeping a continuous supply of work flowing to all production staff.
a) Production Manager b) Sales Manager c) Distribution Manager
3. The has the major responsibility for running of the company.
a) Distribution Manager b) Managing Director c) Production Manager
4. A human resources department is responsible for recruitment of new
- a) employers b) directors c) employees
5. A marketing department is responsible for
- a) recruitment b) market research c) promotion

MARKET FAILURE



Reading 3.

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

Market failure

Pollution can be a simple example of market failure. If costs of production are not borne by producers but are by the environment, accident victims or others, then prices are distorted.

The term "market failure" encompasses several problems which may undermine standard economic assumptions. Although economists categorise market failures differently, the following categories emerge in the main texts.

Natural monopoly, or the overlapping concepts of "practical" and "technical" monopoly, is an extreme case of failure of competition as a restraint on producers. The problem is described as one where the more of a product is made, the greater the unit costs are. This means it only makes economic sense to have one producer.

Information asymmetries arise where one party has more or better information than the other. The existence of information asymmetry gives rise to problems such as moral hazard, and adverse selection, studied in contract theory. The economics of information has relevance in many fields, including finance, insurance, contract law, and decision-making under risk and uncertainty.



Incomplete markets is a term used for a situation where buyers and sellers do not know enough about each other's positions to price goods and services properly. Based on George Akerlof's article, the paradigm example is of a dodgy second hand car market. Customers without the possibility to know for certain whether they are buying a "lemon" will push the average price down below what a good quality second hand car would be. In this way, prices may not reflect true values.

Public goods are goods which are undersupplied in a typical market. The defining features are that people can consume public goods without having to pay for them and that more than one person can consume the good at the same time.

Externalities occur where there are significant social costs or benefits from production or consumption that are not reflected in market prices. For example, air pollution may generate a negative externality, and education may generate a positive externality (less crime, etc.). Governments often tax and otherwise restrict the sale of goods that have negative externalities and subsidize or otherwise promote the purchase of goods that have positive externalities in an effort to correct the price distortions caused by these externalities. Elementary demand-and-supply theory predicts equilibrium but not the speed of adjustment for changes of equilibrium due to a shift in demand or supply.

In many areas, some form of price stickiness is postulated to account for quantities, rather than prices, adjusting in the short run to changes on the demand side or the supply side. This includes standard analysis of the business cycle in macroeconomics. Analysis often revolves around causes of such price stickiness and their implications for reaching a hypothesized long-run equilibrium. Examples of such price stickiness in particular markets include wage rates in labour markets and posted prices in markets deviating from perfect competition.

Macroeconomic instability, addressed below, is a prime source of market failure, whereby a general loss of business confidence or external shock can grind production and distribution to a halt, undermining ordinary markets that are otherwise sound.

Some specialised fields of economics deal in market failure more than others. The economics of the public sector is one example, since where markets fail, some kind of regulatory or government programme is the remedy. Much environmental economics concerns externalities or "public bads".

Policy options include regulations that reflect cost-benefit analysis or market solutions that change incentives, such as emission fees or redefinition of property rights.

Key Vocabulary

market failure – ринкова неефективність
encompass |ɪnˈkʌmpəs| охоплювати
natural monopoly – природня монополія
second hand car market- ринок уживаних авто
restraint on producers-обмеження виробників
hazard |ˈhæzəd| ризик, небезпека
adverse |ˈadvɜːs| шкідливий
incomplete markets – недосконалий ринок
dodgy |ˈdɒdʒi| хитрий
public goods – громадські товари (блага)
externalities – зовнішні фактори економічної діяльності
consumer market – споживчий ринок
consumption – споживання
subsidize |ˈsʌbsɪdaɪz| субсидіювати
distortions |dɪˈstɔːʃənz| спотворення
demand-and-supply theory – теорія попиту і пропозиції
equilibrium – рівновага
adjustment |əˈdʒʌs(t)m(ə)nt| врегулювання
price stickiness – негнучкість ціни
business cycle – економічний цикл
revolve |rɪˈvɒlv| обертати
implication |ɪmˈplɪˈkeɪʃ(ə)n| залучання
wage rate – ставка заробітної оплати
labour market – ринок праці
external shock – зовнішній шок
grind |ɡraɪnd| молоти
public sector – державний сектор

1. Dwell on the following questions.

1. When does market failure happen?
2. What is information asymmetry?
3. What is cost-benefit analysis?
4. What are public goods?
5. What is incomplete market?

2. Match the words and their definitions.

- | | |
|--------------|--|
| 1. insurance | a. money provided by a bank or other institution to help buy or do something |
| 2. finance | b. protection against something bad happening |

- 3. decision-making c. someone who buys goods or services
- 4. customer d. an advantage, improvement, or help that you get from something
- 5. benefit e. the process of making important decisions

3. Give the English equivalents

- | | |
|------------------------------|--|
| 1. ринкова ціна | 6. зовнішні фактори економічної діяльності |
| 2. абсолютна конкуренція | 7. природня монополія |
| 3. державний сектор | 8. ринкова неефективність |
| 4. негнучкість ціни | 9. неудоконалений ринок |
| 5. громадські товари (блага) | 10. витрати виробництва |

4. Give Ukrainian equivalents of the following vocabulary units.

- | | |
|------------------------------|---------------------------|
| 1. external shock | 6. business cycle |
| 2. macroeconomic instability | 7. undermine markets |
| 3. wage rates | 8. consumption |
| 4. information asymmetry | 9. restraint on producers |
| 5. second hand car market | 10. good quality |

5. Fill in the missing word(s) in each of the following sentences. Choose from the alternatives beneath each sentence.

1. is a situation where buyers and sellers do not know enough about each other's positions to price goods and services properly.
 - a) business cycle b) competition c) incomplete market
2. occur where there are significant social costs or benefits from production or consumption that are not reflected in market prices.
 - a) emission fees b) externalities c) wage rates
3. is a prime source of market failure.
 - a) macroeconomic instability b) consumption c) restraint on producers
4. arise where one party has more or better information than the other.
 - a) information asymmetries b) external shocks c) restraint on producers
5. are goods which are undersupplied in a typical market.
 - a) private goods b) personal goods c) public goods



Reading 4.

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

Budget

The process of calculating the costs of starting a small business begins with a list of all necessary purchases including tangible assets (for example, equipment, inventory) and services (for example, remodeling, insurance), working capital, sources and collateral. The budget should contain a narrative explaining how you decided on the amount of this reserve and a description of the expected financial results of business activities. The assets should be valued with each and every cost. All other expenses are like labour factory overhead all freshmen expenses are also included into business budgeting.

The budget of a company is often compiled annually, but may not be. A finished budget, usually requiring considerable effort, is a plan for the short-term future, typically one year. While traditionally the Finance department compiles the company's budget, modern software allows hundreds or even thousands of people in various departments (operations, human resources, IT, etc.) to list their expected revenues and expenses in the final budget.

If the actual figures delivered through the budget period come close to the budget, this suggests that the managers understand their business and have been successfully driving it in the intended direction. On the other hand, if the figures diverge wildly from the budget, this sends an 'out of control' signal, and the share price could suffer as a result.

A budget is a fundamental tool for an event director to predict with reasonable accuracy whether the event will result in a profit, a loss or will break-even. A budget can also be used as a pricing tool.

There are two basic approaches or philosophies when it comes to budgeting. One approach focuses on mathematical models, and the other on people.

The first school of thought believes that financial models, if properly constructed, can be used to predict the future. The focus is on variables, inputs and outputs, drivers and the like. Investments of time and money are devoted to perfecting these models, which are typically held in some type of financial spreadsheet application.

The other school of thought holds that it's not about models, it's about people. No matter how sophisticated models can get, the best information comes from the people in the business. The focus is therefore in engaging the managers in the business more fully in the budget process, and building accountability for the results. The companies that adhere to this approach have their managers develop their own budgets. While many companies would say that they do both, in reality the investment of time and money falls squarely in one approach or the other.

Key Vocabulary

budget – бюджет

tangible assets – матеріальні активи

working capital – оборотний (робочий) капітал

collateral |kə'lat(ə)r(ə)| застава

budget process – складання бюджету

business budgeting – планування бюджету

finance department – фінансовий відділ

diverge |dɪ'vɜ:dʒ| відхилитися

share price – курс (ціна) акції

profit – прибуток

output-випуск, продукція

input- фактор, що впроваджується

financial spreadsheet – зведена таблиця

accountability |ə'kaʊntə'bɪlɪtɪ| підзвітність

1. Dwell on the following questions.

1. What is a budget?
2. What should the budget contain?
3. Who compiles the budget?
4. What two basic approaches are used in budgeting?
5. How often is budget compiled?

2. Match the words and their definitions.

- | | |
|---------------|--|
| 1. purchase | a. property or other goods that you promise to give someone if you cannot pay back the money they lend you |
| 2. collateral | b. the things that a company owns |

- | | |
|-----------|--|
| 3. assets | c. something you buy, or the act of buying it |
| 4. budget | d. the amount of money that you have to pay in order to buy, do, or produce something |
| 5. costs | e. the money that is available to an organization or person, or a plan of how it will be spent |

3. Give the English equivalents

- | | |
|--------------------------------|-----------------------|
| 1. матеріальні активи | 6. змінна |
| 2. підзвітність | 7. курс (ціна) акції |
| 3. механізм ціноутворення | 8. витрати |
| 4. виручка | 9. фінансовий відділ |
| 5. оборотний (робочий) капітал | 10. складання бюджету |

4. Give Ukrainian equivalents of the following vocabulary units.

- | | |
|--|-------------------------------|
| 1. to predict with reasonable accuracy | 6. financial models |
| 2. overhead expenses | 7. human resources department |
| 3. business budgeting | 8. financial spreadsheet |
| 4. mathematical models | 9. inputs and outputs |
| 5. profit | 10. compile budget |

5. Fill in the missing word(s) in each of the following sentences.

Choose from the alternatives beneath each sentence.

1. The budget of a company is usually compiled
a) every week b) every month c) annually
2. is a fundamental tool to predict with reasonable accuracy whether the event will result in a profit, a loss or will break-even.
a) budget b) financial model c) overhead expense
3. Traditionally the compiles the company's budget.
a) manager b) accountant c) Finance department
4. When a company owns some material things they are called
a) liabilities b) tangible assets c) intangible assets
5. The managers involved in the budget process have
a) responsibility b) duties c) accountability



Reading 5.

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

Price

In ordinary usage, price is the quantity of payment or compensation given by one party to another in return for goods or services.

In all modern economies, the overwhelming majority of prices are quoted in (and the transactions involve) units of some form of currency. Although in theory, prices could be quoted as quantities of other goods or services this sort of barter exchange is rarely seen.

Price can sometimes alternatively refer to the quantity of payment requested by a seller of goods or services, rather than the eventual payment amount. This requested amount is often called the asking price or selling price, while the actual payment may be called the transaction price or traded price. Likewise, the bid price or buying price is the quantity of payment offered by a buyer of goods or services, although this meaning is more common in asset or financial markets than in consumer markets.

Economists sometimes define price in a more general or abstract sense to the widely understood definition above. According to this view, price is defined as the ratio between the quantity of goods that are exchanged for each other in a transaction.

For example, consider the case of two people exchanging goods, say 5 apples for 2 loaves of bread. An economist might say that the price of apples was $2/5 = 0.4$ loaves of bread. Likewise, the price of bread would be $5/2 = 2.5$ apples. Hence if we consider that currency is simply another type of good like apples or bread, then this conception forms the general case of the widely held definition outlined above.

However it is far from clear that this generalisation serves any useful purpose at all. As noted above, in all real economies prices are virtually always quoted in (and transactions always involve) units of currency. Hence,

an alternative view is that the most basic and general definition of price is that involving exchange of goods or services for money, and that the exchange ratio between two goods is simply derived from the two individual prices.

The exchange ratio is sometimes referred to as the real price, while the price quoted in money referred to as the nominal price.

This distinction is sometimes made to make sense of inflation. When all prices are quoted in terms of money units, and the prices in money units change more or less proportionately, the ratio of exchange may not change much. In the extreme case, if all prices quoted in money change in the same proportion, the relative price remains the same.

It is now becoming clear that the distinction is not useful and indeed hides a major confusion. The conventional wisdom is that proportional change in all nominal prices does not affect real price, and hence should not affect either demand or supply and therefore also should not affect output. The new criticism is that the crucial question is why is there more money to pay for the same old real output. If this question is answered, it will show that dynamically, even as the real price remains exactly the same, output in real terms can change, just because additional money allow additional output to be traded. The supply curve can shift such that at the old price, the new higher output is sold. This shift if not possible without additional money.

From this point of view, a price is similar to an opportunity cost, that is, what must be given up in exchange for the good or service that is being purchased. For example, if $x=1$ and $y=2$, the relative price of x in terms of y is 2, and the price of y in terms of x is 0.5.

Key Vocabulary

payment – платіж

asking price – початкова ціна

selling price – ціна продажу

transaction – угода

traded price – торгова (заводська) ціна

consumer market – споживчий ринок

exchange ratio – коефіцієнт обміну

nominal price – номінальна ціна

inflation – інфляція

proportionately-прямо пропорційно

relative price – відносна ціна

conventional [kən'venʃ(ə)n(ə)] традиційний, стандартний

demand or supply-попит або постачання

shift [ʃɪft] зміна

opportunity cost – змінні втрати, вартість прямої вигоди

1. Dwell on the following questions.

1. What is price?
2. What is called asking price?
3. What is opportunity cost?
4. What is price measured by?
5. What is the difference between real price and nominal price?

2. Match the words and their definitions.

- | | |
|----------------|---|
| 1. output | a. an amount of money that must be paid |
| 2. transaction | b. the amount of goods or work produced |
| 3. buyer | c. what you earn by working and can use to buy things |
| 4. payment | d. a business deal or action, such as buying or selling something |
| 5. money | e. someone who buys something |

3. Give the English equivalents

- | | |
|---------------------------|----------------------|
| 1. вартість прямої вигоди | 6. споживчий ринок |
| 2. продавець | 7. товари та послуги |
| 3. перша ціна | 8. номінальна ціна |
| 4. ціна продажу | 9. ціна пропозиції |
| 5. коефіцієнт обміну | 10. фінансовий ринок |

4. Give Ukrainian equivalents of the following vocabulary units.

- | | |
|-----------------------|----------------------|
| 1. supply and demand | 6. real price |
| 2. goods and services | 7. transaction price |
| 3. traded price | 8. unit of currency |
| 4. nominal price | 9. relative price |
| 5. barter | 10. asset |

5. Fill in the missing word(s) in each of the following sentences. Choose from the alternatives beneath each sentence.

1. Price is the given in return for goods or services.
a) barter b) output c) quantity of payment
2. Proportional change in all nominal prices does not affect
a) payment b) real price c) bid price
3. The eventual payment amount requested by a seller is often called
a) asking price b) real price c) nominal price
4. What must be given up in exchange for the good or service that is being purchased is called
a) real price b) nominal price c) opportunity cost
5. In all real economies prices are virtually always quoted in
a) units of currency b) exchange goods c) coins



Reading 6.

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

Forms of Business Organization

A business organization is frequently referred to as a business entity. A business entity is any business organization that exists as an economic unit. The business entity concept applies to all forms of businesses, single proprietorship, a partnership, and a corporation.

A sole proprietorship is a business owned and usually operated by a single individual. Its major characteristic is that the owner and the business are one and the same. In other words, the revenues, expenses, assets and liabilities of the sole proprietorship are also the revenues, expenses, assets, liabilities of the owner. *Advantages*

A sole proprietorship is the easiest form of business to organize. The only legal requirements for starting such a business are a municipal licence to operate a business and a registration licence to ensure that two firms do not use the same name. A sole proprietorship can be dissolved as easily as it can be started. A sole proprietorship offers the owner freedom and flexibility in making decisions. Major policies can be changed according to the owner's wishes because the firm does not operate under a rigid charter.

Disadvantages

The financial condition of the firm is the same as the financial condition of the owner. Because of this situation, the owner is legally liable for all debts of the company. If the assets of the firm cannot cover all the liabilities, the sole proprietor must pay these debts from his or her own pocket. A sole proprietorship, dependent on its size and provision for succession, may have difficulty in obtaining capital because lenders are leery of giving money to

only one person who is pledged to repay. A proprietorship has a limited life, being terminated on the death, bankruptcy, insanity, imprisonment, retirement, or whim of the owner.

A partnership is an unincorporated enterprise owned by two or more individuals. A partnership agreement, oral or written, expresses the rights and obligations of each partner. There are three types of partnerships: general partnerships, limited partnerships, and joint ventures. The most common form is the general partnership, often used by lawyers, doctors, dentists, and chartered accountants.

Advantages

Partnerships, like sole proprietorships, are easy to start up. Partners' interests can be protected by formulation of an "Agreement of Partnership". This agreement specifies all the details of the partnership. Complementary management skills are a major advantage of partnerships. Consequently partnerships are a stronger entity and can attract new employees more easily than proprietorships.

The stronger entity also makes it easier for partnerships to raise additional capital. Lenders are often more willing to advance money to partnerships than to proprietorships because all of the partners are subject to unlimited financial liability.

Disadvantages

The major disadvantage of partnerships is that partners, like sole proprietors, are legally liable for all debts of the firm. In partnerships, the unlimited liability is both joint and personal. This means that the partners together are responsible for all the firm's liabilities. If one of the partners cannot meet his or her share of the debts the other partner(s) must pay all debts.

Partnerships are not as easy to dissolve as sole proprietorships.

Limited companies, unlike proprietorships or partnerships, are created by law and are separate from the people who own and manage them. Limited companies are also referred to as corporations. In limited companies, ownership is represented by shares of stock. The owners, at an annual meeting, elect a board of directors which has the responsibility of appointing company officers and setting the enterprise's objectives.

Advantages

Limited companies are the least risky from an owner's point of view. Shareholders of corporations can only lose the amount of money they have invested in company stock. If an incorporated business goes bankrupt, owners do not have to meet the liabilities with their own personal holdings. Corporations can raise larger amounts of capital than proprietorships or partnerships through the addition of new investors or through better borrowing power.

Disadvantages

Limited companies are subject to federal and provincial income taxes. Dividends to shareholders are also taxed on an individual basis. Thus, limited companies are taxed twice: on the profits they earn and on the dividends which come out of the profits. In proprietorships and partnerships earnings are only taxed once – as the personal income of the individuals involved.

With diverse ownerships, corporations do not enjoy the secrecy that proprietorships and partnerships have. A company must send each shareholder an annual report detailing the financial condition of the firm.

Key Vocabulary

asset (s) n – актив(и)
bankruptcy n – банкрутство
board n – склад ~ of directors – склад директорів
chairman n – голова
charter n – статут
be in charge of – керувати, бути відповідальним
company n – компанія
limited ~ (Ltd) – закрита акціонерна компанія з обмеженою відповідальністю (ЗАО)
public limited (plc)~ – відкрита компанія з обмеженою відповідальністю (ВОВ)
director n – директор
financial ~ – фінансовий директор
managing ~ – керуючий директор
marketing ~ – директор по маркетингу
production ~ – керівник виробництва
entity n – суб'єкт f
lotation n – заклад, утворення, основа (підприємства)
liabilities n – пасиви, обов'язки
liability n – відповідальність, зобов'язання
manager n – керівник
purchasing ~ – керівник відділу збуту
personnel ~ – керівник відділу кадрів
advertising ~ – керівник рекламного відділу
home sales ~ – керуючий збутом на внутрішньому ринку
public relations ~ – керівник по зв'язках з громадськістю
overseas sales ~ – керуючий експортними операціями
merger n – злиття; об'єднання фірм в одну нову фірму
partner n – партнер
partnership n – партнерство
proprietor n – підприємець, власник

proprietorship n – власність
sole ~ – приватне підприємництво
stock exchange n – фондова біржа
structure n – структура
line ~ – лінійна структура
functional ~ – функціональна структура
staff position ~ – організаційна схема підпорядкованості
matrix ~ – матрична структура
underwrite v – гарантувати розміщення (позики)

1. Dwell on the following questions.

1. What are three most common types of business firm?
2. What factors affect the decision to choose a legal form of business?
3. What kind of firm is a sole proprietorship?
4. What is the proprietor solely responsible for?
5. How does a partnership differ from a proprietorship?
6. What is the procedure of starting a business as a limited company?
7. What are the advantages of doing business as a limited company?
8. What are the advantages and disadvantages of each type of business firm?
9. What is the most risky form of ownership? Why?

2. Study the meaning of the following words agency; branch; enterprise; subsidiary, then use them to fill in the gaps:

agency – a business or place of business providing a service
branch – a local office belonging to a national firm or organization
subsidiary – firm owned by a parent company
enterprise – new commercial activity, often a small one.

1. Coca-Cola has a(n)... in more countries than there are in the United States.
2. A travel... can organize business trips as well as holidays.
3. A(n) ... is a company of which more than half the share capital is owned by the holding company.
4. The major banks have at least one... in all large cities.
5. There are plenty of small industrial

3. Fill in the missing words from the text.

1. A business organization is frequently referred to as a business...
2. A single proprietorship is business ... by an individual and often ... by the same individual.
3. The major disadvantage of partnerships is that partners are legally

liable for all ... of the firm.

4. The partners together are ... for all the firm's liabilities.
5. Partnerships are not as easy to ... as sole proprietorship.
6. In limited companies, ownership is represented by....
7. A board of directors has the responsibility of setting the enterprise's

...

8. If an incorporated business goes ..., owners do not have to meet the liabilities with their own personal holdings.
9. Limited companies are ... to federal and provincial income taxes.
10. Limited companies are ... twice.

4. Fill in the missing word(s) in each of the following sentences. Choose from the alternatives beneath each sentence. The first has been done for you.

1. The Board of Directors is responsible for deciding on and controlling the strategy of a corporation or company.
a. workers; b. directors; c. cooperative.
2. Small businesses depend on investors providingcapital.
a. venture; b. individual; c. cooperative.
3. Investors are influenced by the projected on their capital.
a. market; b. return; c. rate.
4. The capital needed to run a business is provided by
a. a gain; b. risk; c. investment.
5. Rent and rates, which do not change as turnover volume changes, make up the costs of a company.
a. fixed; b. contribution; c. variable.
6. Materials and direct labour costs, which change as turnover volume changes, make up the costs of a company.
a. fixed; b. marginal; c. variable.
7. Every company must watch its carefully if it is to avoid bankruptcy.
a. market manager; b. cash flow; c. production line.
8. The..... account above whether the company is profitable or not.
a. profit and loss; b. volume; c. shareholder.
9. Banks, require to guarantee a loan.
a. account; b. shares; c. securities.
10. The Stock Exchange deals with the purchase and sale of
a. stocks and shares; b. bulls and bears; c. statements and invoices.

5. Complete the sentences using information from the text.

1. Business entities can be grouped according to ...
2. A single proprietorship is a business....
3. A sole proprietor often has to rely on....
4. The major disadvantage of partnerships is
5. If one of the partners cannot meet his share of the debts....
6. Complementary management skills are
7. Shareholders of corporations can only lose....
8. If an incorporated business goes bankrupt, owners....
9. Limited companies are subject to....
10. Limited companies are taxed twice:



Reading 7.

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

Employment

The measure of unemployment currently used is the number of persons 'registered as unemployed and claiming benefit'. It has been suggested that this figure understates the true number of persons wishing to be economically active, but unable to find a job.

Causes of unemployment

There are several categories of unemployment. It is important to distinguish between them as they will require different treatment.

Frictional unemployment (or search unemployment). Persons who are made redundant will need time to search for and start a new job. The time involved in such searching may be increased by recession and the consequent fall in the demand for labour.

♦ **Seasonal unemployment.** Fluctuations in demand for labour in certain industries will be linked either to the seasonal nature of production, e.g. agriculture, or to seasonal patterns of demand, e.g. children's toys at Christmas, or summer holidays. ♦ **Technological unemployment.** This may result from new technology causing a change in the pattern of demand, e.g. where a new product replaces one of inferior quality. It may also occur where an established industrial process is replaced by new machinery, requiring less labour. Skills may then become obsolete, as in steel making, leading to sudden and often very localised increases in unemployment. This sort of

change may also be referred to as 'structural unemployment'.

◆ **Cyclical or demand deficiency unemployment.** Fluctuations of demand, caused by the pattern of the business cycle, may compound some of the above effects to produce sudden increases in unemployment.

◆ **Unemployment due to obstructions to the labour market.** Monetarists believe that this is the major cause of long term unemployment. They see the excessive national bargaining power of trade unions as being especially important. They believe that workers are then priced out of work by excessive increases in real wages. They also see excessively high unemployment benefits as a cause of longer search times, thus increasing the number of workers unemployed at a given time.

Those economists who adopt a supply side approach are likely to emphasise the importance in creating unemployment of excessive increases in real wages, obstructions to the labour market and high levels of welfare benefits. Those who adopt a Keynesian approach are likely to emphasise the importance of inadequate levels of aggregate demand. Their prescriptions for reducing unemployment will reflect these views. On the other hand, those who support the supply side approach will emphasise the importance in reducing unemployment of curbing the power of the unions, reducing the real value of benefits, and improving the sources of information about available vacancies. Keynesians, on the other hand, argue for increases in government spending, encouragement for investment in the private sector and a relaxation of credit to encourage consumer demand and reduce unemployment.

Responses to unemployment

Governments may respond in a number of ways to high or increasing levels of unemployment.

◆ If it is believed that a deficiency in aggregate demand is the cause of unemployment, it is possible to increase demand by use of a package of measures, fiscal and monetary. Thus the government might lower taxation and/or increase public spending. It might increase effective demand by removing restrictions on credit creation by the banking system and/or by lowering interest rates to induce both individuals and businesses to borrow for consumption or investment purposes.

◆ If it is believed that imperfections in the labour market are the cause of unemployment, the government might seek to break the power of the unions by legislation. More modest wage increases might then help to 'price' people back into work. Alternatively, the government might reduce the real value of benefits in order to make jobs on low wages more attractive.

◆ Where specific industries or regions are worst affected, it might use a policy of direct subsidy and regional aid measures in order to maintain existing jobs in the short term whilst encouraging the creation of new jobs.

Key Vocabulary

1. unemployment benefits	допомога по безробіттю
2. be made redundant	бути звільненим з роботи
3. emphasize sth	наголошувати щось
4. obstruct, v	перешкоджати; турбувати
5. adopt sb's idea	схвалити, сприйняти чийось ідею
6. encourage investment	заохочувати інвестування
7. relaxation of credit	спрощені умови кредитування
8. deficiency in sth	дефіцит, недостача чого-небудь
9. current account	поточний рахунок
10. downturn in the economy	спад в економіці
11. overhead costs	накладні витрати
12. gearing, n	співвідношення боргу до активів
13. bottleneck, n	затримка; відставання
14. in terms of	стосовно; відносно
15. recruit labour	працевлаштовувати

1. Dwell on the following questions.

1. How can unemployment influence upon the economy?
2. What are the causes of unemployment?
3. How is it possible to reduce the level of unemployment?
4. What are economists' perceptions for reducing unemployment?
5. What is the role of trade unions in curbing unemployment?

2. Find in the text and write down corresponding equivalents.

to dismiss sb
compensation received when out of work
major holdups (delays)
to make investment attractive
to employ
a fall in the amount of business done
lack of sth
this makes loans easier to get

3. Fill in the blanks using the following words and expressions.

labour market; relaxation of credit; unemployment; unemployment benefits; encourage; emphasise; deficiency; economic variables; current account; investment

1. Monetarists see excessively high _____ as a cause of longer search times.

2. In creating _____ some economists _____ the importance of excessive increases in real wages and high levels of welfare benefits. 3. To _____ consumer demand and reduce unemployment, some economists argue for encouragement for _____ in the private sector and a _____ .

4. A _____ in aggregate demand is believed to be the cause of unemployment.

5. Imperfections in the _____ are the cause of unemployment.

6. Government must seek to manipulate the _____ to maintain low unemployment level.

4. Put questions to the words in italics

1. The major cause of long term unemployment is *obstructions to the labour market*.

2. Fluctuations of demand may produce *sudden increases in unemployment*.

3. Persons *who are made redundant* will need time to search for and start a new job.

4. Governments may respond *in a number of ways* to high or increasing levels of unemployment.

5. It is possible to increase demand by use of a package of measures, *fiscal and monetary*.

6. The government might reduce the real value of benefits *in order to make jobs on low wages more attractive*.

5. Make up and write down sentences of your own using the following words and expressions.

- * to encourage investments
- * high levels of welfare benefits
- * to make redundant * labour market
- * the cause of unemployment
- * a relaxation of credit
- * public spending



Reading 8.

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

Implications for Business People

Government Economic Management

All governments must seek to manipulate the economic variables in such a way as to maintain stable and low inflation and unemployment levels, high levels of economic growth and equilibrium in the balance of payments on current account. This 'stability' is clearly difficult to achieve.

It is essential for any businessperson to be aware of the condition of the economic environment in which he or she is operating. The ability to be able to predict the likely movements of key economic indicators and the likely government responses to those movements may enable the businesspeople to 'place' their business in such a way as to maximise profits or growth or at least ensure survival.

Economic Growth and the Business

◆ Recognition of a likely downturn in growth may allow the business to avoid being caught with excessive stock, too many employees and too much capacity. Reduction of inventory and overhead costs may enable it to survive as competitors fail and to emerge with increased market share when the upturn comes.

◆ Such recognition of a downturn in growth may enable the business to avoid being caught with excessive 'gearing' (borrowing) which may lead to cash flow difficulties and bankruptcy.

◆ Conversely, recognition of a likely upturn in growth may cause the businessperson to take other decisions. Greater production capacity and stock levels can be put in place before the expected upturn occurs, reducing the likelihood of bottlenecks and shortages impeding future increases in sales, etc.

Inflation

◆ Since high inflation leads to high interest rates, the successful business will often be the one which reduces its borrowing requirements during inflationary times.

◆ Businesses operating in a high inflation climate will be wise to avoid competing with overseas producers on price only, and instead to compete increasingly in terms of quality, delivery, service and value added.

Unemployment

◆ Increased unemployment may mean that the firm can recruit key labour more easily and cheaply.

◆ A fall in unemployment may cause difficulties. Suitable skilled labour may then be hard to recruit and retrain and wage levels may rise rapidly.

Key Vocabulary

1. joint-stock company – акціонерне товариство
2. share, n – акція
3. authorised capital – статутний капітал
4. issue shares – випустати акції
5. liability, n – зобов'язання
6. shareholder, n – акціонер
7. subscription clause – інформація в документі, яка вказує, скільки акцій повинно бути продано
8. subscribe to – підписуватись на
9. run the company – керувати компанією
10. allocation of – розподіл, призначення
11. voting right – право голосу
12. shareholders' meeting – акціонерне товариство, збори акціонерів
13. grant, v – давати згоду, дозволяти
14. funds – кошти
15. offer for sale – пропозиція на продаж
16. safeguard, n – захист
17. losses, n – збитки
18. trade, v – торгувати
19. transfer of shares – торгувати, передача акцій
20. takeover offer – пропозиція на злиття (компаній)
21. exercise stringent control over sth – здійснювати строгий контроль над чим-небудь

1. Dwell on the following questions.

1. What kind of stability must all governments seek?
2. Why is it essential for any businessperson to be aware of the condition of the economic environment?
3. How can the business avoid being caught with excessive stock, too many employees and too much capacity?
4. How should businesses compete with overseas producers if they have to operate in a high inflation climate?
5. Will increased unemployment keep the firm to recruit labour more easily and cheaply?
6. What difficulties may a fall in unemployment cause?

2. Make up sentences of your own with the following words and expressions.

- * labour force
- * flexible working practices
- * to stabilise pay
- * high interest rates
- * successful business

3. Correct and rewrite only those statements which are false.

1. Bottlenecks and shortages impede future increases in sales.
2. Downturn in growth promotes greater production capacity and stock levels.
3. Excessive borrowings lead to cash flow difficulties and bankruptcy.
4. High inflation leads to low interest rates.
5. Successful business reduces its borrowing requirements during inflationary times.
6. When it comes to government's role in the economy, economic growth is the only goal.
7. It is not possible to consider the circular flow from a strictly domestic point of view.

4. Complete the following sentences.

1. Increased unemployment means ...
2. Sometimes businesses seek to ...
3. Upturn in growth allows the business to ...
4. It is difficult to achieve ...
5. To ensure survival the business must ...

5. Fill in the blanks with suitable words or expressions from the box given below.

Money supply; inflation; balance of payments; to invest; industry; unemployment; function efficiently; business; economy; GDP; economic; devaluation.

1. In postwar Britain, governments relied on the Keynesian doctrine of economic management to remedy the recurrent problems of high levels of _____ and high _____ .
2. Governments had to employ _____ measures to save the _____ , thus steady growth became difficult.
3. _____ must be kept under control, and that given the right conditions, the market could _____ .
4. Low levels of _____ activity and unemployment are caused by a lack of demand in the _____ .
5. The government's recent cuts in corporate tax rates should boost the _____ , increase _____ confidence and encourage businesses _____ more.



Reading 9.

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

Private and Public Companies

A. Production within the private sector is carried out largely by companies, sole proprietors and partnerships. Within the public sector, production is carried out mainly by public corporations.

Within the private sector of the economy companies are by far the most important form of business unit in terms of the total value of output controlled and numbers employed. A company is formed by two or more people, normally to conduct business with a view to making profit, and once it has been incorporated, it takes on a separate legal existence of its own, quite apart from the individuals who have brought about its formation. This means that any legal processes carried out in relation to a company operate as though it were an individual, for as long as it continues to exist. This feature rigidly distinguishes the company from the partnership which, although involving more than one person, has no separate legal identity.

In order to register a *joint stock company* the persons concerned (the promoters) must draw up two documents, a memorandum of association and articles of association, which must be submitted to the Registrar. There is a legal minimum of information which the memorandum must contain, including the proposed company's name, its objectives in outline, the maximum value of *shares* (i.e. the *authorised capital*) and the types of shares which will *be issued*, an indication of *the liability* position of the

shareholders, and a *subscription clause*. The articles contain the internal rules which are to govern how the company is *run*, for example *the allocation of voting rights* to the people who are to own the business, i.e. the shareholders, and the procedure for calling *shareholders' meetings*. Assuming that these documents are satisfactory, the Registrar will *grant* a certificate of incorporation, which brings the company into existence.

The next step involves a distinction between the public and the private company. In the case of a public company, the procedure will often be to raise the necessary *funds* to commence business by advertising shares for sale to the general public. This is likely to be carried out by the publication of a prospectus or an *offer for sale*. The public can subscribe to these shares in varying quantities subject to a minimum, and the promoters of the company must also legally take up at least one share each. There is, of course, no guarantee that the public will subscribe to all or any of these shares, in which case the company might have insufficient funds to begin business operations. A *safeguard* is required here to protect those people who have subscribed from *losses* which might result from any attempt to commence business with an inadequate financial base. Consequently, a public company cannot start to trade until a minimum subscription figure (stated in the memorandum and agreed by the Registrar) is reached, when the Registrar will issue a trading certificate.

Dwell on the following questions.

1. What types of business units do you know?
2. Which form of business is the most important?
3. What is the procedure to register a joint stock company?
4. Can a public company start to trade if a minimum subscription figure is not reached?

B. The procedure for a private company varies in that shares cannot be offered for sale to the general public, no prospectus of offer for sale thus being required, and consequently there is no need to protect the general public from possible loss. Private companies do not need a trading certificate and can commence business whenever they so wish, following their incorporation. Also private companies normally have included in their articles a clause which effectively prevents the *transfer of shares* by an individual shareholder to another person without the agreement of the directors. This enables control of the company to be kept by the immediate group of people concerned, e.g. a family, and thus provides a barrier to undesired *takeover offers*.

The directors of large public companies are usually unknown personally to members of the sharebuying public, so it is necessary for *stringent control*

to be exercised over company formation and behaviour to protect shareholders from *fraud*.

All limited companies are now required to submit accounts, whether they are public or private. The terms “limited” and “unlimited” refer to the *liability position* of the shareholders of a company. The existence of limited liability means that, although shareholders may lose fully the value of the shares they have purchased in a company, they cannot be called upon to pay any further *debts* which have been *incurred* by the company and which cannot be fully repaid out of its existing *assets*. This protection is essential in a public company if people are to be persuaded to buy shares, because they would otherwise be unwilling to risk becoming *liable for* any further sums of money should the company *go bankrupt*.

As previously explained, companies *obtain* their finance *initially* from the sale of shares, but further future issues are possible and quite normal as further funds are required *for expansion purposes*. Such share capital forms the basic finance of a company, but, once operational, companies are likely to raise additional finance in a variety of other ways, for example through *debenture* issues and bank *loans*. The existence of limited liability obviously reduces the risk taken by people providing the share capital of a company, but it does not eliminate it - this capital can still be lost! To encourage people to take this risk some reward must be offered, and shares are thus purchased *in anticipation of profits* to be made from the company's operations (and possibly gains from the rising value of the shares). *Dividends* are paid on existing shares out of profit made (or possibly at least partly out of reserves if profits are inadequate), although some profit is commonly *retained* for future use. The *holders of preference shares* are *entitled to* a fixed dividend e.g. 9 per cent while *ordinary shareholders* receive a variable amount, depending partly on the level of profit and partly on the directors' dividend policy.

This *return* on share capital is considered by economists to be partly interest, as a reward for the shareholders *foregoing* the use of the money for other purposes, and partly pure profit for bearing the risk of (a) a low return (if any) and (b) the loss of their share capital through the bankruptcy of the company. Shareholders are legally the owners of a company and as such take the main risk of possible loss. As mentioned previously, finance may be raised in other ways than through the sale of shares. Anyone *lending* money to a company, as opposed to buying shares and becoming a part-owner, becomes a creditor and, as such, will also be taking a certain amount of risk. However, the risk taken is not as great as that of the shareholders, in that in the event of the liquidation of a company, all creditors have a prior *claim* on the assets of the company. The shareholders can only be repaid after all creditors, and it may well be that the assets of the company are insufficient to

allow full repayment of share capital, if any. Thus, the shareholders are taking the greater risk.

Dwell on the following questions.

1. How does the private company differ from the public company?
2. How is it possible to protect shareholders from fraud?
3. What does limited liability mean? ⇒ How do companies obtain their finance?
4. Who takes the greater risk: shareholders or creditors of the company?

C. Because the shareholders are the owners of a company, one would expect them to have some control over the operation of the business, but this is by no means always so. Firstly, not all shareholders have voting rights. Commonly these rights are held entirely by the ordinary shareholders, and are related to the number of shares held, e.g. one vote for one share. Preference shareholders normally have no such rights and thus *have no say* in the running of a company, except in special circumstances.

Secondly, the voting rights of some ordinary shareholders may be effectively of no importance should one person or a small group of persons hold a *majority of the voting shares*. They are able to exercise their voting rights, but will ultimately be unable to *prevent* the acceptance or non-acceptance of any matter being considered. Ownership is thus said to be separated from control. Shareholders are always, however, entitled to attend general meetings, at least one of which must be held each year, namely the annual general meeting. At these they can express their views even though they may not be accepted.

In general, the average shareholder has very little control over the operation of a company. All but the most major policy decisions, such as those involving a change in the articles, are taken by an elected *board of directors*. This board is in fact elected by the shareholders, but it is likely, at best, to be only the *major shareholders* (if any) who find themselves *appointed to the board*, and it is this board which then makes the policy decisions. Shareholders have the opportunity to express their *disapproval* of the board's actions when directors seek re-election at an annual general meeting, but private shareholders will normally find it impossible to obtain sufficient support to force any changes in the board's membership. Partly for these reasons many shareholders never attend such meetings, which tend to *function merely as a rubber-stamp* for the chairman of the board's report, which will include details of the previous year's trading results and his view of the company's future. Many of the directors themselves often have very little to do with a company's operations, their function being only to attend board meetings for the purpose of voting on policy matters and possibly

putting forward their own views. However, there will also be directors who take a more active role in the working of their company, possibly being responsible for a particular activity, such as production, or department, such as marketing. These are the *executive directors*, who carry out this work on a full-time basis and who will be paid salary. There will be also a *managing director* (or chief executive officer) who will take overall responsibility for the firm's day-to-day operations and will co-ordinate the activities of the other executive directors. The chairman may simply be the person who *presides* over board meetings, but he may in addition play an active role in the work of the company, and the post is commonly combined with that of the managing director or CEO.

Dwell on the following questions.

1. Who are the owners of the company?
2. How do the shareholders control the operation of the business?
3. Who makes the policy decisions of the company?
4. Who is responsible for a particular activity of the company?
5. Who takes overall responsibility for the company's day-to-day operation?

2. Find in the text and write down corresponding equivalents.

stock
stockholder
direct or manage a business
offer to take control
property and possessions
be answerable
be legally declared insolvent
a sum of money lent to someone
share of profit
paid to shareholders
yield
demand or request for sth
official administrative body of a company
the process of giving sth to sb
money
a protection
money lost
move ownership in sth to someone else
watch/monitor sth very closely
illegal activity
financial responsibility

money one owes
the things of value owned by a company
in the very beginning
a bond issued by a company and traded on the stock exchange
acknowledgement of indebtedness
expecting a return
have a right to sth
do without sth
relinquish
be chosen as a director
an unwillingness to accept sth
okay sth without looking at it
chair a meeting

3. Fill in the blanks using the following words.

for expansion purposes; liability position; joint stock company; running of a company; to exercise stringent control; shareholders; shares; fraud; debenture; obtain; incurred debts; disapproval; initially; funds; issues; executive directors; loans.

1. Two documents must be drawn up in order to register a _____.
2. It's necessary _____ over company formation and behaviour to protect shareholders from _____.
3. The terms "limited" and "unlimited" refer to the _____ of the _____ of a company.
4. Though shareholders may lose fully the value of the _____ in the company, they cannot bear responsibility for any further company's _____.
5. Companies _____ their finance _____ from the sale of shares, but further future _____ are possible _____.
6. Companies are likely to raise additional _____ through _____ issues and bank _____.
7. Shareholders have the opportunity to express their _____ of the board's actions, but normally find it impossible to force any changes in the _____.

4. Ask questions to the words in italics

1. Production within the private sector is carried out largely by *companies, sole proprietors and partnership.*

2. A company is formed *to conduct business* with a view to making profit.

3. Any legal processes *carried out in relation to a company* operate for as long as it continues to exist.

4. Private companies do not need a trading certificate and *can commence business* whenever they so wish.

5. *Amount of dividends received by shareholders* depends partly on the level of profit and partly on the directors' dividend policy.

5. Make up and write down sentences of your own using the following words and expressions.

- * authorised capital
- * shareholders' meeting
- * to grant
- * funds
- * losses
- * liable for
- * loan
- * dividend
- * claim
- * have no say

Unit 3

Accounting and Taxation



Reading 1.

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

What is accounting?

Accounting is the process by which the profitability and solvency of the company can be measured. It also provides information needed as a basis for making decisions that will enable management to guide the company on a profitable and solvent course. The range of those who use accounting information is not limited by businesses only. It also includes:

Individuals. People use accounting information in day-to-day affairs to manage their bank accounts, to evaluate job prospects, to make investments, and to decide whether to rent or to buy a house.

Investors and Creditors. Investors provide the money that businesses need to begin operations. To decide whether to help start a new venture, potential investors evaluate what income they can reasonably expect on their investment.

Government Regulatory Agencies base their regulatory activity on the accounting information they receive from firms.

Taxing Authorities. Local, state, and federal governments levy taxes on individuals and businesses using the accounting information they present.

Non-profit Organisations such as churches, most hospitals, government agencies, and colleges, which operate for purposes other than to earn a

profit – use accounting information in much the same way that profit-oriented businesses do.

The methods used by a business to keep records of its financial activities and to summarize these activities in periodic accounting reports comprise the accounting system.

The first function of an accounting system is creating information that is a systematic record of the daily business activity. It is carried out by means of recording, classifying and summarizing information.

The second function of an accounting system is communicating the summarized information to interested parties.

The third function is interpreting the accounting information as it relates to specific business decisions.

In accounting, business activities are associated with transactions. A transaction occurs whenever the firm enters into a legal contract for the acquisition of means of production or the sale of goods and services.

Transactions between the firm and its markets - both its supply markets and its selling markets – are defined as “external transactions”. Transactions within the firm, consisting of the exchanges which occur between the various departments are defined as “internal transactions”. The totality of “internal transactions” forms the subject matter of cost or managerial accounting. The main task of managerial accounting is preparing budgets and other financial reports necessary for management.

Cost accounting deals with working out the unit cost of products, including materials, labour and all other expenses. Other types of accounting are tax accounting and creative accounting. Tax accounting is used for calculating an individual's or a company's liability for tax. Creative accounting uses all available accounting procedures and tricks, to disguise the true financial position of a company.

Persons with little knowledge of accounting may fail to understand the difference between accounting and bookkeeping.

Bookkeeping means the recording of transactions, the record-making phase of accounting. The recording of transactions tends to be mechanical and repetitive; it is only a small part of the field of accounting and probably the simplest.

Accounting includes the design of accounting systems, preparation of financial statements, audits, and cost studies, development of forecasts, income tax work, and computer applications to accounting processes, and the analysis and interpretation of accounting information as an aid to making business decisions. A person might become a reasonable proficient bookkeeper in a few weeks or months, however, to become a professional accountant requires several years of study and experience.

Key Vocabulary

1. Accounting [ə'kaʊntɪŋ] бухгалтерський облік
2. profitability [ˌprɒfɪtə'bɪlɪti] прибутковість
3. solvency ['sɒlvənsi] платоспроможність
4. individual [ˌɪndɪ'vɪdʒʊəl] фізична особа
5. evaluate [ɪ'væljuːeɪt] оцінювати
6. job prospects [dʒɒb 'prɒspekts] перспективи

*Make a special page
in your notebook.
Write down any
unknown words you
see or hear.*

працевлаштування

7. taxing authorities [ˈtæksɪŋ ɔ:'θɔrɪtiz] податкові органи
8. non-profit organisations [nɒn 'prɒfɪt ɔ:gənə'zeɪʃənz] некомерційні організації

1. Check your understanding.

1. What is the definition of accounting?
2. What information does accounting provide business entities with?
3. Who are the users of accounting information? Why do they need it?
4. What are the functions of accounting?
5. What means are used for creating information?
6. What are business activities in accounting associated with?
7. What is the difference between external and internal transactions?
8. What are the subjects of managerial, cost, tax and creative accounting?
9. What is the difference between accounting and bookkeeping?

2. Study the difference between the following synonyms. Then use them in the sentences that follow.

Evaluate. If you evaluate something you decide on its significance, value, or quality after carefully studying its good and bad features.

Estimate. If you estimate an amount or quality you calculate it approximately, you make judgment about it based on the available evidence.

Appreciate. If you appreciate something, for example a piece of music or good food, you recognize and understand the good qualities or features that it has and like or admire it because of them.

- a. They meet monthly to discuss policy and ... the current political situation.
- b. They really ... the peace and quiet of rural Wales.
- c. The hurricane caused damage ... at 300 mln pounds.
- d. How would you ... our chances?
- e. He is the kind of individual that's very hard to

- f. The lawyers ... the property at 90 thousand pounds.
- g. The builder ... the cost of repairing of roof at 600 pounds.
- h. It can explain why actual costs varied from cost... .
- i. I would ... the size of the garden at 1000 square metres.

3. Choose the right variant from the words given below.

The purpose of _____ is to provide financial information about the economic entity. 2. The _____ of creating accounting information are recording, classifying and summarizing. 3. Financial information provided by an accountant is needed by managerial _____ to help them plan the company's activities. 4. The purpose of each business to earn _____. 5. Every economic entity should stay _____, that is to have sufficient cash to play debts. 6. The company that is unable to meet its obligations is called _____. 7. To meet _____ of our society we need some knowledge of accounting.

Words for reference: challenge; insolvent; profit; makers; solvent; decision; means; accounting.

4. Find the sentences with the following expressions in the text and translate them into Ukrainian.

Managerial accounting, external transaction, taxing authorities, levy taxes(on), legal contract, non-profit organisations, financial statement, audit, cost accounting, creative accounting, bookkeeping.

5. What is the main idea of the text? What are the supporting details? Fill in the organizer.

Main Idea:

Supporting Detail

Supporting Detail

Supporting Detail



Reading 2.

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

Accounting and Financial Statements

In accounting, it is always assumed that a business is a going concern, i.e. that it will continue indefinitely into the future, which means that the current market value of its fixed assets is irrelevant, as they are not for sale. Consequently, the most common accounting system is historical cost accounting, which records assets at their original purchase price, minus accumulated depreciation charges.

In times of inflation, this understates the value of appreciating assets such as land, but overstates profits as it does not record the replacement cost of plant or stock (GB) or inventory (US). The value of a business's assets under historical cost accounting – purchase price minus depreciation - is known as its net book value. Countries with persistently high inflation often prefer to use current cost or replacement cost accounting, which values assets (and related expenses like depreciation) at the price that would have to be paid to replace them (or to buy a more modern equivalent) today.

Company law specifies that shareholders (GB) or stockholders (US) must be given certain financial information. Companies generally include three financial statements in their annual reports.

The profit and loss account (GB) or income statement (US) shows revenue or earnings or income and expenditure. It usually gives figures for total sales or turnover, and costs and overheads (GB) or overhead (US). The first figure should obviously be higher than the second, i.e. there should be a profit. Part of the profit goes to the government in taxation, part is usually distributed to shareholders (stockholders) as a dividend, and part is retained by the company.

The balance sheet shows a company's financial situation on a particular date, generally the last day of the financial year. It lists the company's assets, its liabilities, and shareholders' (stockholders') funds. A business's assets include debtors (GB) or accounts receivable (US) as it is assumed that these will be paid. Liabilities include creditors (GB) or accounts payable (US), as these will have to be paid. Negative items on financial statements, such as creditors, taxation, and dividends paid, are usually enclosed in brackets.

In accordance with the principle of double-entry bookkeeping (that all transactions are entered as a credit in one account and as a debit in another), the basic accounting equation is $\text{Assets} = \text{Liabilities} + \text{Owners' (or Shareholders') Equity}$. This can be rewritten as $\text{Assets} - \text{Liabilities} = \text{Owners' Equity or Net Assets}$. This includes share capital (money received from the issue of shares), share premium (GB) or paid-in surplus (US) (any money realized by selling shares at above their nominal value), and the company's reserves, including the year's retained profits. Shareholders' equity or net assets are generally less than a company's market capitalization (the total value of its shares at any given moment, i.e. the number of shares times their market price), because net assets do not record items such as goodwill.

The third financial statement has various names, including the source and application of funds statement, and the statement of changes in financial-position. This shows the flow of cash in and out of the business between balance sheet dates. Sources of funds include trading profits, depreciation provisions, sales of assets, borrowing, and the issuing of shares. Applications of funds include purchases of fixed or financial assets, payment of dividends, repayment of loans, and - in a bad year - trading losses.

Useful Tips

Do not miss the main information, do not try to "run ahead", finish reading the texts to the end. If you do not understand the opinion of the author's recent reading passage, do not rush to read more. Stop and reread again.

Key Vocabulary

1. Accounting and financial statements [faɪ'nænʃəl 'stɜrtmənts] бухгалтерська та фінансова звітність
2. current market value ['vælju:] поточна ринкова вартість
3. historical cost accounting [ə'kauntɪŋ] історія обліку витрат

4. original purchase price ['rɜ:ʃəs praɪs] початкова ціна придбання
5. inflation [ɪn'fleɪʃən] інфляція
6. understate [ˌʌndə'steɪt] занижувати
7. profit ['prɒfɪt] прибуток
8. revenue ['reɪvɪnju:] дохід
9. expenditure [ɪks'rendɪʃə] витрати

1. Check your understanding.

1. What is always assumed in accounting?
2. What is the most common accounting system?
3. How many financial statements do companies generally include in their annual reports?
4. What do a business's assets include?

2. Complete the following sentences using the text.

1. Companies record their fixed assets at historical cost because ...
2. Historical cost accounting usually underestimates, . . .
3. Countries with a regularly high rate of ...
4. Company profits are usually split, ...
5. Double-entry bookkeeping requires that ...
6. A company's net assets consist of...
7. A company's stock market capitalization ...
8. Flows of cash both in and out of the company ...

Develop a positive mental attitude to the task ahead. Think about finishing your work and try to do well.

3. Speak on:

1. The difference between historical cost accounting and current cost accounting.
2. The main business statements.

4. Form the sentences using such words and word-combinations.

Accounting _____
 financial statements _____
 assets _____
 purchase price _____
 inflation _____
 replacement cost accounting _____
 balance sheet _____

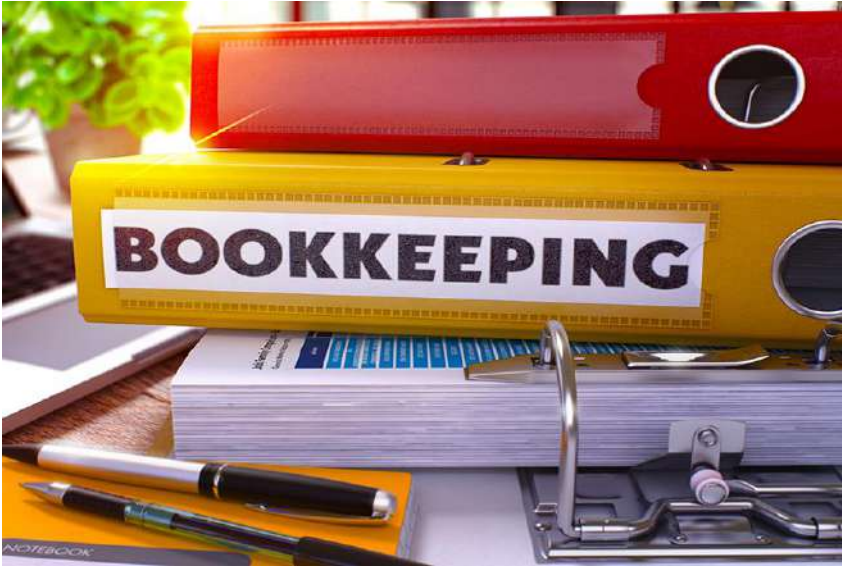
5. Make an Illustrated Acrostic Poem

Name _____

Draw a related picture to accounting, then write an acrostic poem about it. Start each line of your poem with the letter on that line.



A
C
C
O
U
N
T
I
N
G



Reading 3.

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

Bookkeeping

A lot of people look down on bookkeepers, and the act of bookkeeping is often seen as one of the less challenging aspects of accountancy. However, without good bookkeepers, accounts would find that they were faced with a huge amount of extra work. Bookkeeping is the foundation of accounting and is just as, if not even more important than some of the more 'glamorous' accounting work.

So why are bookkeepers seen as being less important to the success of an accounting department than accountants? Well to get the answer to this, it is important to understand what exactly bookkeeping is.

Bookkeeping within a business is basically the recording of any financial transactions. These transactions include purchases, sales, receipts and payments- in fact just about every financial transaction.

A lot of people think that bookkeeping and accounting is the same thing, but this is wrong. The confusion comes from the fact that bookkeeping is an

element of the accounting process. Accountants create reports from the financial transactions, which were recorded, and file the appropriate forms with the government. But it is the bookkeeper who provides the accountant with the source information which these reports are based on. So without the bookkeeper the accountant would be forced to spend a great amount of time recording every transaction.

It is also incorrect to think that bookkeeping is easy. Bookkeepers use one of several methods of recording transactions, the single entry bookkeeping system and the double entry bookkeeping system being the most common. Of these methods, it is universally recognised that double entry bookkeeping is a more effective system for accounting. By using double entry you can prove the accuracy of the records to ensure that the two sides agree. This being said double entry bookkeeping is known for being difficult, with some qualified accountants not completely understanding it.

The double entry system works by recording two sides to each income or expenditure transaction. For example, if you buy a new computer for the office the two sides would be that: the amount of money in your bank account would decrease and the value of assets in the office would increase. This follows the accounting equation that $\text{assets} - \text{liability} = \text{capital}$.

Traditionally, bookkeepers kept written records in the form of daybooks, sales ledgers, purchase ledgers and other journals. Recently, computerised accounting programmes have overtaken these in popularity as they allow bookkeepers to record transactions faster and at the same time automatically generate reports based on the figures. In the traditional paper form bookkeeping required an exact knowledge of which transactions should be posted into which T-accounts, now a bookkeeper can do the same job by memorising the nominal code attached to an account.

Although automated bookkeeping software has made bookkeeping easier, it is still an area of great difficulty for anyone without suitable training or experience. Bookkeeping, as with accounting, requires a thorough understanding of the system which is being used and the effects of the transactions being posted.

In the single entry system, each transaction is recorded only once. This means that the record does not accurately show the effect of the transaction and as such is less effective. Single entry bookkeeping is often used by sole-traders starting out in business as it requires little expert knowledge. In fact most people who have balanced their chequebook have used a single entry system.

Bookkeepers bring 'the books' to the trial balance stage at which point the work is passed to the accountant to prepare the income statement and balance sheet using the work prepared by the bookkeeper.

Bookkeepers usually also deal with petty cash and authorise its use,

VAT returns and personal tax returns. In fact, just about any 'accounting' function that doesn't require an official statement from a certified accountant.

Useful Tip

Read the text carefully, slowly. It will be better to understand. Do not miss any interesting facts.

In effect anyone working on accounts preparation before this stage can be labelled as a bookkeeper although most people prefer a more formal title such as accounts payable. Self-

employed bookkeepers face the added difficulty of having to deal with clients who have either incomplete or disorganised financial records and as a result have to spend hours wading through boxes of receipts before they can start recording the financial information contained in these receipts.

Unfortunately a lot of people remain unaware of the complexity of the role of the bookkeeper, and the term is now more commonly used to show an individual preparing basic financial records rather than a member of a professional accounting team.

Key Vocabulary

1. Bookkeeping ['bʊk,ki:piŋ] бухгалтерія
2. bookkeeper ['bʊk,ki:pə] бухгалтер
3. confusion [kən'fju:zən] плутанина
4. accounting process [ə'kaʊntiŋ 'prəʊses] бухгалтерський процес
5. financial transaction [træn'zækʃən] фінансова операція
6. single entry bookkeeping system ['bʊk,ki:piŋ 'sɪstɪm] система єдиного обліку
7. double ['dʌbl] entry bookkeeping system – система подвійного обліку
8. accuracy of the records ['rɛkɔ:dz] точність записів

1. Check your understanding.

1. What is bookkeeping?
2. Why are bookkeepers seen as being less important to the success of an accounting department than accountants?
3. What is bookkeeping within a business?
4. What do financial transactions include?

2. Give Ukrainian equivalents.

Bookkeeping, challenging aspects of accountancy, foundation of accounting, accounting department, single entry bookkeeping system, universally recognized, effective system for accounting, accuracy of the records, accounting equation, daybooks, sales ledgers, purchase ledgers, journals, computerised accounting programme, overtake, automatically generate reports based on the figures, chequebook.

3. Form the sentences using such words and word-combinations.

Bookkeeper, to be faced with a huge amount of extra work, recording of financial transaction, double entry bookkeeping system, prove, ensure, income, expenditure transaction, decrease, require, nominal code, attach.

4. Make up an essay.

1. Bookkeeping within a business.
2. Automated bookkeeping software that has made bookkeeping easier. Is it really easier to work in bookkeeping or not?
3. The work of bookkeeper. What does it imply?

5. Name five characteristic features of bookkeeping.



Reading 4.

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

Tax Accounting vs GAAP

In the 21st century many laws and regulations have been standardized but there are still some standards which are specific to each country.

If you work in accounting in the US you will have heard of and understand tax accounting, but your European counterpart will have no idea what it is. Unlike a lot of countries where the generally accepted accounting principles (GAAP) is the only method for calculating tax, accountants in America have two options; tax accounting and GAAP.

So to clear up the question: ‘What is the difference between GAAP and tax accounting?’

The primary difference between the methods is that under GAAP, all financial transactions must be recorded and accounted for whereas tax accounting focuses on the transactions which have an impact on the tax situation of the company, with other transactions being omitted.

The Generally Accepted Accounting Principles is the compulsory method of accounting for a public company. Tax accounting can be similar, but with far more options available.

Knowing the differences between these two methods of accounting will help you determine the best method to use for your clients and your business.

Look!

Think over the main events described in the text. Try to remember the most interesting facts.

GAAP exists to provide accounting principles, standards and practices, which as a result of being standardized provides financial statements capable of being compared amongst each other. The Internal Revenue Service (IRS) developed a tax accounting system to levy taxes against net earnings or taxable income. Taxable income differs from revenue as defined by GAAP.

Depreciation, the allocation of cost over the estimated useful life of an asset, also varies between the two methods. Common depreciation methods under U.S. GAAP include straight line and reducing balance depreciation. Tax accounting commonly uses the Modified Accelerated Cost Recovery System, or MACRS, which uses declining percentages defined by the IRS. In addition, the IRS allows taxpayers to expense a fixed asset in the year of the purchase.

The accounting basis used in the production of financial statements determines how to report transactions and what information appears on the finished financial statements. Under GAAP the only option is accrual basis accounting. But the tax accounting system allows for the use of cash, accrual or modified basis accounting. Developing and using the GAAP accounting system can be too expensive for small business, so the IRS lets smaller companies account for their business transactions using alternative methods.

Using GAAP, unpaid due expenses accrue on the balance sheet. This results in an expense accrual, which is a liability to be paid at a later date. Tax accounting does not need an accrual basis unless you report your company tax return as an accrual basis taxpayer.

The IRS imposes limits for both cash and modified basis accounting, which includes income and expense reporting limits as well as revenue limits.

Having highlighted the differences between the two systems, it is clear that the two are not equal and depending on your business one may be better suited for your needs.

Tax accounting is significantly simpler than GAAP, as instead of having to record every single transaction, only those which impact on the tax situation are taken into consideration. This makes tax accounting the preferred method for the majority of CPA's and SME's.

Many firms use professional accountants to prepare the tax returns and financial statements. When the basis of the taxes differs from the financial statements, more time is spent on the process, resulting in higher fees. Businesses often change to tax accounting basis when changes required by GAAP are too expensive.

Most business owners have a degree of knowledge on income taxes because they usually check their returns and sign them. This knowledge should be consistent with tax accounting principles. Tax regulations use everyday language and easily understandable examples as they are not just meant for experienced accountants but also business owners. GAAP rules are

3. Put the words in the right order.

1. Accounted, GAAP, all, transactions, financial, be, recorded, must, and, under.
2. Of, tax, the, on, focuses, the, which, an, impact, on, the, company, transactions, accounting, tax, have, situation.
3. The, company, generally, accounting, accounting, the, compulsory, method, of, principles, is, a, for, public, accepted.
4. Principles, exists, provide, to, standards, and, accounting, practices, GAAP.
5. Taxable, by, income, from, differs, revenue, defined, as, GAAP.

4. Form the sentences using such words and word-combinations.



5. Make up an essay.

1. Speak on modified accelerated cost recovery system.
2. Give some information on the accounting basis used in the production of financial statements that determines how to report transactions and what information appears on the finished financial statements.



Reading 5.

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

Useful Tip

Read the texts carefully, slowly. It will be better to understand. Do not miss any interesting facts. Read almost every text fragment to the very end. Read with interest, thoughtfully.

Management Accounting

Definition: Management Accounting refers to the application of professional knowledge, techniques and concept in preparing the accounting information in such a manner, which helps the management of the organization in the formulating plans and policies, controlling the operations of the organization, decision making, optimizing the use of resources, disclosure to management and safeguarding assets.

In finer terms, management accounting can be understood as the processing and presentation of accounting and economic data, so that it would help in the evaluating performance of the management, formulating strategies, making comparisons, budgeting, forecasting, etc.

Characteristics of Management Accounting

Decision-making system: The financial data provided by the management accounting, is helpful to the management in framing policies

and assisting the day to day operations.

Future-oriented: Management accounting is future-oriented as it helps in planning and deciding the future course of action.

Qualitative and Quantitative Information: In management accounting, qualitative information relating to the performance of the managers and other staff is also considered, along with the other financial data.

No set format: There is no set format for the disclosure of the information. Management accounting usually presents information in the form which is easily understandable to the managers and other users.

Discretionary activity: Management accounting is not compulsorily required by the statute. Indeed, management accounting is done as per the requirement of the organization and hence, it can be done weekly, monthly, quarterly, half-yearly, etc.

Management Accounting Techniques

The following tools and techniques are used in management accounting for better decision making:

Financial Planning: Financial Planning refers to the activity of deciding beforehand, what is to be done to reach the desired financial objectives, i.e. it is the process of managing the finances of the organization to get the maximum return. It includes cash flow planning, investment planning, tax planning, etc.

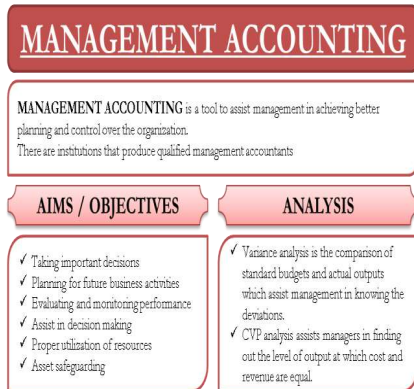
Financial Statement Analysis: It refers to the process of analysing the financial data of the organization for rational decision making. This includes comparative statement analysis, ratio analysis, cash flow analysis, trend analysis, etc.

Statistical and Graphical Techniques: Various statistical and graphical techniques are used by the management to make better economic decisions. These techniques include statistical quality control, linear programming, investment chart and so forth.

Control Techniques: Standard costing and budgetary control are the techniques used by the management to keep a check on the utilization of resources.

Reporting: The management accountant processes the data and presents it in reports to provide the relevant information required by the managers.

Therefore, the data available with the help of management accounting



must be relevant and precise, presented in an understandable format, consistent and comparable, and it is available at regular time intervals.

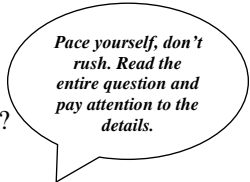
For this purpose, the selection of information to be presented, an organization of information and the way in which it should be presented must be carefully chosen by the management accountant.

Key Vocabulary

1. Management accounting ['mænidʒmənt ə'kaʊntɪŋ] управлінський облік
2. application [ˌæplɪ'keɪʃ(ə)n] застосування
3. decision [dɪ'sɪʒən] рішення
4. disclosure [dɪs'klɔʊzə] розкриття інформації
5. safeguarding ['seɪfɡɑːdɪŋ] охорона
6. process ['prəʊses] обробляти
7. comparison [kəm'pærɪsn] порівняння
8. budget ['bʌdʒɪt] прогнозувати
9. forecast ['fɔːkɑːst] прогнозувати
10. decision-making system [dɪ'sɪʒən-'meɪkɪŋ 'sɪstɪm] система прийняття рішень

1. Check your understanding.

1. Give the definition of management accounting.
2. Characterize management accounting.
3. What is qualitative and quantitative information?
4. What are the main management accounting techniques?



2. Give Ukrainian equivalents.

Budgeting	Forecasting	Planning
Performance Analysis	Management Accounting <small>AccountingCapital.com</small>	Problem Solving
Cost Accounting	Cause and Effect	Decision Making

3. Form the sentences using such words and word-combinations.

Management accounting, application, professional knowledge, technique, financial data, management accounting, helpful, framing policies, day operations.

4. Put the words in the right order.

1. Management, accounting, relating, with, to, the, performance, of, in, the, other, is, also, qualitative, considered, information, along, the, other, managers, financial, and, data, staff.

2. There, no, set, for, is, the, information, disclosure, format, of, the.

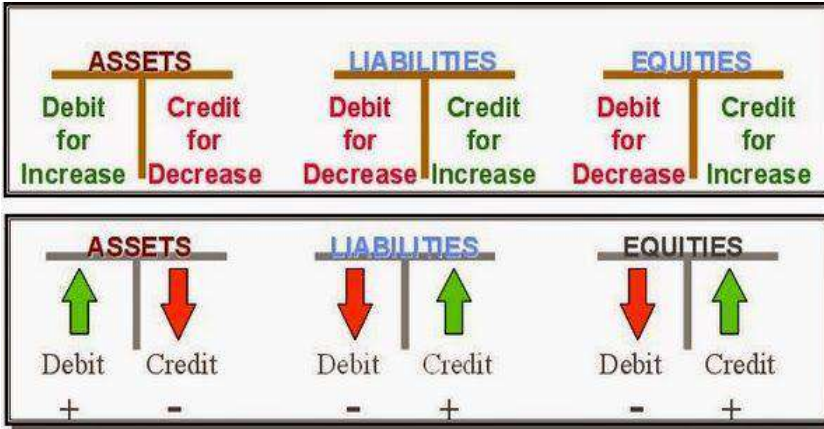
3. Planning, objectives, the, refers, financial, to, activity, reach, beforehand, of, deciding, what, is, to, done, be, to, desired, the, financial.

4. Statistical, are, graphical, techniques, economic, used, by, the, to, make, management, better, and, various, decisions.

5. Check, budgetary, costing, and, utilization, control, keep, are, the, used, by, the, to, a, standard, the, resources, on, management, of, techniques.

5. Make up an essay using these topics.





Reading 6.

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

The Accounting Equation

The accounting equation, also called the basic accounting equation, forms the foundation for all accounting systems. In fact, the entire double entry accounting concept is based on the basic accounting equation. This simple equation illustrates two facts about a company: what it owns and what it owes.

The accounting equation equates a company's assets to its liabilities and equity. This shows all company assets are acquired by either debt or equity financing. For example, when a company is started, its assets are first purchased with either cash the company received from loans or cash the company received from investors. Thus, all of the company's assets stem from either creditors or investors i.e. liabilities and equity.

Here is the basic accounting equation, which is $\text{assets} = \text{liabilities} + \text{capital}$.

As you can see, assets equal the sum of liabilities and owner's equity. This makes sense when you think about it because liabilities and equity are essentially just sources of funding for companies to purchase assets.

The equation is generally written with liabilities appearing before owner's equity because creditors usually have to be repaid before investors in a bankruptcy. In this sense, the liabilities are considered more current than

the equity. This is consistent with financial reporting where current assets and liabilities are always reported before long-term assets and liabilities.

This equation holds true for all business activities and transactions. Assets will always equal liabilities and owner's equity. If assets increase, either liabilities or owner's equity must increase to balance out the equation. The opposite is true if liabilities or equity increase.

Now that we have a basic understanding of the equation, let's take a look at each accounting equation component starting with the assets.

Accounting Equation Components

Assets

An asset is a resource that is owned or controlled by the company to be used for future benefits. Some assets are tangible like cash while others are theoretical or intangible like goodwill or copyrights. Another common asset is a receivable. This is a promise to be paid from another party. Receivables arise when a company provides a service or sells a product to someone on credit. All of these assets are resources that a company can use for future benefits. Here are some common examples of assets: Current Assets, Cash, Accounts Receivable, Prepaid Expense, Fixed Assets, Vehicle, Buildings, Goodwill, Copyrights, Patents.

Liabilities

A liability, in its simplest terms, is an amount of money owed to another person or organization. Said a different way, liabilities are creditors' claims on company assets because this is the amount of assets creditors would own if the company liquidated.

A common form of liability is a payable. Payables are the opposite of receivables. When a company purchases goods or services from other companies on credit, a payable is recorded to show that the company promises to pay the other companies for their assets. Here are some examples of some of the most common liabilities: Accounts payable, Bank loans, Lines of Credit, Personal Loans, Officer Loans, Unearned income.

Equity

Equity represents the portion of company assets that shareholders or partners own. In other words, the shareholders or partners own the remainder of assets once all of the liabilities are paid off. Owners can increase their ownership share by contributing money to the company or decrease equity by withdrawing company funds. Likewise, revenues increase equity while expenses decrease equity. Here are some common equity accounts: Owner's Capital, Owner's Withdrawals, Unearned income, Common stock, Paid-In Capital.

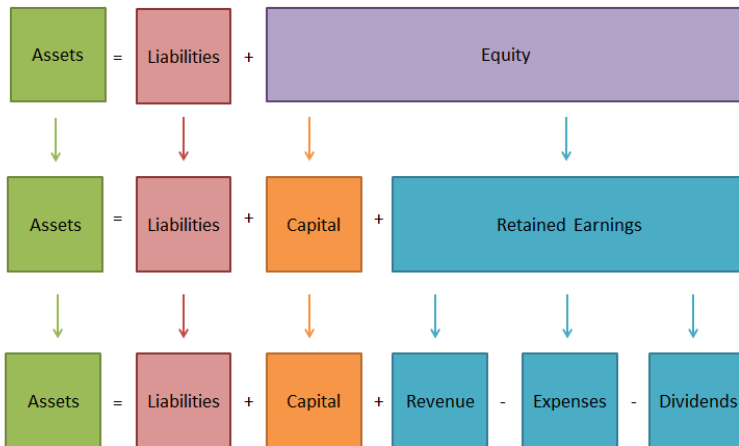
Key Vocabulary

1. Accounting equation [ə'kaʊntɪŋ ɪ'kweɪʃən] рівняння бухгалтерського обліку
2. basic ['beɪsɪk] основний
3. entire [ɪn'taɪə] весь, цілий
4. double entry accounting concept [ə'kaʊntɪŋ 'kɒnsɛpt] концепція бухгалтерського обліку подвійних записів
5. equate [ɪ'kweɪt] порівнювати
6. stem from [stem frɒm] походити від
7. receivables [rɪ'si:vəblz] дебіторська заборгованість
8. liability [ˌlaɪə'bɪlɪti] зобов'язання

1. Check your understanding.

1. Make the characteristics of management accounting.
2. What is decision-making system?
3. What does financial statement analysis refer to?
4. Why should we use statistical and graphical techniques?

2. Read and translate the following terms.



3. Make a definition of management accounting.

4. Render the text-fragment into English.

Не існує встановленого формату для розкриття інформації. Управлінський облік зазвичай представляє інформацію у формі, яка легко зрозуміла менеджерам та іншим користувачам.

Аналіз фінансової звітності стосується процесу аналізу фінансових даних організації для раціонального прийняття рішень. Він включає порівняльний аналіз звітів, аналіз коефіцієнтів, аналіз грошових потоків, аналіз тенденцій та інше.

5. Write an essay on one of three financial conditions.

Accounting Equation

The financial condition of a company is termed by the following items:

1. Liabilities or known as what it owes to others
2. Owner's Equity or known as the difference between liabilities and assets
3. Assets or what it owns



Reading 7.

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

What is Auditing?

Auditing is the process of assessment and ascertaining of financial, operational, and strategic goals and processes in organizations to determine whether they are in compliance with the stated principles in addition to them being in conformity with organizational and more importantly, regulatory requirements. Indeed, among the objectives of auditing as mentioned above, conformance with regulatory norms and rules and regulations is indeed one of the drivers behind auditing and historically and traditionally, has been the main reason why organizations get their financial statements, operational process, and strategic imperatives audited.

Types of Audits

Among the various types of audits, financial audits are the most popular followed by operational and strategic audits. Moreover, auditing as a process has now become so routine and compulsory worldwide that organizations spend quite some time getting their books of accounts and processes audited by both internal and external auditors.

Internal Audits. Internal audits refer to the audits done by employees and stakeholders within the organizations with a view to evaluate and assess whether the organization is following the internal processes, norms, rules, and regulations in addition to determining whether it is in compliance with the regulatory norms.

Indeed, internal audits are sometimes the first checkpoints for organizations to determine whether their books of accounts, operational processes, and IT infrastructure and security protocols are in order with both the internal objectives, strategic imperatives, and external regulatory requirements.

Having said that, it must be noted that the reason why internal audits are not accorded more importance over external audits is that since they are being performed by employees and individuals within the organizations, the apparent lack of objectivity and thoroughness apart from a tendency to “cover things up” means that often, external audits are considered more trustworthy.

External Audits. External audits are done by independent and third party agencies and companies that are especially tasked with assessing and evaluating an organizations’ compliance with the regulatory norms.

Further, some organizations also hire external auditors to “hold a mirror to themselves” in the sense that any deficiencies and irregularities can be found that are otherwise not “visible” to the senior leadership and management during the course of conducting the everyday operational business.

Moreover, external audits are also mandatory due to regulatory and compliance reasons as well as due to the shareholder requirements which mandate that external audits need to be done annually, quarterly, and half yearly to be presented in the Annual General Meetings, and meetings of the Board of Directors.

In addition, external audits might also be required in case of contingencies wherein the regulators who suspect that “something is amiss” in the companies might mandate those companies to be audited by independent and third party auditors to ascertain the “true picture” of the finances and operational details of those companies.

Financial Audits

As mentioned earlier, financial audits are the most common form of audits for various reasons including the fact that businesses exist to make money and return profits and generate wealth for their shareholders. This means that investors and other stakeholders must know whether the businesses are being run properly so that their capital is safe and generating the stated returns.

Moreover, financial audits are also the most common forms of audits since any discrepancies in the books of accounts reflects the mismanagement

of the companies in addition to finance affecting almost all operational and strategic areas of the companies' and their businesses.

In addition, financial audits are also the first point of evaluation as to whether the companies are stating the truth and whether they are hiding or covering up some aspect that can be uncovered and revealed in a forensic audit.

Look!
Reading can bring you huge benefits. While reading, you can use your imagination. Reading the texts, you fantasize, complementing the picture described. So you develop your imagination.

In recent years, there have been concerns about audits being used to cover up and hide internal deficiencies and weaknesses thereby defeating the very purpose for which such audits are needed. Indeed, even external auditors have been found to be colluding with the organizations in this regard and hence, regulators worldwide have turned their gaze and tightened the controls and the requirements for such audits. This has been revealed in the way the United States passed several landmark laws such as Sarbanes Oxley in the wake of the Enron scandal wherein the auditors, Arthur Anderson, was found to be “in cahoots” with the management of Enron in cooking the books and covering up the malpractices.

Key Vocabulary

1. Auditing [ˈɔːdɪtɪŋ] аудит
2. assessment [əˈsɛsmənt] оцінка
3. ascertaining [ˌæsəˈteɪnɪŋ] встановлення
4. determine [dɪˈtɜːmɪn] визначати
5. be in compliance [kəmˈplaɪəns] відповідати
6. stated principles [ˈsteɪtɪd ˈprɪnsəplz] викладені принципи
7. objective [əbˈdʒektɪv] ціль
8. internal [ɪnˈtɜːnl] внутрішній
9. external [eksˈtɜːnl] зовнішній
10. security protocol [sɪˈkjʊəriti ˈprəʊtəkɒl] протокол безпеки

1. Check your understanding.

1. What is auditing?
2. What are the main types of audits?
3. Are external audits done by independent and third party agencies and companies? Give some reasons.
4. Characterize the financial audits.

2. Render the text-fragment into English.

Фінансовий аудит є найпоширенішою формою аудиту з різних причин, включаючи той факт, що підприємства існують, щоб заробляти гроші та повертати прибуток. Інвестори та інші зацікавлені сторони повинні знати, чи належним чином ведеться бізнес, щоб їх капітал був безпечним та приносив заявлений прибуток.

Фінансовий аудит також є одним з найпоширеніших форм аудиту, оскільки будь-які розбіжності в бухгалтерських книгах відображають безгосподарне управління компаніями на додаток до фінансування, що зачіпає майже всі операційні та стратегічні сфери діяльності компаній та їх бізнесу.

3. Make the sentences with the following terms.



4. Correct the mistakes in the sentences.

1. Auditing is the process of assessment and establishing of financial, operational, and strategic processes in principles.

2. Among the various types of audits, financial audits are the most popular.

3. Internal audits are sometimes the first checkpoints for organizations.

4. External audits are done by dependent and sixth party agencies and companies.

5. Businesses exist to make money and return profits.

5. What was the main idea of “What is Auditing?”? Fill in the organizer with the main idea and supporting details.

Main Idea:

—

Detail 1:

Detail 2:

Detail 3:



Reading 8.

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

Understanding Cost Accounting

Cost accounting is used by a company's internal management team to identify all variable and fixed costs associated with the production process. It will first measure and record these costs individually, then compare input costs to output results to aid in measuring financial performance and making future business decisions. There are many types of costs involved in cost accounting, which are defined below.

Types of Costs

- Fixed costs are costs that don't vary depending on the level of production. These are usually things like the mortgage or lease payment on a building or a piece of equipment that is depreciated at a fixed monthly rate. An increase or decrease in production levels would cause no change in these costs.
- Variable costs are costs tied to a company's level of production. For example, a floral shop ramping up their floral arrangement inventory for Valentine's Day will incur higher costs when it purchases an increased number of flowers from the local nursery or garden center.

- Operating costs are costs associated with the day-to-day operations of a business. These costs can be either fixed or variable depending on the unique situation.

- Direct costs are costs specifically related to producing a product. If a coffee roaster spends five hours roasting coffee, the direct costs of the finished product include the labor hours of the roaster and the cost of the coffee beans.



Look!
Share your
impressions from
reading with
groupmates.

- Indirect costs are costs that cannot be directly linked to a product. In the coffee roaster example, the energy cost to heat the roaster would be indirect because it is inexact and difficult to trace to individual products.

Cost Accounting vs. Financial Accounting

While cost accounting is often used by management within a company to aid in decision making, financial accounting is what outside investors or creditors typically see. Financial accounting presents a company's financial position and performance to external sources through financial statements, which include information about its revenues, expenses, assets, and liabilities. Cost accounting can be most beneficial as a tool for management in budgeting and in setting up cost control programs, which can improve net margins for the company in the future.

One key difference between cost accounting and financial accounting is that, while in financial accounting the cost is classified depending on the type of transaction, cost accounting classifies costs according to information needs of the management. Cost accounting, because it is used as an internal tool by management, does not have to meet any specific standard such as generally accepted accounting principles (GAAP) and, as a result, varies in use from company to company or department to department.

Types of Cost Accounting

Standard Costing

Standard costing assigns "standard" costs, rather than actual costs, to its cost of goods sold (COGS) and inventory. The standard costs are based on an efficient use of labor and materials to produce the good or service under standard operating conditions, and they are essentially the budgeted amount. Even though standard costs are assigned to the goods, the company still has to pay actual costs. Assessing the difference between the standard (efficient) cost and actual cost incurred is called variance analysis.

If the variance analysis determines that actual costs are higher than expected, the variance is unfavorable. If it determines the actual costs are lower than expected, the variance is favorable. Two factors can contribute to a favorable or unfavorable variance. There is the cost of the input, such as the cost of labor and materials. This is considered to be a rate variance. Additionally, there is the efficiency or quantity of the input used. This is

considered to be a volume variance. If, for example, XYZ company expected to produce 400 widgets in a period but ended up producing 500 widgets, the cost of materials would be higher due to the total quantity produced.

Activity-Based Costing

Activity-based costing (ABC) identifies overhead costs from each department and assigns them to specific cost objects, such as goods or services. The ABC system of cost accounting is based on activities, which is any event, unit of work, or task with a specific goal, such as setting up machines for production, designing products, distributing finished goods, or operating machines. These activities are also considered to be cost drivers, and they are the measures used as the basis for allocating overhead costs.

Traditionally, overhead costs are assigned based on one generic measure, such as machine hours. Under ABC, an activity analysis is performed where appropriate measures are identified as the cost drivers. As a result, ABC tends to be much more accurate and helpful when it comes to managers reviewing the cost and profitability of their company's specific services or products.

For example, cost accountants using ABC might pass out a survey to production line employees who will then account for the amount of time they spend on different tasks. The cost of these specific activities are only assigned to the goods or services that used the activity. This gives management a better idea of where exactly time and money is being spent.

To illustrate this, assume a company produces both trinkets and widgets. The trinkets are very labor intensive and require quite a bit of hands-on effort from the production staff. The production of widgets is automated, and it mostly consists of putting the raw material in a machine and waiting many hours for the finished good. It would not make sense to use machine hours to allocate overhead to both items, because the trinkets hardly used any machine hours. Under ABC, the trinkets are assigned more overhead related to labor and the widgets are assigned more overhead related to machine use.

Lean Accounting

The main goal of lean accounting is to improve financial management practices within an organization. Lean accounting is an extension of the philosophy of lean manufacturing and production, which has the stated intention of minimizing waste while optimizing productivity. For example, if an accounting department is able to cut down on wasted time, employees can focus that saved time more productively on value-added tasks.

When using lean accounting, traditional costing methods are replaced by value-based pricing and lean-focused performance measurements. Financial decision making is based on the impact on the company's total value stream profitability. Value streams are the profit centers of a company, which is any branch or division that directly adds to its bottom-line profitability.

Marginal Costing

Marginal costing (sometimes called cost-volume-profit analysis) is the impact on the cost of a product by adding one additional unit into production. It is useful for short-term economic decisions. Marginal costing can help management identify the impact of varying levels of costs and volume on operating profit. This type of analysis can be used by management to gain insight into potentially profitable new products, sales prices to establish for existing products, and the impact of marketing campaigns.

The break-even point, which is the production level where total revenue for a product equals total expense, is calculated as the total fixed costs of a company divided by its contribution margin. The contribution margin, calculated as the sales revenue minus variable costs, can also be calculated on a per unit basis in order to determine the extent to which a specific product contributes to the overall profit of the company.

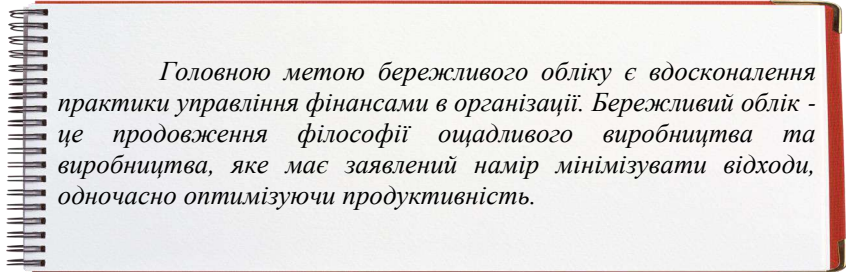
Key Vocabulary

1. Cost Accounting [kɒst ə'kaʊntɪŋ] облік витрат
2. fixed [fɪkst] постійний
3. variable ['veəriəbl] змінний
4. operating ['ɒpəreɪtɪŋ] операційний
5. direct [dɪ'rekt] прямий
6. indirect [,ɪndɪ'rekt] непрямий
7. financial accounting [faɪ'næŋʃəl ə'kaʊntɪŋ] фінансовий облік
8. standard costing ['stændəd 'kɒstɪŋ] стандартна вартість
9. activity-based costing [æk'tɪvɪ-ti-beɪst 'kɒstɪŋ] витрати на основі діяльності
10. lean accounting [li:n ə'kaʊntɪŋ] бережливий облік
11. marginal costing ['mɑ:dʒɪnəl 'kɒstɪŋ] гранична вартість

1. Check your understanding.

1. How do you understand cost accounting?
2. What are the fixed costs?
3. What are variable costs?
4. What other types of costs do you know. Name some reasons.

2. Render the text-fragment into English.



3. Work in groups. Play the game. You will need a dice, some coins and a watch. Who will be the winner in each group?

FINISH	Go back 4 spaces	Miss a turn	Talk for one minute about standard costing	Go to finish
Talk for one minute about types of cost accounting	Go on 2 spaces	Talk for one minute about indirect costs	You have thirty seconds to envisage information about direct costs	Miss a turn
Go back 2 spaces	What do you know about operating costs?	Miss a turn	You have thirty seconds to speak on variable costs	Speak for one minute on fixed costs
START	Talk for one minute on the definition of cost accounting	Talk for one minute about types of costs	Go on 3 spaces	You have twenty seconds to list the main types of costs

4. Complete the following sentences to support the main ideas of the text.

1. Standard costing assigns “standard” costs to
2. Activity-based costing identifies overhead costs from
3. Overhead costs are assigned based on
4. Lean accounting is an extension of the philosophy of lean

manufacturing and production, which

5. Marginal costing is the impact on the cost of a product by

5. Make up an essay using such types of cost.



Types of Cost

- ❖ Fixed cost
- ❖ Variable cost
- ❖ Marginal cost
- ❖ Actual cost
- ❖ Direct cost
- ❖ Indirect cost
- ❖ Economic cost



Reading 9.

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

Budget and its types

Nobody likes the word 'budget', but the truth is that without accurate budgeting and planning business could not exist. This is even more true in financial departments, such as accounting.

Budgets can represent one of the most important tools that a financial department has at their disposal, providing they are prepared in a realistic manner covering all areas of the business without errors of omission. One of the main benefits of a business budget is the ability to restrict and limit how much money is spent on a given operation. Budgets normally count expense accounts to make sure that capital is not being wasted on unneeded goods or that the company is not overpaying for materials used in the business. Limiting capital spent by the business may mean that owners and managers are forced to find new suppliers to acquire business inputs, thus saving money and meeting their budget.

Companies regularly go over budgets to plan future growth and expansion. Money saved on day-to-day business expenditures can be set aside in a special reserve account designated for future new business. Budgeting for future growth opportunities means that companies have the

available capital when an opportunity to expand business operations presents itself.

Traditionally, budgets were seen as nothing more than a way to forecast the forthcoming years business activity. They were prepared by the owner, or a senior manager who had only a limited knowledge on the actual financial results and their effect. This meant that budgets were often highly inaccurate when compared to the actual results, and as such these managers ran into problems when using these budgets as a method of planning for the future.

On account of these problems, the process of budgeting is changing, and managers are making use of accounting professionals in the process of drawing up budgets. Accountants working together with senior management are able to accurately forecast the results of a given situation by using flexible or dynamic budgets which react to increases or decreases in sales to show the net effect on the company. This means that management are aware of possible marginal costs associated with production in any situation and show the margin of safety, which greatly helps in planning courses of action in case of a drop in sales.

Even in the case of a company having an adverse budget result, the process of budgeting can still prove useful. By comparing and contrasting the actual results with the budgeted results over the course of several years, it is possible to observe [cyclical patterns] which are likely to happen again and as such can then be predicted with a higher degree of accuracy.

The following types of budgets are commonly used by businesses:

Master Budget

A master budget is an aggregate of a company's individual budgets designed to present a complete picture of its financial activity and health. The master budget combines factors like sales, operating expenses, assets, and income streams to allow companies to establish goals and evaluate their overall performance, as well as that of individual cost centers within the organization. Master budgets are often used in larger companies to keep all individual managers aligned.

Operating Budget

An operating budget is a forecast and analysis of projected income and expenses over the course of a specified time period. To create an accurate picture, operating budgets must account for factors such as sales, production, labor costs, materials costs, overhead, manufacturing costs, and administrative expenses. Operating budgets are generally created on a weekly, monthly, or yearly basis. A manager might compare these reports month after month to see if a company is overspending on supplies.

Cash Flow Budget

A cash flow budget is a means of projecting how and when cash comes in and flows out of a business within a specified time period. It can be useful

in helping a company determine whether it's managing its cash wisely. Cash flow budgets consider factors such as accounts payable and accounts receivable to assess whether a company has ample cash on hand to continue operating, the extent to which it is using its cash productively, and its likelihood of generating cash in the near future. A construction company, for example, might use its cash flow budget to determine whether it can start a new building project before getting paid for the work it has in progress.

Look!

*Pay attention
to the main
information.*

Financial Budget

A financial budget presents a company's strategy for managing its assets, cash flow, income, and expenses. A financial budget is used to establish a picture of a company's financial health and present a comprehensive overview of its spending relative to revenues from core operations. A software company, for instance, might use its financial budget to determine its value in the context of a public stock offering or merger.

Static Budget

A static budget is a fixed budget that remains unaltered regardless of changes in factors such as sales volume or revenue. A plumbing supply company, for example, might have a static budget in place each year for warehousing and storage, regardless of how much inventory it moves in and out due to increased or decreased sales.

Key Vocabulary

1. Budget [ˈbʌdʒɪt] бюджет
2. aggregate [ˈægrɪɡɪt] сукупність
3. master [ˈmɑːstə] budget – головний бюджет
4. combine [kəmˈbaɪn] поєднувати
5. operating [ˈɒpəreɪtɪŋ] budget – операційний бюджет
6. cash flow [kæʃˈfləʊ] budget – бюджет грошових потоків
7. financial [faɪˈnænʃəl] budget – фінансовий бюджет
8. comprehensive overview [ˌkɒmpriˈhensɪv ˈəʊvəvjuː] всебічний огляд
9. static [ˈstætɪk] budget – статичний бюджет

1. Check your understanding.

1. What is budget?
2. Name the types of budget.
3. What is master budget?
4. Give some information in operating budget.
5. Characterize cash flow budget.
6. Describe financial budget.
7. What is static budget? Make some reasons of your ideas.

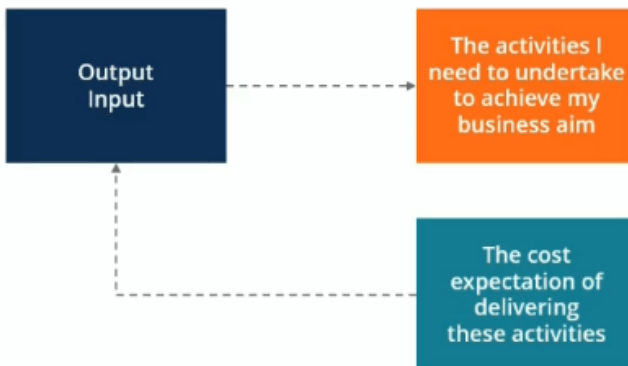
2. Form the sentences using such word-combinations.



3. Complete the following sentences to support the main ideas of the text.

1. Budgets can represent one of the most important tools that
2. Companies regularly go over budgets to
3. Budgeting for future growth opportunities means that
4. Accountants working together with senior management are able to
5. By comparing and contrasting the actual results with the budgeted results over the course of several years, it is possible to

4. Acting the scene. Characters: two students of economical department. They exchange opinions about the types of budgets they know. Students consider the four most common budgeting methods. Pay attention to the following statements.



5. Make up an essay using this information.

What is Financial Budget?

A financial budget is predicting the incomes and expenses of the business on long-term and short-term basis. Right projections of the cash flow help the business to achieve its targets in the right way.

Why is Financial Budget Prepared?

The organizations prepare the financial budget to manage the cash flows in a better way. This budget gives the business a better control and efficient planning mechanism to manage the inflows and outflows.

Different Sections of Financial Budget

- Cash Budget
- Budgeted Balance Sheet
- Capital Expenditure



Reading 10.

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

Taxation and its types

Taxation is an imposition of compulsory levies on individuals or entities by governments. Taxes are levied in almost every country of the world, primarily to raise revenue for government expenditures, although they serve other purposes as well.

Classes of Taxes:

Direct taxes. Direct taxes are primarily taxes on natural persons (e.g., individuals), and they are typically based on the taxpayer's ability to pay as measured by income, consumption, or net wealth. What follows is a description of the main types of direct taxes.

Individual income taxes are commonly levied on total personal net income of the taxpayer (which may be an individual, a couple, or a family) in excess of some stipulated minimum. They are also commonly adjusted to take into account the circumstances influencing the ability to pay, such as family status, number and age of children, and financial burdens resulting from illness. The taxes are often levied at graduated rates, meaning that the rates rise as income rises. Personal exemptions for the taxpayer and family can create a range of income that is subject to a tax rate of zero.

Taxes on net worth are levied on the total net worth of a person—that is, the value of his assets minus his liabilities. As with the income tax, the personal circumstances of the taxpayer can be taken into consideration.

Personal or direct taxes on consumption (also known as expenditure taxes or spending taxes) are essentially levied on all income that is not channeled into savings. In contrast to indirect taxes on spending, such as the sales tax, a direct consumption tax can be adjusted to an individual's ability to pay by allowing for marital status, age, number of dependents, and so on. Although long attractive to theorists, this form of tax has been used in only two countries, India and Sri Lanka; both instances were brief and unsuccessful. Near the end of the 20th century, the "flat tax"—which achieves economic effects similar to those of the direct consumption tax by exempting most income from capital — came to be viewed favourably by tax experts. No country has adopted a tax with the base of the flat tax, although many have income taxes with only one rate.

Taxes at death take two forms: the inheritance tax, where the taxable object is the bequest received by the person inheriting, and the estate tax, where the object is the total estate left by the deceased. Inheritance taxes sometimes take into account the personal circumstances of the taxpayer, such as the taxpayer's relationship to the donor and his net worth before receiving the bequest. Estate taxes, however, are generally graduated according to the size of the estate, and in some countries they provide tax-exempt transfers to the spouse and make an allowance for the number of heirs involved. In order to prevent the death duties from being circumvented through an exchange of property prior to death, tax systems may include a tax on gifts above a certain threshold made between living persons (*see* gift tax). Taxes on transfers do not ordinarily yield much revenue, if only because large tax payments can be easily avoided through estate planning.

Indirect taxes

Indirect taxes are levied on the production or consumption of goods and services or on transactions, including imports and exports. Examples include general and selective sales taxes, value-added taxes (VAT), taxes on any aspect of manufacturing or production, taxes on legal transactions, and customs or import duties.

General sales taxes are levies that are applied to a substantial portion of consumer expenditures. The same tax rate can be applied to all taxed items, or different items (such as food or clothing) can be subject to different rates. Single-stage taxes can be collected at the retail level, as the U.S. states do, or they can be collected at a pre-retail (i.e., manufacturing or wholesale) level, as occurs in some developing countries. Multistage taxes are applied at each stage in the production-distribution process. The VAT, which increased in popularity during the second half of the 20th century, is commonly collected by allowing the taxpayer to deduct a credit for tax paid on purchases from liability on sales. The VAT has largely replaced the turnover tax—a tax on each stage of the production and distribution chain, with no relief for tax paid

at previous stages. The cumulative effect of the turnover tax, commonly known as tax cascading, distorts economic decisions.

Although they are generally applied to a wide range of products, sales taxes sometimes exempt necessities to reduce the tax burden of low-income households. By comparison, excises are levied only on particular commodities or services. While some countries impose excises and customs duties on almost everything—from necessities such as bread, meat, and salt, to nonessentials such as cigarettes, wine, liquor, coffee, and tea, to luxuries such as jewels and furs — taxes on a limited group of products — alcoholic beverages, tobacco products, and motor fuel — yield the bulk of excise revenues for most countries. In earlier centuries, taxes on consumer durables were applied to luxury commodities such as pianos, saddle horses, carriages, and billiard tables. Today a main luxury tax object is the automobile, largely because registration requirements facilitate administration of the tax. Some countries tax gambling, and state-run lotteries have effects similar to excises, with the government’s “take” being, in effect, a tax on gambling. Some countries impose taxes on raw materials, intermediate goods (e.g., mineral oil, alcohol), and machinery.

Some excises and customs duties are specific — i.e., they are levied on the basis of number, weight, length, volume, or other specific characteristics of the good or service being taxed. Other excises, like sales taxes, are ad valorem—levied on the value of the goods as measured by the price. Taxes on legal transactions are levied on the issue of shares, on the sale (or transfer) of houses and land, and on stock exchange transactions. For administrative reasons, they frequently take the form of stamp duties; that is, the legal or commercial document is stamped to denote payment of the tax. Many tax analysts regard stamp taxes as nuisance taxes; they are most often found in less-developed countries and frequently bog down the transactions to which they are applied.

Proportional, progressive, and regressive taxes. Taxes can be distinguished by the effect they have on the distribution of income and wealth. A proportional tax is one that imposes the same relative burden on all taxpayers—i.e., where tax liability and income grow in equal proportion. A progressive tax is characterized by a more than proportional rise in the tax liability relative to the increase in income, and a regressive tax is characterized by a less than proportional rise in the relative burden. Thus, progressive taxes are seen as reducing inequalities in income distribution, whereas regressive taxes can have the effect of increasing these inequalities.

Key Words	Grammar
Text Structure	Text Features

Key Vocabulary

1. Taxation [tæk'seɪʃən] оподаткування
2. imposition [ˌɪmpə'zɪʃən] введення
3. revenue ['revɪnju:] дохід
4. government expenditures [ˈɡʌvnmənt ɪks'pendɪʃəz] державні видатки
5. direct taxes [di'rekt 'tæksɪz] прями податки
6. taxpayer ['tæks,peɪə] платник податків
7. adjust [ə'dʒʌst] коригувати
8. sales taxes [seɪlz 'tæksɪz] податки з продажу
9. multistage ['mʌltɪsteɪdʒ] taxes – багатоступеневі податки
10. beverages [ˈbevərɪdʒɪz] напої
11. fuel [fjuəl] паливо
12. durables [ˈdjʊərəblz] товари тривалого користування
13. luxury commodities [ˈlʌkʃəri kə'mɒdɪtɪz] розкішні товари
14. inequality [ˌɪni(:)'kwɒlɪti] нерівність

Look!

Share your impressions from reading with groupmates.

1. Check your understanding.

1. What is taxation?
2. Name the main classes of taxes.
3. Direct taxes. What is it?
4. Characterise indirect taxes.
5. What are proportional, progressive and regressive taxes? Discuss.

2. Make the sentences using these words:



3. Speak on the taxation in our country. Do it in pairs.

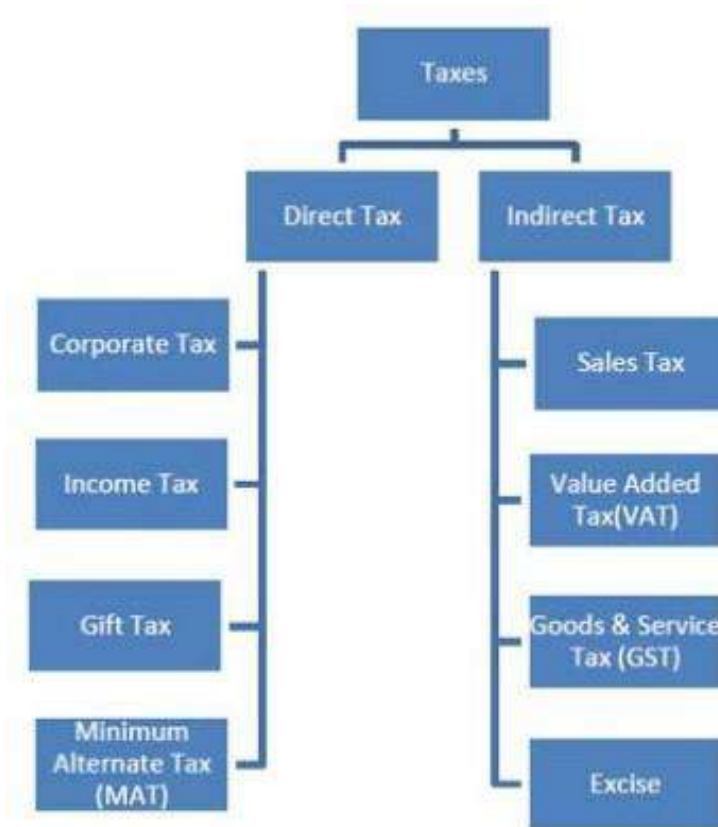
4. Render the text-fragment into English.

Важливим елементом оподаткування є його об'єкт — вид і обсяг доходу, майно та його вартість, природні об'єкти, окремі види діяльності, грошова виручка та ін., тобто все, що обкладається

податками. Об'єкт оподаткування має відповідну одиницю вимірювання, що використовується для кількісного вираження податкової бази. Наприклад, при податковому обкладенні землі використовуються такі одиниці вимірювання: акр, гектар, сотка, квадратний метр; при встановленні акцизу на бензин, спирт, нафту тощо — тонна, літр, галон, барель; при оподаткуванні прибутку (доходу) — національна грошова одиниця.

(Retrieved from: <https://uk.wikipedia.org/wiki/Оподаткування>)

5. Make a short story using this material.



Unit 4

Tourism



Reading 1.

From the History of Tourism

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

A Brief History of Travel & Tourism

Nowadays, mostly thanks to technology and transport, the world has become much smaller and the potential to explore its surface much greater. However, for most of human history the ability to explore different countries around the globe was either confined solely to the rich or used only for the purposes of conquest and necessity. As travel now forms such an integral part of our lives, we've decided to write a quick rundown of the history of travel and tourism, from the cultural exploits of the ancient Greeks to the package holidays and gap years we all now enjoy.

During the Greek and Roman periods, travel and tourism was a privilege confined almost exclusively to the wealthy aristocratic classes. As the upper classes of these societies prided themselves on artistic, scientific and philosophical pursuits, travelling abroad was considered a method of expanding this search into other cultures and potentially provide additional enlightenment



and learning opportunities (it seems the phrase ‘travel broadens the mind’ has been passed down successively since this time). This mostly took the form of learning about other societies through exploration their art, languages and culture. Eventually, this passion for travelling filtered down into the lower classes, particularly in the expansive Roman Empire, with historical evidence indicating that the Romans constructed some of the earliest travel resorts and spas designed purely for relaxation while travelling. This travel phenomena



was not only confined to the European aristocracy, as it was also popular for nobles in East Asia to travel across the countryside for religious and cultural experiences, often visiting temples and sacred sites along the way.

As time passed, the Middle Ages gave rise to a new form of travel, the religious pilgrimage. While the rich still travelled for cultural and leisure reasons, the lower classes were encouraged to travel to certain religious sites, often unaided on foot with perhaps a horse to carry supplies. The Middle Ages also saw the emergence of connected shipping routes, whose growth and networking encouraged a rise in journeys taken and the possibility of long-distance travel to more distant locations.



This paradigm of travel continued more or less unchanged until the mid-17th century when the next major travel development became established in European culture, the concept of the Grand Tour. Undertaken mainly by the elite of Western and Northern European countries, the Grand Tour was seen as a ‘rite of passage’ for young men, designed to educate them following completion of



formal education but before the onset of adulthood. The concept of the Grand Tour is cited by many to be the origin of the modern tourism industry and as an indicator that the idea of travel for pleasure and cultural exposure had been firmly established in European culture by this time. The Grand Tour

eventually developed a more rigid structure, with travellers expected to abide by a strict itinerary and to travel with an educational tutor. A traditional route would depart from England, then through France into Italy for a few months before returning via Germany and Holland. These trips utilized the most modern travel technology of the time, including ships and collapsible coaches, and it was not uncommon for servants to follow a traveller throughout the entire trip.

The Grand Tour remained a cultural staple until the 1840s, when the construction of widespread railway systems allowed easier and cheaper travel across Europe. With rail travel, the idea of taking a Grand Tour became available to the growing middle classes and it soon became popular for middle and working class people to also travel for leisure purposes. The industrial revolution and its related developments in specific leisure time contributed massively to tourism development, with Englishman Thomas Cook establishing the first ever travel agency in the 1840s. The growth in travel planning businesses lifted the burden of travellers having to do all research and pricing themselves ahead of time, and thus increased the ability of many to plan and execute long periods of travel to multiple destinations with little personal effort. When this structure combined with rapidly decreasing railway fares, long distance travel was cheaper and faster than at any previous point in human history. The growth in railway travel and agency organization also contributed to the establishment of business travel as a common practice.

Much like the railways before it, the advent of airplane travel in the early-20th century would prove an enormous boon for the travel and tourism industry,



more than any other technological development. It also finally realized the idea of mass international tourism beyond a single continent. Huge multinational carriers including Pan-American, Delta and American Airlines arose during the 1900s, rendering most physical travel barriers obsolete in less than 50 years. In modern times, with faster aircraft and more comfortable ways of travelling long distance, it is now possible to get almost anywhere in the world within 48 hours.

Today, the travel industry represents an economic behemoth and one of the most economically important leisure activities in the world. With the advent of trips into the outer atmosphere, dubbed 'space tourism', a new and exciting chapter in travel technology is developing and could change the face of tourism for centuries to come.



(Retrieved from: <https://medium.com/@HulahBlogger/a-brief-history-of-travel-tourism-93c22ad99530>)

1. Answer the questions based on the text.

1. Who could travel During the Greek and Roman periods and why?
2. What did the Romans construct? What for did the Romans use them?
3. What do you know about a new form of travel during the Middle Ages?
4. How did shipping routes help to the tourism during the Middle Ages?
5. How do you understand the concept of the Grand Tour?
6. What does the Grand Tour presuppose?
7. How did the expansion of the railway system change the travel industry during the Industrial Revolution?
8. Who was the first person to open the first travel agency? How did the given institution influence the culture of travelling?
9. What did facilitate an enormous boon for the travel and tourism industry in the 20th century?
10. What do you know about modern trends in tourism?

2. Match the name of the definition with its explanation.

Boon, Grand Tour, Pilgrimage, Itinerary, Gap year, To exploit, Package holiday, A sacred site, Destination, Carrier.

1. _____ a holiday that is organized by a company at a fixed price and that includes the cost of travel, hotels, etc.
2. _____ to develop or use something for business or industry.
3. _____ a year that a young person spends working and/or travelling, often between leaving school and starting university.
4. _____ is a place that is thought of as holy to a particular religion.
5. _____ a journey to a holy place for religious reasons.
6. _____ a visit to the main cities of Europe made by rich young British or American people as part of their education in the past.
7. _____ a plan of a journey, including the route and the places that you visit.
8. _____ a place to which somebody/something is going or being sent.
9. _____ something that is very helpful and makes life easier for you.
10. _____ a company that carries goods or passengers from one place to another, especially by air.

3. Find the appropriate English correspondents in the text above.

Храм, морська смуга, досліджувати різноманітні крани світу, невід’ємна частина нашого життя, виїжджати закордон, подорожі розширюють кругозір, туристичні курорти та курорти із мінеральними водами, відвідувати храми та священні місця, релігійне паломництво, подорожі на далекі відстані, проїзд, туристична галузь, дотримуватись суворого маршруту подорожі, маршрут/курс, туристична агенція, дозвілля, подорожувати залізницею, подорожувати пішки, космічний туризм.

4. Fill in the words from the boxes.

**Return, trip, counties, excursion, escorted, accolade
of, vibrant.**

Thomas Cook began his international travel company in 1841, with a successful one-day rail _____ from Leicester to Loughborough on 5 July. This landmark daytrip has earned Leicester the _____ the ‘birthplace of tourism’ as it was from these humble roots that a whole new kind of travel business developed. Cook _____ 500 of the members from Leicester to a rally ten miles north in the nearby town of Loughborough. Even though the _____ may have been short, it would have been the first time many of these travelers entered a train. Therefore, the 500 paid one shilling and sixpence each, which is around £7.00 for the _____ trip. The Derbyshire native soon offered excursions across the _____ with a service from Leicester to the _____ city of Liverpool in 1845. Soon after, Cook used his decade of experience to lead tours of Wales, Ireland and Scotland in 1851.

**Expand, steamers, coupon, circular tour, routes,
milestones, venture, via.**

Cook was therefore persuaded to use his set up to bring workers from the Midlands and Yorkshire for the Great Exhibition in the UK during 1851. By the time this London event was finished, Cook had taken 150,000 people across the country. This success gave Cook the confidence to internationally_____, combining various forms of transport. From the mid 1850s, Cook's business serviced_____across the English Channel from Essex to the Belgian city of Antwerp. This gave way to a_____that included the European cities of Brussels, Cologne, Heidelberg, Baden-Baden, Strasbourg and Paris. The tour then returned to England _____ports in Normandy.

Subsequently, the birth of two key aspects of modern tourism was seen following these tours. The first was the 1868 introduction of the hotel_____, which helped customers pay for their hotel and meals. The second was the 1874 creation of the circular note, which was an early form of the traveller's cheque.

Thereafter, Cook further expanded on his international growth to_____across the Atlantic. A network of North American tours, covering 4,000 miles of railways was set up from 1865. Along with this, Cook set up systems in Egypt with _____that he hired to travel up the river Nile. These_____were followed by annual world tours using Cook's experienced network and systems.

5. Join the words with their explanations.

1. Accolade	A) one of a number of areas that some countries are divided into, each with its own local government
2. Milestone	B) praise or an award for an achievement that people admire
3. County	C) a business project or activity, especially one that involves taking risks
4. Vibrant	D) a boat or ship driven by steam
5. Venture	E) a stone by the side of a road that shows how far it is to the next town and to other places
6. Customer	F) happening or done once every year
7. Annual	G) a person or an organization that buys goods or services from a shop or business
8. Steamer	H) full of life and energy



Reading 2.

Types of Travel

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

Types of Tourism

No matter what your aim is, traveling to distant places always tends to fascinate. The tourism sector today aims to cater to the needs and preferences of all types of tourists, and thus, seems to take into consideration specific areas of their interest. Therefore, today we have a plethora of tourism types and innumerable options to choose from. The different categories of tourism are as under:

Adventure tourism, also known as **adventure travel**, this kind of tourism is becoming very famous amongst adventure seekers, who are always in the quest of something new to satisfy their adrenaline rush. Adventure tourism requires that a tourist has the heart to take risks and possesses special training and skills. Generally, adventure tourists indulge in difficult activities and extreme sports, such as mountaineering, desert hiking, bungee jumping, scuba diving, paragliding, zip lining, rock climbing, and so on.

Business tourism comprises the activities of persons traveling to, and staying in places outside their usual environment for not more than one consecutive year

for leisure, business and other purposes. Common activities involved in **business tourism** include attending meetings, conferences, and seminars, visiting exhibitions and trade fairs, and so on.

Culinary tourism or **food tourism** involves tasting and experiencing the local and traditional food of a particular country, region, or city/town/village. It is worth noting that though food alongside accommodation and infrastructure is one of the key components of tourism, there are numerous tours organized just for the sake of experiencing the culinary culture. Today, with the overall growth of tourism sector, this subset has also expanded and developed to a great extent. Culinary tourism also includes **enotourism**, wherein people visit certain regions, specializing in winemaking, in order to enjoy the exotic wines.

Cultural tourism this kind of tourism involves the culture of a particular country or region. The concept of cultural tourism encompasses things, such as history of a given region, the lifestyle of people in a particular geographical locale, architecture, oral traditions, religions, festivals, cuisine, and so on. Activities of cultural tourism in the urban areas may involve visiting museums, theaters, art galleries, and so on; those in the rural areas may involve visiting indigenous cultural communities and having an insight into their traditions, lifestyle, and values. It also involves **pop-culture tourism** as one of its major subsets, which includes traveling to places, appearing in literary works, TV series, and cinema.

Ecotourism is a very broad category of tourism that involves a socially responsible travel to virtually undisturbed and pristine areas of natural beauty. It involves traveling to places, the primary attractions of which are flora and fauna, natural and/or artificial landforms, and settlements of indigenous communities. Ecotourism also encompasses the concepts of **geotourism** and **wildlife tourism**. Moreover, **agritourism** has been added to the list of subtypes of ecotourism, which involves visiting a farm or ranch, and indulging in agriculture-related activities.

Genealogy tourism is a very interesting form of tourism in which tourists travel to the land(s) of their ancestors in quest of their roots. While **genealogy tourism** has captured a substantial market all across the world, it seems to be more prominent in various diasporic communities the world over. Every year, several people, especially those belonging to the emigrated populations, go to countries of their origin and seek to reconnect with their pasts.

The term **medical tourism** constitutes the travel of patients from one place to the other in order to acquire proper medical care and treatment. Common treatments that patients indulging in medical tourism seek include treatments for certain genetic disorders and specialized surgeries such as joint replacement, cosmetic surgeries, and so on. Some people also travel to seek psychiatric and alternative healing treatments. **Suicide tourism** is a subset of medical tourism in which patients suffering from incurable ailments travel to other nations where euthanasia is legal.

Religious tourism is a type of tourism where people embark on long journeys, either individually or in groups, for the purpose of pilgrimage or for carrying out missionary activities. Numerous holy places around the world have been developed into thriving tourist centers, and each year, these receive an overwhelming influx of tourists. Places such as temples, churches, mosques, or landforms with religious significance are some of the most visited sites by the religious tourists, who claim to seek oneness with the God through such journeys.

Space tourism is another newly developed concept in the tourism sector. It involves traveling to space for recreational or business purposes. A number of startup companies offer space tours to a limited number of tourists each year, but the concept is still in its developmental phase. Right from its inception, space tourism has been subject to a large number of criticisms owing to its high costs, and also the various legal constraints. However, there have been a number of such missions, which have been successful.

Sports tourism, as the name suggests, involves sport(s) and the excitement and enjoyment it offers, as its basis. It can be either active or passive in nature, which means that one can either travel to another place in order to participate in a sport, or just to watch it being played. Numerous sports, such as cricket, football, tennis, etc., have gained worldwide popularity today, and we see a large number of tours organized at times of major tournaments, which enable people to watch these games live in the stadiums. This niche of tourism generates a good amount of income each year.

Virtual tourism is also a pretty recent niche of tourism that seems to completely defy the very purpose of tourism. It refers to “experience” travel in an electronic environment, thus, nullifying the mobility aspect of tourism. A virtual tourist visits places through technologies, such as the Internet, thus, limiting or, in some cases, even nullifying the aspects of time, distance, and cost. Though the niche is developing steadily, virtual tourism can never replace “true” tourism. On the contrary, it may encourage people to physically travel to places that they have seen in a virtual environment.

Wellness tourism is a fast-growing trend in the tourism sector that refers to traveling for the purpose of maintaining and enhancing one’s body, mind, and soul. This kind of tourism involves wellness solutions, such as massages, body treatments, weight loss programs, beauty treatments, and so on. Owing to the popularity of the trend, several destination spas have come up at various places, which offer numerous facilities for tourists according to their likes and preferences.

No matter where you travel, with what aim, and for how long, it is extremely vital that you take a sustainable approach. See to it that your visit does not adversely affect the environment and local culture in any way, and that the integrity of the place is maintained as far as possible.

(Retrieved from: <https://vacayholics.com/types-of-tourism>)

1. Check your understanding of the text:

1. What are the key components of the culinary tourism?
2. What does adventure tourism requires from a tourist?
3. Name out the common activities involved in business tourism.
4. How can you explain the concepts of the passive sport tourism and the active sport tourism?
5. What is the virtual tourism? Define pros and cons of the given type of tourism.
6. Which places are visited by the religious tourist and what for?
7. Why is culture tourism so popular? What types of activities does it include?
8. Is space tourism popular around the world? Why yes/no?
9. What do you know about genealogy tourism? Is it popular in our country?
10. Have you ever booked a wellness trip? What does it presuppose?

2. Match the explanations with their definitions from the text above.

Euthanasia, pilgrimage, infrastructure, agritourism, trade fair, accommodation, geotourism, trip, journey, mosque, temple, wellness.

1. _____ an act of travelling from one place to another, and usually back again;
2. _____ somewhere to live or stay, often also providing food or other services;
3. _____ tourism that sustains or enhances the geographical character of a place - its environment, culture, aesthetics, heritage, and the well-being of its residents;
4. _____ an act of travelling from one place to another, especially when they are a long way apart;
5. _____ the basic systems and services are necessary for a country or an organization to run smoothly, for example buildings, transport and water and power supplies;
6. _____ an event at which many different companies show and sell their products;
7. _____ the practice of killing without pain a person or animal who is suffering from a disease that cannot be cured;
8. _____ a journey to a holy place for religious reasons;

9. _____ the state of being healthy, especially when you actively try to achieve this;
10. _____ a building where Muslims go to worship;
11. _____ holidays in which tourists visiting a country stay with local people who live in the countryside
12. _____ a building used for religious worship, especially in religions other than Christianity.

3. Define if the following statements are True or False. Correct the False statements.

1. Adventure tourism requires that a tourist has the heart to take risks and possesses special training and skills.
2. Common activities involved in business tourism include attending meetings, conferences, and seminars, visiting exhibitions and trade fairs, visiting museums and galleries, trying local foods and drinks.
3. Enotourism is the type of tourism when people visit certain regions, specializing in winemaking, in order to enjoy the exotic wines.
4. Pop-culture tourism includes traveling to places, appearing in literary works, TV series, and cinema.
5. Ecotourism is a very broad category of tourism that involves a socially responsible travel to virtually undisturbed and pristine areas of natural beauty and donation of money for the sake of saving these objects.
6. Genealogy tourism is a very interesting form of tourism in which tourists travel to the land of their ancestors in quest of their roots and heritage.
7. Suicide tourism is a subset of medical tourism in which patients suffering from incurable ailments travel to other nations where euthanasia is legal.
8. A virtual tourist visits places through technologies, such as the Internet, thus, limiting or, in some cases, even nullifying the aspects of time, distance, and cost.
9. Wellness tourism involves wellness solutions, such as massages, body treatments, weight loss programs, beauty treatments, and visiting different places of interest and local eateries.
10. Sport tourism can be either active or passive in nature, which means that one can either travel to another place in order to participate in a sport, or just to watch it being played.

4. Find the appropriate English correspondents in the text above. Try to use them in your own sentences.

Зачарувати, задовольняти потреби та уподобання туристів, курорт з мінеральними водами, шукачі пригод, захоплюватися екстремальними

видами спорту, відвідувати виставки та ярмарки, географічний регіон, відвідувати культурні громади корінних народів, предки, бути у пошуках, великий наплив туристів, процвітаючі туристичні центри, мечеть, храм, приносити хороший дохід, пропонувати численні послуги для туристів.

5. Fill in the words from the boxes.

Inflow/ Violent / Destinations / Value / Tragedies / Sites /

Dark tourism is also referred to as grief tourism, black tourism, and thanatourism, and involves visiting those places and _____, which have been witnesses to some of the major _____ in history. Apart from their tragic histories of human suffering and bloodshed, most of these locations are also popular for their historical _____. The curious human mind is often more attracted to places that are associated with things far from normal, and hence, sites bearing _____pasts have become popular tourist_____, receiving a large _____of visitors year after year.

Popularity / To urge / Deterioration process / Threat / Sector /
Forever/

The last chance tourism and tourism of doom, this is an emerging trend in the global tourism_____. First identified in 2007, it refers to touring those places/sites/regions, which are under some kind of an environmental and/or human_____. The basic aim of doom tourism is _____people to visit the threatened sites before they are lost____, which is why the concept is gaining_____by the day. However, according to some critics, the growth of doom tourism may, in fact, speed up the _____of the already-threatened sites.

Nautical / Vessels / To sail / Impetus / Snorkeling / Niche/ Goods and services / Terrestrial/

Nautical tourism is a comparatively newer_____ of tourism that focuses on combining holiday activities with boating/sailing. The concept was first developed in Europe and South America, but has now gained_____ even in the Pacific Rim and the United States. Tourists not only prefer _____to their destination, rather than fly, but also indulge in various activities, such as fishing and _____while on the ship. Moreover, many of them also prefer to stay in their sailing_____, instead of taking other _____accommodations, even on ports. Resultantly, _____tourism is also proving to be profitable, in that the demand for various nautical _____have also increased.



Reading 3.

Travel Agency

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

Travel agency is one of the most important organizations in the tourism private sector which plays a significant and crucial role in the entire process of developing and promoting tourism in the country or at a destination. It is a travel agency which packages and processes all the attractions, accesses, amenities and ancillary services of a country and presents them to tourists. A prospective travel agency is one which makes arrangements of travel tickets (air, rail, road, and sea); travel documents (passports, visa and other documents required to travel); accommodation, entertainment, and other travel-related services from principle suppliers. It may also secure travel insurance, foreign currency for traveling people.

The first Travel Agency of the world was established by Thomas Cook in 1845 in England. In 1841 a fortunate day comes in the history of travel trade when Thomas Cook, as secretary of South Midland Temperance Association, organized a trip by a train for 570 members for his association to the distance of 22 miles. He bought railway tickets in bulk to sell them to people. The experiment was successful and everybody was exultant. Mr. Cook had done his job on a no-profit basis. But, incidentally, it gave him a new idea and turned it into a tour business. Four years later in 1845, he set up a 'World's First Travel Agency' to

organize excursions. Due to this innovative approach, Mr. Thomas Cook is known as the Father of Travel Agency Business. He co-ordinated railway and steamship excursions throughout England, Scotland and Europe. In 1855 Mr. Cook started operating package tours. He conducted the world's first international tour from England to Paris.

Travel agencies are basically categorized into two types:- Retail Travel Agency and Wholesale Travel Agency.

A retail travel agency business consists of the activities involved in selling tourism products/services directly to the tourists and performs normal functions such as issuing air tickets, making accommodation and transportation reservation, providing specialized services, and accepting and making payments.” The main source of the revenue for the travel agency is the commission received from the vendors. However, the rate of the commission differs from organization to organization a travel component to the travel component.

Wholesale Travel Agencies are specialized in organizing package tours, which are marketed to the customers/tourists through the network of a retail travel agency or directly to the prospective clients. A wholesale travel agency purchases tourists' product components in the bulk and designs tour packages. Sometimes, a wholesale travel agency buys travel components from the vendor in bulk and resell them to other travel business originations. Wholesale travel agencies assemble package holidays and sell them to clients through retail travel agencies. A typical package tour includes – air tickets, accommodation, and something other services may also be included in it such as entertainment, sightseeing, and sports activities, etc.

Functions and Services of Travel Agency

Today, Travel Agencies have been recognized as a vital component of travel and tourism and have become an integral part of the travel and tourism industry at globally. They account for more than 90% of international and 70% of domestic tourist traffic. The operation of each travel agency is based on the scope of its activities and organizational size. The main functions of a large-scale travel agency are:

Travel Information. Whatever the size of a travel agency, it has to provide necessary travel information to tourists. A travel agency must give up-to-date, accurate, and timely information regarding destinations mode of travel, accommodation, sight-seeing, shopping, immigration, passport, visa, customs clearance and procedure, health and security rules, and various permits required to travel in particular areas, etc.

Itinerary Preparation. The term tourists itinerary is used to identify the origin, destination and all the stopping points in a traveler's tours. It is a composition of various elements and designed after a detailed study of the market. Travel agencies prepare an itinerary for tour packages.

Airline Ticketing and Reservation. A travel agency sells a variety of

tourism products. Airline ticketing and reservation is still a major source of revenue. Travel agencies perform a function of airline ticketing and reservation on behalf of various airlines.

Tour Packaging and Costing. Travel agencies prepare a tour package and sell them to tourists. The costing and pricing of tour packages depend to a large extent on the ability of travel agents as to how effectively he is able to negotiate with the principal suppliers.

Reservation. It is a very important function of all types of travel agencies. A travel agency consistently makes linkage with the accommodation sector, transport sector and other entertainment organizations to reserve rooms, and seats in the cultural programs and transportation.

Travel Insurance. Some large-scale travel agencies perform additional functions to serve their clients. Travel insurance protects travelers against the person as well as baggage losses resulting from a wide range of travel-related happenings and problems.

Currency Services. Approved travel agency authorized by Govt. body provides currency exchange services to tourists.

Organization of Conference/Conventions. Large-scale travel agencies offer a complete convention/conference package which includes registration of the participants at the venue to be picked up for dropped to the airport/hotel, overhead projectors, slide projectors, TV, VCR, information counter, sightseeing, etc.

Travel Agency Linkages and Integration. Basically, a travel agency serves two types of clients: business travelers and leisure travelers. Incidentally, the requirements of these tourists are different and an agency has to assemble or purchase-related components from the principal suppliers to cater to their needs.

Essentially, travel agencies maintain close ties with Airlines, hotels, car rentals, banks, insurance companies, railways, government, trade associations, foreign tour operators and travel agents, ground operators, cruise companies, and tourism educational institutes. (Retrieved from: <https://tourismnotes.com/travel-agency/>)

1. Check your understanding of the text.

1. What is a travel agency? What does it mean to be a prospective travel agency?
2. Who was the first person in the world, who had established the first travel agency? When and how did he do it?
3. What are the main types of travel agency?
4. Name out the main differences between Retail Travel Agency and Wholesale Travel Agency.
5. What is the main function of travel insurance?
6. Why do travel agencies prepare the itinerary for tourists?

7. List the bullet points from travel information that must be mentioned by a travel agent before the trip.
8. What types of clients are usually served by a travel agency?
9. With whom do travel agencies maintain close ties?
10. Have you ever used the services of a travel agency? Why did you need them?

2. Match the name of the definition with its explanation.

**Sightseen, package tour, currency, amenity,
excursion, visa, revenue, vendor, itinerary, cruise.**

1. _____ a stamp or mark put in your passport by officials of a foreign country that gives you permission to enter, pass through or leave their country;
2. _____ a journey by sea, visiting different places, especially as a holiday;
3. _____ the system of money that a country uses;
4. _____ a plan of a journey, including the route and the places that you visit;
5. _____ a feature or service that makes a place pleasant, comfortable or easy to live in;
6. _____ a holiday that is organized by a company at a fixed price and that includes the cost of travel, hotels, etc.;
7. _____ the activity of visiting interesting buildings and places as a tourist;
8. _____ a short journey made for pleasure, especially one that has been organized for a group of people;
9. _____ a company that sells a particular product;
10. _____ the money that a government receives from taxes or that an organization, etc. receives from its business.

3. Fill in the gaps.

Destinations, peak, leisure (2), cruise, budget,
arrangements, packages, needs, safety, cater to,
customers, the public, expectations, last-minute,
offerings.

Planning a trip is a time-consuming and complicated process. Travel agents simplify this process for their customers in addition to providing consultation services and entire travel____. They may book flights, cruises, rental cars and hotels, as well as resort stays and events. Agents _____a wide demographic, serving both individuals and corporations. They may also concentrate in a special segment of the field; many agents specialize in _____travel, business trips, or location-specific journeys to Europe, Africa, or Asia.

The primary responsibility of a travel agent is to make the process of travel planning easier for their clients and ensure they experience the best trip possible. Travel agents work directly with _____and converse with clients in order to determine the best possible travel_____, transportation arrangements, and accommodations for the client's particular____. They may make suggestions to the client based on their experience, or offer complete travel packages from various resorts or _____lines. They are often restricted to a_____, and must be highly organized in order to offer their clients travel _____that suit both their financial limitations and leisure or business travel_____.

Agents work with computers or call airlines, cruise lines, resorts, and rental companies in order to secure travel arrangements for their_____. They research information on their client's travel plans and relay important information including weather conditions, travel advisories and required documents for their destination. _____is also a factor in international travel, so travel agents keep abreast of the latest news, ensuring that each planned destination is safe for their customers.

Travel agents work year-round, but are especially busy during ___vacation times in the summer and during holidays. During those times, agents are busy on the telephone planning trips and making _____itinerary changes for current customers. They also sell vacation packages from cruise lines, resorts and other destinations. During the off season, travel agents are busy researching destinations and learning about the latest _____of prime travel resorts and locations. They will also uncover new destinations and find the best trips for a particular travel purpose, whether it be business-related or for personal_____.

4. Find the appropriate English correspondents for the given words and expressions.

Трудомісткий і складний процес, першокласні туристичні курорти, пропонувати повний туристичний пакет, бути в курсі останніх новин, робити зміни у маршруті подорожі, міжсезоння, задовольняти конкретні потреби клієнта, спілкуватися з клієнтами, місце призначення; надавати важливу інформацію, включаючи погодні умови, рекомендації щодо подорожей та необхідні документи до місця призначення, міжнародні поздки.



Reading 4.

Tour Operator

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

Tour operator is an organization, firm, or company who buys individual travel components, separately from their suppliers and combines them into a package tour, which is sold with their own price tag to the public directly or through middlemen, is called a *Tour Operator*. More precise tour operators are primarily responsible for delivering and performing the services specified in a given package tour. They can provide these services themselves as some have their own cars and coaches, hotels, and other travel-related services or can obtain these from the other suppliers. That is why they are called manufacturers of tourism products. Tour operators generally offer a variety of package tours to cater to the needs of different kinds of travelers.

Today, tour operators have become highly competitive. They endeavor to achieve a high volume of turnover, and maximum International and domestic market share by effectively operating. Moreover, the success of many developed and developing nations as tourists' destinations depend heavily on a tour operator's ability to attract tourists, development and promotion of tourism plant, diversification of tourism product and their social

responsibilities to develop a remote and backward area.

Tour operators are basically categorized into **four types**. These are categories on the basis of their nature of the business and its operations.

✓ Technically, the operators who receive guests, clients/tourists, and handle arrangements in the host country are **called inbound tour operators**. For example, a group of American Tourists is coming through TCI Ltd. to India and the company makes arrangements and handles the group in India then TCI is called an inbound tour operator. Incidentally, the inbound traffic to the country for the last two decades has been decreasing. Essentially the tour operators need to adopt innovative marketing strategies and should introduce a special interest tour to cater the special needs of Japanese, Americans, French and British people.

✓ Tour operator who promotes tours for foreign destinations, maybe business tour or leisure tour is called **outbound tour operators**. For example a group of American tourists going to a trip of India and Thomas Cook handle arrangement in America like as ticket reservation, hotel booking etc. then Thomas Cook is called Outbound Tour operators in the context of America.

✓ **Domestic tour operators** are those who assemble, combine tourist components into inclusive tours and sell it to the domestic travelers. In general, these tour operators provide travel services within the tourist's native country. The domestic tour operators operate within the boundary of the home country and offer package tour to the travelers viz. Domestic inclusive tours or independent tours.

✓ **Ground Operators/Destination Management Companies**. These are commonly known as **handling agencies** and their main function is to organize tour arrangements for incoming tourists on the behalf of overseas operators. Let us take the case of India as a destination that – has a varied culture. When a tour operator himself promotes beach holidays, wildlife holidays, adventure tours, heritage tours at the different places, the difficulty arises. It is the ground operator then who by handling the incoming travelers in the same season but at different places ensures that the entire operation is according to the package tours or agreements.

Functions of Tour Operator

A tour operator is an organization, firm, or person who is responsible for the actual arrangement of transport and accommodation facilities on any tour or vacations. They are also responsible for operating and providing vacation through contracting, booking, and packaging together of the various components of the tour such as hotel, transportation, meals, guides, optional tours, and sometimes flights. A tour operator is like a service provider, providing the most convenient option for tourists to stay, visit, as well as leave from the city. A tour operator owns a high volume of travel services

across carriers, services, and accommodation. Some most important functions of the tour operators are following as:

●**Planning a Tour.** The most important functions of the tour operators are planning a tour. Tour operators plan a tour and make tour itinerary which contains the identification of the origin, destination and all the stopping point in a traveler's tours. A prospective tour operator also gives advice to intending tourists in various types of tour programmers, which they may choose for their leisure or commercial travel.

●**Making Tour Package.** Tour operator buys individual travel components, separately from their suppliers and combines them into a package tour. Tour operators make tour package by assembling various travel components into a final product that is called tour package which is sold to tourist with own price tag. Making tour packages is also an important function of Tour Operator.

●**Arranging a Tour.** Tour operators make tour package and also arrange a tour according to tourist demands. Tour operators arrange the tour package and various tourists' activities to provide the best experience to tourists/traveler.

●**Travel Information.** Whatever the size of tour operators, it has provided necessary travel information to the tourists. This task is utterly difficult and very complicated. A tour operator must give up-to-date, accurate and timely information regarding destinations, modes of travel, accommodation, sightseeing, immigration, health and security rules about various permits required to travel in a particular area etc.

●**Reservation.** It is a very important function of all type tour operators and travel agencies. Tour operator makes all the reservation by making linkages with accommodation sector, transport sector and other entertainment organizations to reserve rooms, and seats in cultural programs and transportation.

●**Travel Management.** Tour operators manage tour from beginning to the end of the tour. A tour operator has the responsibility to look after the finer details of a vacation or tour such as hotel, accommodation, meals, conveyance etc. Tour operators provide travel guide, escorting services and arrange all travel related needs and wants.

●**Evaluate the Option Available.** Tour operators evaluate all available options to provide a unique or unforgettable travel experience to tourists during their journey. Tour operators evaluate the various options available for a tour package and provide best of them to tourists.

●**Promotion.** Tour Operators makes tour packages and promote them into various tourists markets at domestic as well international level. Tour operators promote a travel destination to attract a large group of tourists at

domestic as well as international level. In the promotion of tourist destination, tour operators play a key role. Travel agencies or tour operators are called as *image builder* of a country.

•**Sales and Marketing.** Tour operators do sales and marketing of tourist products. Tour operators buy individual travel components, separately and combine them into a tour package, which is sold with their own price tag to the public directly. Tour operators do marketing of tourist destinations and tourism product to attract the attention of the tourists/travelers.

•**Taking Care of Glitch.** Tours operators are also called handling agencies which handles tour package and take care of all the glitches and problems arises during a tour package. Tour operators fix the glitches and provide the best available alternative to tourists during their journey.

Importance of Tour Operators

✓ Tour operators provide the best and competitive price to the tourist. Tour operators negotiate with suppliers of tourism products such as hotels, airlines and provide the best possible price to the tourist. Tour operators buy tourist products in bulk and get huge discounts from suppliers. So that they provide tourist's products at a cheap price.

✓ Tour operators organized a tour in the best way. They personalize and make sure each and every component of the tour is well-taken care. Tour operators provide the best travel experience during a tour. Tour operators save tourists time and money.

✓ Tour operators provide immediate support systems at the host country as well as a foreign land. When tourists travel to a foreign land and things get uncertain, maybe it's a health or loss of documents and need to return back or change of travel plan. A qualified tour operator takes care of all these unseen events with efficiency.

✓ Tour operator caters to the needs of tourists on the based on their taste of travel. Tour operator provides all the best available option according to tourist needs and demands.

(Derived from: <https://tourismnotes.com/tour-operators/>)

1. Check your understanding of the text:

1. What are tour operators primarily responsible for?
2. What are the main types of tour operators? Dwell upon their specification.
3. What is the most important function of the tour operators?
4. How is the package tour made?
5. What does travel information encompass?
6. The main function of handling agencies is....
7. How do you understand the concept *travel management*?

8. Why are tour operators so important for a traveller?
9. What are the famous tour operators in your country? Name them out.
10. What is your favorite tour operator? Why do you choose it?

2. Match the word with its definition.

Word	Definition
1.to endeavor	a) time when you are not working or studying; free time;
2. turnover	b) the place at a port, an airport, etc. where the passports and other documents of people coming into a country are checked;
3. leisure	c) the process of taking somebody/something from one place to another;
4. heritage	d) a small problem or fault that stops something working successfully;
5. accommodation	e) to try very hard to do something;
6.sightseeing	f) a period of time spent travelling or resting away from home;
7.immigration	g) the history, traditions, buildings and objects that a country or society has had for many years and that are considered an important part of its character;
8. conveyance	i) the activity of visiting interesting buildings and places as a tourist;
9. glitch	j) a place to live, work or stay in;
10. vacation	k) the total amount of goods or services sold by a company during a particular period of time.

3. Define if the following statements are True or False.

1. Tour operators can provide these services themselves as some have their own cars and coaches, hotels, and other travel-related services or can obtain these from the other suppliers.
2. Tour operators are basically categorized into five types. These are categories on the basis of their nature of its operations.
3. Technically, the operators who receive guests, clients/tourists, and handle arrangements in the host country are called domestic tour operators.
4. The domestic tour operators operate within the boundary of the home country and offer package tour to the travelers viz.

5. Tour operator who promotes tours for foreign destinations, maybe business tour or leisure tour is called outbound tour operators.

6. Tour operators plan a tour and make tour itinerary which contains the identification of the origin, destination and all the stopping point in a traveler's tours.

7. Making tour packages is the least important function of Tour Operator.

8. A tour operator must give up-to-date, accurate and timely information regarding destinations, modes of travel, accommodation, sightseeing, immigration, health and security rules about various permits required to travel in a particular area etc.

9. Tour operators manage tour just at the beginning- the reservation of the tour.

10. Tour operators negotiate with suppliers of tourism products such as hotels, airlines and provide the best possible price to the tourist.

4. Fill in the gaps.

Tour operator Join UP!

affordable for / carriage / destinations of /
outbound / representative / offers / located /
mission / leading/ agencies/

Join UP! is a _____ Ukrainian tour operator.

The company was founded in 2002. The Head Office is _____ in Kiev, international representative offices — in Belarus and Moldova. Join UP! _____ offices are opened in Kharkov, Dnipro, Odessa, Lviv, Chisinau, Gomel, Minsk and Brest.

Join UP!'s _____ is to make travelling _____ the major part of Ukrainians and open Ukraine to the world.

The company _____ tours to 49 countries and develops incoming tourism in Ukraine.

Tour operator has a network of 149 franchise _____ and cooperates with more than 8 000 travel agencies.

In the company work 360 professionals.

Join UP! is the leader in the Ukrainian market by the number of _____ tourists.

700 thousand tourists used the services of the tour operator in 2017.

The company is number 1 tour operator in the _____ Egypt, the United Arab Emirates, Montenegro, Bulgaria and Sri Lanka.

The tour operator has about 20 own charter destinations.

The main strategic partner in air _____ of Join UP! is company SkyUp Airlines.

Eurotours International

all-inclusive / tips / cooperates with/ products/ tailored
to / attractive /opportunities/ industry/ packages/
partners/

Eurotours is the leading tour operator in direct sales in Austria and a much sought after sales partner. Eurotours offers top quality and the best service at _____ prices. We see ourselves as a trend scout in tourism. As an important partner of the tourism_____, we not only know the highlights, but also the insider_____ of the respective country, whether in summer or winter. With our innovative product design we break through national borders, open up new cooperation _____ and bring added value to tourism regions.

No matter whether attractive _____ special offers, seasonal themed trips by car or inexpensive long-haul trips – as travel experts with years of experience, we combine individual tourist services to create versatile holiday_____. Eurotours takes over all additional services for their sales partners and has the technical know-how to easily bring the travel _____ to the end customer. Our cooperation partners are taken care of with individual booking platforms. Here, customers find a wide range of holiday offers _____ the respective travel market.

We recognise trends at a very early stage. That is why we were the first tour operator in Europe to sell packages via a discounter. Today Eurotours _____ well-known European brands to inspire their customers with great holidays. From food discounters or retail chains to logistic companies, bank and media companies: we open up new business segments with our attractive travel offers. Major _____ include HOFER REISEN in Austria (2003), ALDI Reisen (2009) und Tchibo Reisen (2011) in Germany, ALDI SUISSE TOURS (2007) in Switzerland and ALDI Utazás in Hungary (2017).

German travellers can take advantage of inspiring holiday experiences at top rates under the company's own brand, JUST AWAY. Here winter sports' enthusiasts, water lovers or city break fans can always find changing holiday ideas and special packages on a variety of themes.



Reading 5.

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

The Best Things to See and Do in Kamianets-Podilskyi

Have you ever noticed that ancient cities are the most romantic ones? Kamianets-Podilskyi is no exception. Old castles, cobble-stone streets, centuries-old history and picturesque landscapes are the main reasons to travel to the city for a minimum of a weekend. Here are a few things that make Kamianets-Podilskyi a wonderful place to visit.

Explore the ancient Kamianets-Podilskyi Castle. The main attraction of the city is definitely the fourteenth century Kamianets-Podilskyi Castle, even though the exact age of the building is unknown (some sources claim that it has existed since the twelfth century). The fortress has always been an intimidating stronghold, and it has only been captured twice. Each tower, dungeon and wall has a unique past and story to tell. Nowadays, the fortification is a part of the National Historical-Architectural Sanctuary.

Fly over the city in a hot air balloon. The Ukrainian hot air balloon festival takes place in Kamianets-Podilskyi every May. It was held for the first time in 1998 and has attracted thousands of tourists each year since. This spectacular show is also an amazing opportunity to spend a romantic weekend in one of the most beautiful cities in Ukraine. Imagine flying over the enchanting Kamianets-Podilskyi Castle and river canyon with your loved ones.

Scrutinize the best Ukrainian castles. The fortress of Kamianets-Podilskyi is one of the most splendid castles in Ukraine. It is a massive construction with high towers and walls, and it is difficult to see all of its

details from a single vantage point. Therefore, curious tourists can visit the Museum of Miniatures and its exhibit called Castles of Ukraine. The museum is located on a hill overlooking the castle, so you can compare the real version to the miniature. Moreover, you can also explore the beautiful Shenborn Palace, mystical Pidhirtsi Castle and other Ukrainian mansions all in one place.

Walk along the Smotrichsky Canyon. Kamianets-Podilskyi is a green city with extremely picturesque views. The valley of the Smotrych River and the steep slopes of the adjoining canyon are unique monuments of nature. The height of the rocks reaches 50 meters (164 feet) and the length is 9 km (5.6 miles). Therefore, the canyon begins in the Kamianets-Podilskyi city and ends in the village of Tsybulivka. There are also permanent and seasonal waterfalls, which make the natural wonder of Smotrichsky Canyon even more enigmatic.

Drink coffee at Policmeystr Coffee. The city of Kamianets-Podilskyi tries to keep up with the large cities of Ukraine and promotes a competitive coffee culture for locals and tourists. So, if you're a real coffee expert, pop into the Policmeystr Coffee or Kava vid Policmeystra to refuel. There are around 20 coffee varieties, but even so, the selection is not the main reason to visit the café. Come for the incredible interior design created by antique furniture, household items, old photos and other thoughtful details. In addition, Policmeystr Coffee's homemade cakes are delightful.

Learn archery on the Castle Bridge. To visit the city's castle, you'll need to traverse the ancient Castle Bridge. It is one of the oldest bridges in Ukraine, and it could be argued that it is the most romantic one. Couples in love attach locks and pledges to the bridge and take pictures of the unbelievable view. Moreover, it is the hub for thematic entertainment like archery. You will have a lot of fun learning how to hold a bow and shoot arrows at targets. You might even be able to shoot a bullseye by the end of the lesson.

Take a picture with the Monument to the Tourist. In 2013, Kamianets-Podilskyi acquired another attraction that quickly became a favourite. The Monument to the Tourist is symbolic, as the city is among the best destinations to visit in Ukraine. A traveller's statue, dressed in a T-shirt, shorts and a cap stands in front of the City Hall on the main square of Kamianets-Podilskyi. Thus, it is impossible to bypass and not take a picture.

Gape at Saints Peter and Paul Cathedral's architecture. Saints Peter and Paul Cathedral is a fifteenth century architectural ensemble that will have you marveling for hours. Its main feature is a 40-meter (131-ft) high minaret. The minaret was sculpted by the Turks, who captured the city in the seventeenth century and wanted to destroy all the Catholic churches, but the Saints Peter and Paul Cathedral held steadfast. In 1756, when the Turks were

driven away, the top of the minaret was decorated with a golden leaf sculpture of the Madonna. The sculpture can be seen from almost any point in Old Town.

Visit the Table of Consent. If you walk behind the Kamianets-Podilskyi Castle, you'll notice a strange concrete plate: the Table of Consent. It symbolizes the cultural diversity of the city and the nations that participated in creating Kamianets-Podilskyi. There are seven stones around the plate; each one symbolizes a nation or group of people that had a hand in developing the city: Ukraine, Poland, Russia, Lithuania, Armenia, Turkey, and the Jewish community. The eighth stone, which lies to the side, is a symbol of any other nation or community that may also affect the development of the city in the future.

Buy souvenirs in Old Town. Souvenirs and trinkets, although cheap, are an integral part of remembering a trip. Luckily, Kamianets-Podilskyi has an entire market with souvenirs. You might find a vyshyvanka (a traditional embroidered shirt), a bulawa (a ball-shaped weapon used by the Cossacks) or objects decorated with the popular Petrikivka painting style. It is located in Old Town, so you can sight-see and buy gifts for family and friends at the same time.

1. Check your understanding.

1. What is the main attraction of the town? What do you know about it?
2. When is the best time to visit the town in order to take part or to admire the Ukrainian hot air balloon festival?
3. Dwell upon the Smotrichsky Canyon.
4. Why must tourist pop into the Policmeystr Coffee? What can they taste there?
5. What is the Castle Bridge famous for? What can you do there?
6. What is the most famous and symbolic monument of the town?
7. What do you know about the zest of Saints Peter and Paul Cathedral?
8. What does the Table of Consent state for?

2. Match the terms with their definitions.

1.Stronghold	a) protection or a safe place, especially for someone or something being chased or hunted
2.Dungeon	b) a very large, expensive house
3.Canyon	c) the central and most important part of a particular place or activity
4. Vantage point	d) a castle or a place that is strongly built and difficult

	to attack
5. Mansion	e) the place where someone is going or where something is being sent or taken
6. Hub	f) a large valley with very steep sides and usually a river flowing along the bottom
7. Trinket	g) staying the same for a long time and not changing quickly or unexpectedly
8. Steadfast	h) a dark underground room used as a prison, especially in a castle
9. Destination	i) a small decorative object, or a piece of jewellery that is cheap or of low quality
10. Sanctuary	j) a place, especially a high place, that provides a good, clear view of an area

3. Fill in the words.

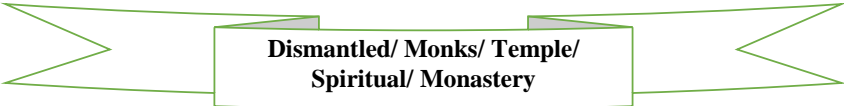
Other best places of Kamyanets-Podilskyi Kamianets-Podilskyi

(Retrieved from: <https://vididay.ua/blog/en/kamianets-podilskyi-the-pearl-of-podillia/>)

**Exhibitions / Uprisings/ Torture/ Tower/ Law / Center/ Ensemble/
Massacred/**

The oldest Town Hall in Ukraine is located in our town, also known as the House of the Polish Magistrate (XIV – XVI centuries). Kamianets, as an important trade _____ on the way between East and Western Europe, received Magdeburg _____ in 1432, and with it, the permission to build facilities for the governing body.

The Town Hall consists of two parts, a two-storey building (which is the House of the Council) and eight-tiered bell_____. They used to be separate buildings at a distance of 3 meters, but after the fire of 1616, they joined them in a single_____. In the Town Hall cellars, there were _____chambers of the inquisitorial court and for centuries near the walls, they _____those who fought for regional independence. It is where they severely punished the leader of the peasant _____in Podillia Ustym Karmeliuk. Nowadays, the renovated ensemble of the Town Hall houses Museum_____. The decoration of its tower is a clock set in the XVII century, which consisted of two bells cast in copper and silver. Now one of them is in the historical Museum, and the second one still beats the time every hour.



**Dismantled/ Monks/ Temple/
Spiritual/ Monastery**

Another famous town_____, the Church of the Holy Trinity, was transformed into a mosque in the XVII century. After the Polish power established in the town, they gave the Church to the Greek Catholic community, and in 1722 Bishop Athanasius Sheptytskyi gave the temple to the _____of the Order of St. Basil, who founded a _____there. The order operated until 1795 when Podillia became part of the Russian Empire and the Church was re-consecrated to Orthodoxy. But the most difficult was the XX century – in 1935 the temple was_____, and the restoration began only in 1995. The fully restored Church and monastery opened in 2010, and now the building impresses with its power and _____strength.

4. Define if the following statements are True or False.

1. The exact age of Kamianets-Podilskyi Castle is unknown, some sources claim that it has existed since the twelfth century.
2. The Ukrainian hot air balloon festival takes place in Kamianets-Podilskyi every May and September.
3. The Smotrichsky Canyon begins in the Kamianets-Podilskyi city and ends in the village of Tsybulivka.
4. There are around 25 coffee varieties at Policmeystr Coffee , but even so, the selection is not the main reason to visit the café.
5. The Table of Consent symbolizes the cultural diversity of the city and the nations that participated in creating Kamianets-Podilskyi.
6. The Castle Bridge is one of the newest bridges in Ukraine, and it could be argued that it is the most romantic one.
7. A traveller's statue, dressed in a T-shirt, shorts and a cap stands in front of the Fortress on the main square of Kamianets-Podilskyi.
8. Its main feature of Saints Peter and Paul Cathedral is a 40-meter high minaret.
9. Kamianets-Podilskyi has an entire market with souvenirs, where you might find a vyshyvanka, a bulawa or objects decorated with the popular Petrikivka painting style.
10. Kamianets, as an important trade center on the way between East and Western Europe, received Magdeburg Law in 1432.



Reading 6.

Ukraine

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

10 Best Places to Visit in Ukraine

Ukraine is one of the largest countries in Eastern Europe. Despite the millions that call it home, it's totally underrated by tourists. Often overlooked due to its troubles in the east, the rest of Ukraine is safe to travel through, and there's so much to see and do. Not to mention, it's incredibly cheap! With a distinct culture and crammed full of captivating history, Ukraine is as far from touristy as you can get. Explore glorious cathedrals, Orthodox churches, ancient castles, lush forested hills, and Black Sea beaches. Here are best places to visit in Ukraine.

10. Uman

Situated in central Ukraine, this city on the banks of the Umanka River offers a relaxed



layover between the popular cities of Odesa and Kiev. First mentioned in 1616 when it was under Polish rule, Uman was built as a fortification against Tatar raids and has since undergone many stages of occupation. Most famous for the tragic 1700s Haidamak rebellions, today it serves as a popular pilgrimage site for Hasidic Jews.

Perfectly tourist-friendly, Uman's attractions are well signposted, and you'll have no problem finding your way around this laidback town. Visit the tomb of Rabbi Nachman, Sofiyivka Park, see the obelisk in the town center, watch the Pearl of Love fountain show, or browse the daily market. For those interested in history, the Basilian Monastery (1764) is the oldest building in the city. If you love green spaces, you'll love Uman. It's a major center for gardening research, and Sofiyivka Park is ideal for a leisurely afternoon stroll. Nature lovers can sign up for a tree tour at the Dendrological Research Center. Uman also boasts some colorful architecture, museums, WWII monuments, and a gorgeous pastel-colored church.

9. Rakhiv

While its self-christened title as the ‘geographical center of Europe’ may not be true, Rakhiv is certainly the highest city in Ukraine. Tucked within the lush Carpathian forests of western



Ukraine, this mountain town is the perfect playground for nature lovers and hiking enthusiasts. Ideal for adventure lovers looking to explore the southern Carpathians, Rakhiv promises stunning scenery – including picturesque slopes and swinging footbridges leading across the rushing Tysa River. There isn’t a whole lot going on here, but that’s the appeal of Rakhiv. Head to the peaceful Dilove village for a quiet escape in the mountains, and swap the hive of the city for the serenity of the outdoors. For a taste of the local culture, don’t miss the Hutsul Brynza Festival held in September. This fiesta honors the shepherds who return from the Carpathians each winter with cheese, wurda, brynza, folk song, and dance.

8. Chernihiv

Chernihiv is one of the oldest cities in Ukraine. It was first mentioned back in 907 in the Rus’-Byzantine Treaty between Prince Oleh and Byzantium, but the actual date of



establishment isn’t known. In this treaty, Chernihiv was ranked the second most important Ukrainian center after Kiev. Located on the banks of the Desna River in northern Ukraine, Chernihiv is the administrative center of the Chernihiv Oblast province. It boasts beautiful medieval architecture – particularly Catherine’s Church with its golden cupolas, and the 11th century five-domed Transfiguration Cathedral. If you love beer, you’ll be in your element in Chernihiv, as it’s home to some famous Ukrainian tipples, known as ‘Chernihivske.’ Don’t miss the chance to visit the two ancient cave monasteries on the outskirts of the city or take a stroll around the 18th century Kachanivka Palace with its beautiful neoclassical architecture, pretty gardens, and lake.

7. Bukovel

An idyllic wintertime destination, Bukovel is Ukraine's big skiing destination. In fact, it's the largest ski resort in Eastern Europe! Surrounded by three mountains, including the highest peaks of the



Carpathians, the views from this luxury alpine ski resort are simply breathtaking. High up on the slopes of western Ukraine, Bukovel promises bucket loads of fun for all ages. It caters to all skill levels with over 50 kilometers of groomed pistes and playgrounds. When you're not out testing the powder, hang out at the snow park and bicycle park or learn some new tricks at the ski school. The best time to plan a skiing holiday to Bukovel is from December to April, but January has the deepest snow.

6. Chernivtsi

Chernivtsi can be found at the foot of the Carpathian Mountains in western Ukraine. Lovingly dubbed "Little Vienna," the city boasts similar architecture to the



Austrian city, as it was once part of the Austro-Hungarian Empire. But the city is not just a pretty face; it has significant historical and cultural importance too. According to archaeological discoveries, Chernivtsi dates back to the Neolithic era. A fortified city once stood on the north-eastern shoreline during the time of the Principality of Halych. It was known as the 'Black City' – presumably because of the dark color of the city walls – and was largely destroyed during the Mongol invasion. Some parts of the fortress remain today. With its cobbled streets filled with laidback cafes, Baroque buildings, bookshops, and parks, it's the perfect place to chill out and absorb the no-frills, no-fuss atmosphere. Don't miss a visit to the National University – this impressive palace is one of the largest universities in Ukraine.

5. Kamianets-Podilskyi Fortress

Kamianets-Podilskyi in western Ukraine is most famous for the Kamianets-Podilskyi Fortress. In fact, it's one of the main reasons tourists visit this fairy-tale



city. Towering over the Smotrych River, the fortress is truly magnificent – it's easily one of the most picturesque fortresses in Eastern Europe! But there's more to the city than just the fortress. Explore the cobbled streets of the well-preserved medieval Old Town lined with its pretty pastel-colored houses and admire the excellent street art that tells the tale of the city. Head for the skies with a one-of-a-kind hot air balloon ride – one of the city's highlights – waterfall-watch along the Smotrichsky Canyon, and take up archery on the Castle Bridge. Don't miss the incredible festival of hot air balloons in the spring!

4. Chernobyl

For those interested in history, Chernobyl promises a dark exploration. It's the site of the infamous nuclear disaster that led to the



premature deaths of thousands of people in 1986. Recently revisited in an HBO documentary, the Chernobyl exclusion zone – which is currently an eerie ghost town in northern Kiev Oblast – is set to become a major tourist attraction. Make sure you go as soon as possible! Inside Chernobyl, you'll be able to witness the destruction for yourself – the demolished buildings and abandoned possessions of those who had to escape for their lives. Guided tours are available, offering the chance to learn about the tragedy first-hand. While filming is currently prohibited in the exclusion zone, the Ukrainian president has promised to lift the ban as part of a significant revamp of the area that will make it safer for tourists.

3. Odessa

First held by the Greeks, then by the Ottomans, and finally



the Russians, Odessa in southwestern Ukraine has an interesting history – all of which is told through its many excellent museums. Today, Odessa is a modern city with stunning Art Nouveau architecture, pretty people-watching cafes, and gorgeous beaches. Located on the north-western shore of the Black Sea, it's often nicknamed the 'Pearl of the Black Sea.' Odessa boasts a thriving nightlife scene in Arcadia, with Ibiza-comparable night clubs, enviable shopping, and fantastic wineries. Put that all together, and you get the ultimate summer holiday destination – all without the throngs of international tourists. There is so much to do in Odessa. Hang out at one of the many beach club pools, watch a theater show, or stroll along the seaside promenade. It's not only what's on the ground level that attracts so many people to this vibrant city: Odessa also features a series of intriguing underground catacombs that span thousands of kilometers beneath the city!

2. Lviv

Lviv is the largest city in western Ukraine and boasts a historic center that's well worth exploring. Established in 1240 and named after Leo, the oldest son of the



King of Ruthenia, the capital changed hands several times between the Polish and the Russians before finally becoming independent in 1991. Packed full of monuments, museums, and age-old buildings with archaeological findings dating back to the 5th century, Lviv has plenty for adventurers to uncover. Dubbed one of Ukraine's most popular cultural hubs, Lviv abounds with art galleries, including the Lviv National Art Gallery, home to over 50,000 works of art. There's no shortage of activities for a cultural day out, from opera and ballet performances to a charming café culture. You'll find all sorts of quirky bars and knaipas (local pubs) tucked down narrow side streets.

1. Kiev

The number one destination to visit in Ukraine is undoubtedly the capital, located in north-central Ukraine. Filled with striking Soviet architecture, monasteries,



golden-domed churches, and handsome streets, this European city really packs a punch. Plus, it's still totally underrated, so you won't find many tourist traps here! Dating back to 482 AD, Kiev is one of the oldest cities in Eastern Europe. Having faced both Russian and German occupation, it's now distinctly Ukrainian. In fact, Kiev had a considerable part to play in the development of both the medieval East Slavic civilization and the Ukrainian nation as we know it today.

Modern Kiev is all go-go-go. Head to one of the many city bars, people-watch at a sidewalk café or visit one of the museums to discover some of Eastern Europe's fascinating history. Visit the Museum of Folk Architecture and Ethnography, one of the largest open-air museums in Europe. The most popular attraction in Kiev however is undoubtedly Kiev Pechersk Lavra, one of the oldest and most important monasteries in Ukraine. Don't miss the chance to stroll down Andriyivskyy Descent, a steep cobbled street lined with Art Nouveau-style houses with gargoyles. Kiev is also a popular destination for theater, opera, and musical performances, so bring your cultural A-game!

(Derived from: <https://www.planetware.com/ukraine/top-rated-attractions-things-to-do-in-ukraine-ukr-1-3.htm>)

1. Answer the questions to the text.

1. Why is Ukraine totally underrated by tourists?
2. Which places can you visit in Uman?
3. Where is Rakhiv located? What can you see and try there?
4. What is Chernihiv famous for?
5. What kind of activities can Bukovel promise for all ages?
6. Which city is called "Little Vienna" in Ukraine? What do you know from its history?
7. What is Kamianets-Podilskyi famous for?
8. Is it possible to have a trip to Chernobyl exclusion zone?
9. Dwell upon 5 top things to do in Odessa.
10. Why should any tourist visit Lviv during his trip to Ukraine?
11. What are the most visited spots in the capital of our country?
12. Dwell upon your own town/city/ village: history, places to visit, food and drink.

2. Find the appropriate English equivalents in the text above.

Зупинка, бути недооціненим туристами, бути безпечним для відвідування, татарські набіги, повстання, пішохідний міст, пастух, дата заснування, договір, відомий український алкогольний напій, старовинні наскальні монастирі, околиці міста, монгольське завоювання, казкове місто, мощені бруківкою вулиці, фестиваль повітряних куль, зона відчуження, зруйновані будівлі, виноробня, без

натовпів туристів, прогулятися вздовж набережної, жваве місто, переходити з рук у руки, культурний центр, золоті верхи церкви, музей під відкритим небом.

3. Match the place with its description.

Place	Description
1. Uman	a) packed full of monuments, museums, and age-old buildings with archaeological findings dating back to the 5th century;
2. Bukovel	b) located on the north-western shore of the Black Sea, it's often nicknamed the 'Pearl of the Black Sea';
3. Lviv	c) can be found at the foot of the Carpathian Mountains in western Ukraine;
4. Kyiv	d) hosts the incredible festival of hot air balloons in the spring;
5. Odessa	e) boasts beautiful medieval architecture – particularly Catherine's Church with its golden cupolas, and the 11th century five-domed Transfiguration Cathedral;
6. Chernobyl	f) was built as a fortification against Tatar raids and has since undergone many stages of occupation;
7. Chernivtsi	g) is the 'geographical center of Europe' and certainly the highest city in Ukraine;
8. Kamianets-Podilskyi	i) had a considerable part to play in the development of both the medieval East Slavic civilization and the Ukrainian nation as we know it today;
9. Chernihiv	j) it's the site of the infamous nuclear disaster that led to the premature deaths of thousands of people in 1986;
10. Rakhiv	k) it's the largest ski resort in Eastern Europe.

4. Define if the following statements are True or False.

1. Chernihiv was ranked the second most important Ukrainian center after Kiev in the past.
2. The Lviv National Art Gallery homes over 60,000 works of art.
3. Odessa features a series of intriguing underground catacombs that span thousands of kilometers beneath the city.
4. Guided tours to Chernobyl are forbidden by the President of Ukraine.
5. The main attraction of Kamianets-Podilskyi is its fortress.
6. The Museum of Folk Architecture and Ethnography in Kiev, one of the largest open-air museums in Europe.

7. Don't miss a visit to the National University in Chernivtsi – this impressive palace is one of the smallest universities in Ukraine.

8. The best time to plan a skiing holiday to Bukovel is from December to March, but February has the deepest snow.

9. Rakhiv has been titled as the 'geographical center of Europe'.

10. Most famous for the tragic 1700s Haidamak rebellions, today Uman serves as a popular pilgrimage site for Hasidic Jews.

5. Fill in the gaps.

Poltava

Tsar / dedicated to/ pivotal /history/ belfry/ preserved/
relics/

Poltava, which sits of the Vorskala River, is a city steeped in military_____ due to a legendary battle in the 18th century between the Cossacks and the Russian _____Peter I, and with that in mind come to this city to view the military _____that still remain. These include the Column of Glory, October Park, and the _____area of the Poltava Battlefield. Poltava is also known for its museums, several of which are _____military history, as well as its main cathedral, the Assumption Cathedral, with its striking_____. Once the place of such a _____moment in history, Poltava is now a relaxed and serene cultural city, with orchestras, theatres, and museums a plenty.

Myrhorod

Carriage/ bathe/ springs / water fountain /mineral/
salty/ pedalo/

Found on the Khorol River, Myrhorod is essentially a sleepy spa town that became famous due to the _____properties found in its underground. The slightly _____water can be drunk to improve digestive issues, or there are a number of spots where visitors can_____. If you prefer not to swim then you can take a boat or _____out of the Khorol River, and there are a number of quirky features for visitors to Myrhorod to seek out, such as a towering illuminated windmill and a musical_____. The woodlands found in the city are also rather famous, and for the full romantic experience you can take a horse drawn _____ride through the lush landscape.

Uzhhorod

Staples/ bolster / cellars/ population/ neighboring /
stunning

Uzhhorod, on the border with Slovakia and near the border with Hungary, is a vibrant and diverse town with a sizeable Hungarian and Romanian _____ that gives it a cosmopolitan feel that has helped to _____ its claim to fame as a premium tourist attraction in Ukraine. Come here for the _____ Uzhhorod Castle that dates from the 9th century, as well as the Greek-Catholic Cathedral from the 17th century. If you want to try some of the local _____ then you can explore the city's famous wine _____, or try the delicacy bogrács, a kind of goulash originating from _____ Hungary.



Reading 7.

The UK

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

12 Best Places to Visit in the UK

Consisting of England, Scotland, Wales, and Northern Ireland, the United Kingdom (UK) has long been one of Europe's most popular tourist destinations. The country's appeal has much to do with its diverse scenery and rich cultural heritage. The best places to visit include everything from beautifully preserved country estates and castles, to its many world-class art galleries and museums. One of the greatest pleasures of a UK vacation, however, is just how easy it is to explore this fascinating and diverse country. Thanks to its size-the UK could easily fit into the state of Texas - you can base yourself in cities such as London or Liverpool and simply take a train or bus to explore other areas. Plan your sightseeing adventures with our list of the best places to visit in the UK.

1. London: The UK's All-in-One Destination

While it's possible to plan a trip to the UK without visiting London, it's certainly not to be advised, as the nation's sprawling capital boasts plenty of attractions to keep



you busy. For those interested in learning more about the UK's rich history, one of the top things to do in London is visit the Tower of London. Located beside the spectacular **Tower Bridge** on the banks of the **River Thames**, this former palace and prison includes highlights such as the iconic 1,000-year-old White Tower, with its fascinating displays of armor and weaponry, and the Jewel House, home to the **Crown Jewels**.

Fans of Britain's Royal Family will want to head to Buckingham Palace, London's Royal home since Queen Victoria's reign. Here, you can enjoy the colorful pomp of the **Changing of the Guard** or even take a tour of the Palace's State Rooms. The city's Whitehall Road area is another must, where you'll find **Big Ben** and the **Parliament Buildings**, as well as Westminster Abbey, scene of many a royal wedding. Another area to visit in London is South Kensington, home to the city's best museums, including the Victoria and Albert Museum and the Natural History Museum, as well as the famous Harrods department store. Also check out Trafalgar Square, home to iconic **Nelson's Column** and the National Portrait Gallery.

2. Edinburgh: Scotland's Capital

One of Scotland's most attractive cities, the capital city of Edinburgh is also one of the UK's most visited destinations. Popular for its many well-preserved historic



buildings, Edinburgh is perhaps best known as the home of the majestic Edinburgh Castle. Perched high above the old city on a rocky promontory, this 13th-century royal fortress includes highlights such as the famous One O'Clock Salute, held daily at Half Moon Battery; the Scottish Crown Jewels in the **Royal Palace**; the **Scottish National War Memorial**; and the famous **Stone of Destiny** (the Stone of Scone), only returned to

Scotland after being held for 700 years in London. From the castle, it's easy to explore the other most important historic sites in the city, most notably the Old Town's **Royal Mile** with its fine architecture, boutique shops, cafés, restaurants, and art galleries, as well as the splendid old **Palace of Holyroodhouse**. Other Edinburgh highlights include broad **Princes Street**, popular for its shopping and dining, as well as for the Royal Botanical Garden and the National Gallery of Scotland.

3. Roman-Era Bath

Although one of the UK's smaller cities, Bath more than makes up for its diminutive size with a multitude of things to see and do. Named after its famous Roman Baths, this beautiful city has been



luring visitors to its healing waters for more than 2,000 years. Gushing from three hot springs, the water-known to consist of 43 different minerals, hence its curative properties-travels upwards some 3,048 meters at a rate of 275,000 gallons per day, before spilling out at a consistent 46.5 degrees Celsius. While it's not possible to bathe in the original Roman Baths, a number of nearby spas-most notably the superb **Thermae Bath Spa**-offer guests the chance to enjoy the city's famous waters. In addition to its ancient history, Bath is also famous for its lovely Georgian architecture, the best examples of which can be seen along the magnificent, curved Royal Crescent, with its palatial townhomes. One of them, **No.1 Royal Crescent**, is now a museum that offers a fascinating peek into life during Georgian times.

4. Ancient Stonehenge and Medieval Salisbury

One of the planet's oldest World Heritage Sites, Stonehenge has been a place of pilgrimage for more than 4,500 years. It was believed



to have been erected as a place of worship, but these days, the crowds consist of tourists drawn by the sheer scale of this magnificent monument to mankind's ingenuity. It's a sprawling site, covering an area of more than 20 square kilometers and boasting a state-of-the-art visitor center, which offers a fascinating glimpse not only into the construction of Stonehenge, but also its history since then. Plan ahead and purchase a timed ticket for the day of your

visit. Be sure to also spend time exploring the nearby medieval city of Salisbury, located just 16 kilometers south of Stonehenge. Here, you'll be rewarded with a chance to visit one of the country's most famous cathedrals, dating back to 1220 and home to an original **Magna Carta**. Afterwards, be sure to wander the old city center with its many fine churches and historic medieval architecture.

5. Wonderful Windsor

The historic town of Windsor, conveniently located a short train ride west of London, offers plenty of fun things to do for tourists. In addition to its lovely Thames-side setting and the many



medieval half-timbered buildings along its quaint old cobblestone laneways, it's also home to spectacular Windsor Castle, the most famous of the UK's royal castles. This grand old castle has served as the summer residence of British royalty for more than a millennium and is the world's largest inhabited castle. Highlights include the splendid State Apartments containing the Queen's Gallery and dining hall, each with magnificently painted ceilings and woodcarvings, and St. George's Chapel, famous as the home of the Knights and Ladies of the ancient Order of the Garter. When you've had your fill of these historic buildings, be sure to also spend time exploring the castle's large and beautiful grounds, which are almost 10 kilometers long. Here you'll enjoy some truly memorable panoramic views over Windsor and its castle.

6. Idyllic England: The Cotswolds and Lake District

Covering almost 1,287 square kilometers of pristine countryside, the beautiful **Cotswolds** is undoubtedly one of the most photographed corners of the UK. Located an easy day trip west of London and close to the popular



tourist attractions of Bath and Bristol, the Cotswolds includes some of the best parts of the counties of Oxfordshire, Gloucestershire, Somerset, Wiltshire, Warwickshire, and Worcestershire. Travelers flock here to experience a true taste of rural English life, and to explore its many quaint village greens and idyllic pasturelands. One of the most popular ways to do this is via the area's extensive trail network, including the excellent 16-kilometer-long Cotswold Way. Other fun things to do include horseback

riding and biking, or simply soaking up the history of popular market towns such as Castle Combe or Tetbury.

7. Medieval York and its Minster

One of northern England's most popular tourist destinations, the medieval city of York, long the ecclesiastical capital of the Church of



England, boasts one of the country's most magnificent cathedrals. The country's largest medieval church, York Minster can trace its roots back to the spread of Christianity in the 3rd century, although the splendid present Gothic structure was built almost 1,000 years later. Highlights of a tour include the opportunity to view its 14th-century stained glass windows, plus the richly decorated interiors of the choir and north transept. Also worth a visit is the crypt, which contains parts of the original 11th-century church the cathedral now stands on. Other landmarks worth exploring are the ancient **City Walls**, which stretch almost five kilometers around the old medieval city center and offer excellent views over **The Shambles**, a narrow 14th-century roadway, famous for its fine old timber-framed buildings, many of which hang over the street below. It's also an area known for its many restaurants and tearooms, as well as its many boutique shops and galleries. York also boasts a number of major museums, the most popular being the **National Railway Museum**. Highlights of this museum's vast collection include many fine old steam engines dating as far back as 1820, plus a unique collection of Royal Trains.

8. The University Towns of Cambridge & Oxford

The UK has long been a center of learning, with two of its most famous university towns also



ranking highly as tourist destinations. An easy commute north of London-and just 128 kilometers apart-Cambridge and Oxford have for centuries been rivals for the title as the country's top academic establishment, a rivalry celebrated during the famous rowing event, **The Boat Race**, which takes place each spring on the **River Thames**. Despite this generally good-spirited rivalry, each location offers plenty of attractions to make them worthwhile

additions to your UK travel itinerary. Highlights of a visit to Cambridge include the chance to wander the UK's largest collection of preserved historic buildings, many of them located within an easy walk of **Cambridge University's** 31 colleges, the oldest of which was founded in 1284. In addition to touring the stunning college grounds (only a handful of the university's buildings offer tours), visitors to Cambridge should also take a punt along the River Cam, as well as explore the old town center. **Oxford University's** 38 colleges are equally attractive, each set around a quadrangle and several inner courtyards along with chapels, dining halls, libraries, and student accommodations (some offer unique tourist accommodation packages, too). Oxford highlights include the **Carfax Tower**, with its fine views over the city center, and the many fine old buildings of the town's **High Street**.

9. Liverpool and Manchester

Thanks to its international airport, **Manchester** is often the first stop for many visitors planning to explore northern England, Scotland, or Wales. Highlights include **Castlefield**, popular for its well-preserved



Victorian houses, canals, and Roman ruins, as well as the many old warehouses now serving as trendy shops, hotels, and restaurants. Other attractions include **Manchester Cathedral** and the historic Town Hall, as well as a rich cultural scene that includes museums (Museum of Science and Industry), galleries (Manchester Art Gallery), and entertainment (Chinatown).

Liverpool, just an hour away by rail, offers plenty of cultural excitement of its own, not least because of its association with the **Beatles**. Music fans are drawn here for "Fab Four" related attractions such as **The Beatles Story** in the renovated Albert Docks area; the famous **Cavern Club**, where the band made its debut in 1961; as well as the former homes of John Lennon and Paul McCartney (numerous walking tours and bus tours of Beatles sites are also readily available). Other great reasons to visit Liverpool include its many historic buildings; lovely gardens and parks; as well as great museums such as the **Merseyside Maritime Museum**, the **Museum of Liverpool**, and world-class art galleries like the **Walker Art Gallery** and the **Tate Gallery**.

10. Canterbury

Pay a visit to historic Canterbury in Kent, and you'll soon discover why this beautiful city continues to be such a draw for visitors to the UK. An easy hour's train ride from central, Canterbury has been a draw for pilgrims



for more than 1,500 years, ever since St. Augustine first started converting pagan Anglo Saxons to Christianity here in AD 597. The city's most famous attraction is Canterbury Cathedral, home of the Archbishop of Canterbury. Now a UNESCO World Heritage Site, this stunning cathedral offers plenty to see, from the intricately carved masonry of its exterior to its magnificent interior, a highlight of which is the beautiful choir with its statues of six English kings. Also of note are the exquisite Miracle Windows, dating from the 12th century and depicting scenes from the life of murdered Archbishop **Thomas Becket**. Afterwards, be sure to spend time wandering the pedestrianized area of Old City Canterbury with its many preserved, historic, timber-framed buildings, particularly along Mercery Lane. Other must-sees include the Canterbury Tales, a fascinating look at the life and times of famous English poet Geoffrey Chaucer (aka the "Father of English Literature"), and the excellent **Canterbury Roman Museum**, built around the remains of an original Roman townhouse and its unique mosaic.

11. Cardiff: The Capital of Wales

Despite being much smaller than both Scotland and England, Wales is home to some of the UK's top attractions



and fun things to do, from exploring the breathtaking scenery and enjoying outdoor adventures in its national parks to visiting its historic castles. One of the best places to sample a little of everything that Wales has to offer is the country's capital, Cardiff, with most travelers beginning their visit at **Cardiff Castle**. Located in the middle of the city and built on the ruins of an ancient Roman fort, parts of the current structure date as far back as 1090, with much of it restored in the 1800s. Highlights include the State Apartments, the Clock Tower, the Chapel, and a spectacular Banqueting Hall with its fine murals. Afterwards, be sure to spend time wandering the city's many old Victorian

shopping arcades, the best of which can be found around The Hayes. Also worth checking out is Cardiff Bay. One of the UK's largest redevelopment projects, this vast area is now home to numerous fine restaurants, theaters, galleries, and shopping opportunities, many of them housed in former warehouses on lovely Mermaid Quay. Cardiff Bay is also where you'll find the **World of Boats**, with its unique collection of vessels from around the globe, and **Techniquet**, a fun science center featuring a planetarium and theater.

12. Loch Ness and Inverness

Despite the fact that the legends of mythical monsters have largely been



debunked, spectacular **Loch Ness** remains an extremely popular tourist attraction for travelers heading to Scotland. While it's unlikely you'll encounter any monsters, you will, however, be rewarded with seeing some of the UK's most beautiful scenery. Highlights include the ruins of **Urquhart Castle**, overlooking the loch, one of Scotland's largest fortifications (the current structure dates from the 14th century). For those wanting to learn more about the area's many legends, the **Loch Ness Centre and Exhibition** recounts its history, along with that of its monster, including details of ongoing searches for the elusive creature. A little farther north is Inverness, which boasts numerous excellent attractions, including Inverness Castle, the Inverness Museum and Art Gallery, and the late 19th-century St. Andrew's Cathedral.

History buffs should also check out the **Culloden Battlefield and Visitors Centre**. It was in Culloden in 1746 that the English and Scots fought their last battle and where the fate of Scotland as a British dominion was determined. Also of interest are the gravestones of warriors from the Scottish clans, as well as the six-meter-high Memorial Cairn erected in 1881 to commemorate the battle.

1. Answer the questions based on the text.

1. Why is the United Kingdom one of Europe's most popular tourist destinations?
2. What do you know about the Tower of London?
3. What can you see and visit in Buckingham Palace?
4. What is Edinburgh famous for? Name out the places worth visiting there.
5. Dwell upon the history of Bath? Why do people visit this city so often?

6. Why is Stonehenge so popular among tourists? What do you know about this site?
7. Do you recommend us to visit the historic town of Windsor? What can we find there?
8. Where can you experience a true taste of rural English life?
9. What is the medieval city of York famous for? What can we experience there?
10. Which towns have for centuries been rivals for the title as the country's top academic establishment? Tell us about them.
11. Why should a tourist visit Manchester and Liverpool? What can he see and do there?
12. Dwell upon the historic importance of the city of Canterbury.
13. What can Wales offer to its visitors?
14. Is it true that a tourist can encounter a monster in Loch Ness?

2. Find the appropriate English equivalents in the text above.

Культурна спадщина, масток, збруя, прямувати до, пишність, знаковий, добре збережені історичні будівлі, мис, заманювати/приваблювати відвідувачів, термальні води, місце паломництва, будувати/створювати, середньовічні фахверхові будівлі, старі химерні бруковані доріжки, сільська місцевість, натовпи туристів, відчуті справжній смак сільського англійського життя, пасовище, мальовничі містечка, покататися на човні, маршрут, великий магазин, бути привабливим для туристів, проводити час блукаючи пішохідною частиною старого міста, зустрічати монстра, озеро, пишатися своїми визначними місцями, увіковічнювати, любителі історії, надгробки.

3. Match the place with its description.

Place	Description
1. Buckingham Palace	A) this beautiful city has been luring visitors to its healing waters for more than 2,000 years;
2. Baths	B) has been a place of pilgrimage for more than 4,500 years;
3. Edinburgh Castle	C) London's Royal home since Queen Victoria's reign and here you can enjoy the colorful pomp of the Changing of the Guard;
4. Stonehenge	D) travelers flock here to experience a true taste of rural English life, and to explore its many quaint village greens and idyllic pasturelands;
5. Windsor Castle	E) the medieval city, long the ecclesiastical capital of

	the Church of England, boasts one of the country's most magnificent cathedrals;
6. Cotswolds	F) has been a draw for pilgrims for more than 1,500 years, ever since St. Augustine first started converting pagan Anglo Saxons to Christianity here in AD 597;
7. York	G) located in the middle of the city and built on the ruins of an ancient Roman fort, parts of the current structure date as far back as 1090, with much of it restored in the 1800s;
8. Canterbury	I) offers plenty of cultural excitement of its own, not least because of its association with the Beatles;
9. Cardiff Castle	J) this grand old castle has served as the summer residence of British royalty for more than a millennium and is the world's largest inhabited castle;
10. Liverpool	K) perched high above the old city on a rocky promontory, this 13th-century royal fortress includes highlights such as the famous One O'Clock Salute, held daily at Half Moon Battery.

4. Define if the following statements are True or False.

1. South Kensington is the home to London's best museums, including the Victoria and Albert Museum and the Natural History Museum, as well as the famous Harrods department store.

2. It was in Culloden in 1746 that the English and Irish fought their last battle and where the fate of Scotland as a British dominion was determined.

3. Music fans are drawn to Manchester for "Fab Four" related attractions such as The Beatles Story in the renovated Albert Docks area; the famous Cavern Club, where the band made its debut in 1961.

4. Cardiff Castle is located in the middle of the city and built on the ruins of an ancient Roman fort, parts of the current structure date as far back as 1090, with much of it restored in the 1800s.

5. Canterbury Cathedral is the home of the Archbishop of Canterbury.

6. The medieval city of York is the ecclesiastical capital of the Church of England and boasts one of the country's most magnificent cathedrals.

7. The Cotswolds includes some of the best parts of the counties of Oxfordshire, Cambridgeshire, Gloucestershire, Somerset, Wiltshire, Warwickshire, and Worcestershire.

8. Windsor castle has served as the winter residence of British royalty for more than a millennium and is the world's largest inhabited castle.

9. Oxford University's 49 colleges are equally attractive, each set around a quadrangle and several inner courtyards along with chapels, dining halls, libraries, and student accommodations.

10. Baths, this beautiful city has been luring visitors to its healing waters for more than 2,000 years.

5. *Fill in the gaps.*

"Must-See" Places in England, Scotland and Wales

weather / walks / range / mountains / glacial / peak
/ remains / landscapes

Snowdonia

Snowdonia has deep _____ valleys and some of the oldest rocks on earth. Fossil shell fragments found on the top of Mt Snowdon are the _____ of life on a seabed 500 million years ago. Successive ice ages shaped the _____ of Snowdonia National Park, in North Wales, grinding smooth their profiles. Surprisingly, these mountains are not particularly high -- Mt. Snowdon, the highest _____ in the _____, is only 3,560 feet. But there is an undeniable presence in the way their brooding bulk hangs over wide, U-shaped valleys. This is terrific country for mountain walks and gentler leisure _____ as well as riding, cycling and pony trekking. It is also among the most dramatic _____ in the UK and has the most rapidly changing _____. A great way to see both is to travel to the top of Wales on the Snowdon Mountain Railway.

Hadrian's Wall

stone / ink / remnants / occupied/ evidence/ wall/ glimpse

As the Roman Empire began to crumble, the Romans built a defensive _____, across the North of Britain, from Carlisle to Newcastle-on-Tyne, to keep out Picts invading from Scotland. No one knows how long it might have held because troubles in the rest of Europe drew the Romans away from this northernmost reach of their Empire. Today, _____ of the

wall can be found for about 73 miles - a lot of those remnants forming _____ fences, stone barns and the cobbles in stable courtyards. Excavations at Vindolanda, a fort, and village on Hadrian's Wall, provide a fascinating _____ into the life of a Roman legion at the edge of the empire. Exhibitions at Vindolanda and the nearby Roman Army Museum include poignant _____ of the Roman soldier's life in Britain. Included are rare letters home, written in _____ on wood, asking for warm clothing and socks. The wall, of course, is not all that remains of the 400 years the Romans _____ Britain. You can visit more of Roman Britain at Wroxeter Roman City and The Roman Baths in Bath.

Stratford on Avon

farmhouse / birthplace / ironic / burial/ snob / landmark/ play

Going to Stratford on Avon may seem like something of cliché but so what? Don't be a travel _____ - there's a lot to enjoy. According to my British friends, the best place to find Americans in the UK is Stratford-upon-Avon. It's all right for them to be a bit _____. They're completely immersed in Shakespeariana from a very early age - even when they don't know it. For the rest of us, visiting the _____ of the man considered by many to be the greatest writer the English language has ever produced, is a terrific day out, about two and a half hours - by train or car - northwest of London. While there, you can take in: 1) Anne Hathaway's Cottage, pictured here. The pre-marital home of Shakespeare's wife is actually about a mile outside of Stratford, in Shottery; 2) Shakespeare's Birthplace, the most visited literary _____ in the UK. You can see the room the Bard was born in; 3) The Mary Arden House, Shakespeare's mother's beautiful Tudor _____; 4) Hall's Croft, home of Shakespeare's eldest daughter, Susannah, and her rich and successful doctor husband; 5) Holy Trinity Church, the site of Shakespeare's _____ and a beautiful medieval church in its own right. Of course, Shakespeare is not about bricks and mortar and no visit to Stratford would be complete without taking in a _____ or two at the Royal Shakespeare Theatre. Even if you've always wondered what all the fuss was about, the company's imaginative and sometimes irreverent style will open your eyes.



Reading 8.

The USA

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

Top 10 Travel Destinations in the USA

The United States is not only the land of the free and the home of the brave, it is also a travelers' paradise. Many of the most popular destinations in the USA are unique to this continent and found nowhere else on earth. Besides the obvious man-made wonders, America has been blessed with the very best that nature has to offer. Here is our pick of the top 10 travel destinations in the USA.

The Grand Canyon, Arizona

The Grand Canyon in Arizona is a natural monument unlike any. The canyon vista with its incomprehensible



size, ever changing colors and hues, and a rich display of rock layers is unmatched by any on Earth. It is unique, to say the least. Flowing from the Rocky Mountains in the north to the gulf of California in the south, the Colorado River is the carving force behind this chasm. The vastness of this landscape is mind-boggling. It is 277 miles long, a mile deep and 20 miles wide. To see the Grand Canyon for the first time is an experience people will remember for the rest of their lives. Forget the pictures and videos that you might have seen of the Grand Canyon – being here to witness it with your own eyes is something completely different. Many people weep at the sight of the vast landscape, unable to contain the incredibly emotional feeling that this ancient landscape provokes.

Yellowstone National Park, Montana/Wyoming/Idaho

Yellowstone National Park is the first national park in the world and has served as a blueprint for the hundreds of other nature parks all over the world. It spans an area of 8,980 sq. km. The park includes lakes, canyons, rivers, mountain ranges and the massive Yellowstone Lake.



The park sits over the Yellowstone Caldera, one of the largest super-volcanos on earth. The main attractions of the park are the hundreds of geysers, thermals and hot pools scattered all over the park. Half of the world's geothermal features are in Yellowstone, fueled by the ongoing volcanism. Lava flows and rocks from volcanic eruptions cover most of the land area of Yellowstone.

Wildlife is also fairly abundant in this protected area. Herds of elk, deer and the north American bison are common even during peak tourist seasons. Lucky visitors might get to see wolves and grizzly bears in their natural habitat.

Mammoth Cave National Park, Kentucky

Partially encompassing the Mammoth-Flint Ridge Cave System – the world's longest known cave system, Mammoth Cave National Park is a 52,830-acre park with more than 405 miles of passageways. The caves system began to form more than 280 million years ago as the earth rose and twisted and



allowed water to erode the rock into the current cave system.

Although Native Americans have inhabited the cave region for at least 6,000 years, the cave only started attracting tourists since 1810, which made it one of the country's first tourist attractions. Visitors to the park can take an underground boat tour and see stalactites, stalagmites, natural springs, and gypsum crystals. Some of the animals found in the park include deer, foxes, coyotes, beavers, wild turkeys, owls, raccoons, opossums, woodchucks, muskrats and at least 100 species of fish including the catfish, muskie, and bluegill. There are also twelve eyeless species of animals living in the caves.

Washington, DC

Few U.S. cities reward the traveler as much as the nation's capital. Washington, DC is chock full of historic sights: from the Capitol and the White House to the National Mall and



Arlington National Cemetery. The crowning glory of DC, of course, is its wealth of countless world-class museums including The Smithsonian, National Air and Space Museum, the National Museum of Natural History, the National Museum of American History, the National Postal Museum, Holocaust Memorial Museum as well as several galleries. Washington, DC is also home to the largest and most prestigious library in the country – the Library of Congress with nearly 161 million total items, including 23.9 million cataloged books.

New York City

New York is largest city in the United States and is obviously a vibrant and energetic place. There is an incredibly diverse range of



things to see and do but no visit to New York City is complete without visiting the Empire State Building, the Statue of Liberty, Times Square and the massive Central Park. Other places of interest in this humungous city include National 9/11 Memorial & Museum, Luna Park – a new amusement park in the iconic Coney Island, Madame Tussauds featuring over 225 incredibly lifelike wax figures and the Cathedral of St. John the Divine – the largest cathedral in the world.

Las Vegas

Las Vegas is synonymous with gambling. But it is also a live entertainment hot-spot offering musical concerts, magic shows, comedy clubs, strip bars, world-class eateries.... you name it. Las Vegas has everything to keep you from getting bored.



Although it is in the middle of a semi-arid desert, Las Vegas is a great place to visit year-round; its cooler winter temperatures are pleasant for sightseeing, and in summer, when the temperature can rise above 104 degrees Fahrenheit, the hotel pools become an important part of the daytime activities. Besides the regular gambling and the famous shows, Las Vegas also offers high-octane thrills like Vegas Indoor Skydiving, go-karting at Fast Lap, or zip-lining with Flightlinez, not to mention all the thrilling rides available at the Stratosphere which is 350 meters high.

Hawaii

Everyone knows Hawaii is to beaches what Nepal is to mountains. But the tropical climate and beautiful sea-shores aren't the only things you can find in Hawaii. This unique piece of heaven on earth



boasts of constantly forming islands, snorkeling and diving, shipwrecks, petroglyphs, otherworldly rock formations, red-dirt roads and rugged hiking trails.

Hawaii is made up of over 100 islands, however there are eight main islands that make up the Hawaiian Islands and each has its own unique features. The island of Hawaii, also known as the Big Island, is the largest of Hawaii's main islands with a total area of 4,028 square miles. The island is home to three active volcanoes – Kilauea is the most active one. The highest point on the Big Island is the dormant volcano, Mauna Kea at 13,796 feet (4,205 m).

Hollywood

Hollywood is a movie mecca and competes with New York as the entertainment capital of the world. Since the early days of cinemas, Hollywood has played an important role as the creative and technological center of movie making in America. It boasts an international reputation that no other neighborhood in Los Angeles has. Hollywood still sparkles with gems of old glamorous hotels and celebrity hangouts along with an emerging urban cityscape.



Redwood National and State Parks, California

Giant sequoias and California redwoods are the largest and the tallest trees in the world. In essence, they are nature's skyscrapers. These enormous trees exist primarily in Northern California and parts of Southern Oregon. Sequoias and redwoods are often referred to interchangeably even though they are two very different species of trees.

Giant redwoods typically outreach their sequoia cousins in height. The tallest of which, called Hyperion, stands at a 380 feet tall. Giant sequoias are typically shorter than their coastal relatives. What they lack in height, however, they make up for in size. One giant sequoia known as General Sherman weighs a staggering 2.7 million pounds and stands 275 feet tall from its base, which is more than 100 feet wide. Not only is General Sherman the largest living tree, it also largest living organism on the planet. Some noteworthy sites to visit in Hollywood include the world famous Walk of Fame and Sunset Boulevard, The Hollywood Sign, Universal Studios, Chinese Theatre, Griffith Observatory, Universal Studios and the natural sites of Lake Hollywood Park and Ruyon Canyon.

The Everglades, Florida

Florida is known for its tropical weather, beautiful beaches and theme parks. But if you



wish to experience more of Florida then the Everglades should be high on your list. The beautiful Florida Everglades is one of Americas last unexplored wilderness areas. This untouched natural region of tropical wetlands and plentiful wildlife is anything but dull. There are tons of different of ways to experience the Everglades with a never-ending list of things to do including hiking, biking, bird-watching, camping, canoeing & kayaking, boating, wildlife viewing and fishing.

Besides, you can also partake in Ranger Programs which are some of the best ways to learn more about the park through hikes, canoe trips, slough slogs, bicycle trips, tram tours, and campfire programs.

(Retrieved from: <https://www.bookmundi.com/blog/top-10-travel-destinations-usa/>).

1. Check your understanding of the text.

1. Why does the Grand Canyon provoke a tourist into tears? Describe this grand place.

2. What do you know about Yellowstone National Park and its nature?

3. Dwell upon the world’s longest known cave system. What can a single tourist explore there?

4. What can Washington DC boast with?

5. What are the top places to visit in New York?

6. What is the synonym to Las Vegas? Why is it called like this?

7. Dwell upon Hawaii and the richness of the given place.

8. What is Hollywood famous for?

9. Where can a tourist find the largest and the tallest trees in the world?

10. What is the beautiful Florida Everglades famous for?

2. Find the appropriate Ukrainian translation for the words and expressions from the text.

A travelers’ paradise, man-made wonders, canyon vista, gulf, mind-boggling, to span an area of, hot pools, volcanic eruptions, peak tourist season, natural habitat, to take an underground boat tour, to be is chock full of historic sights, a vibrant and energetic place, a humungous city, to feature, gambling, world-class eateries, a semi-arid desert, shipwrecks, the dormant volcano, celebrity hangouts, to be high on your list, tropical wetlands, campfire programs.

3. Match the place with its description.

Place	Description
1. The Grand	a) is the first national park in the world and has

Canyon	served as a blueprint for the hundreds of other nature parks all over the world;
2. Yellowstone National Park	b) is chock full of historic sights: from the Capitol and the White House to the National Mall and Arlington National Cemetery;
3. Mammoth Cave National Park	c) is largest city in the United States and is obviously a vibrant and energetic place;
4. Washington	d) has played an important role as the creative and technological center of movie making in America;
5. New York	e) are the largest and the tallest trees in the world, in essence, they are nature's skyscrapers;
6. Las Vegas	f) It is 277 miles long, a mile deep and 20 miles wide;
7. Hawaii	g) this untouched natural region of tropical wetlands and plentiful wildlife is anything but dull;
8. Hollywood	i) began to form more than 280 million years ago as the earth rose and twisted and allowed water to erode the rock into the current cave system;
9. Redwood National and State Parks	j) this unique piece of heaven on earth boasts of constantly forming islands, snorkeling and diving, shipwrecks, petroglyphs, otherworldly rock formations, red-dirt roads and rugged hiking trails;
10. The Everglades	k) is synonymous with gambling.

4. Define if the following statements are True or False.

1. Many people weep at the sight of The Grand Canyon, unable to contain the incredibly emotional feeling that this ancient landscape provokes.
2. Wildlife is also fairly scarce in Yellowstone National Park. Herds of elk, deer and the north American bison are not common even during off tourist seasons.
3. Visitors to Mammoth Cave National Park can take an underground boat tour and see stalactites, stalagmites, natural springs, and gypsum crystals.
4. Washington, DC is also home to the largest and most prestigious library in the country – the Library of Congress with nearly 161 million total items, including 23.9 million cataloged books.
5. The Cathedral of St. John the Divine in New York is the smallest cathedral in the world.
6. Las Vegas can also offer high-octane thrills like Vegas Indoor Skydiving, go-karting at Fast Lap, or zip-lining with Flightlinez.

7. Hawaii is made up of 120 islands; however there are 10 main islands that make up the Hawaiian Islands and each has its own unique features.

8. Hollywood is a movie mecca and competes with New York as the entertainment capital of the world.

9. Giant sequoias and California redwoods exist primarily in Northern California and parts of Southern Oregon.

10. The beautiful Florida Everglades is one of Americas last unexplored wilderness areas.

5. Fill in the words and expressions into gaps.

Chicago

Attraction/ in full bloom / memorials/ rival / Check out
/skyline/ on land

Chicago has long been called the "Second City," coming in second to New York City in both size and population. A beacon in the Midwest, Chicago is actually third in population these days, but it has a_____, restaurants, shopping, museums, and activities that easily ____NYC and LA. If it's baseball season, don't miss seeing a Cubs game at famous Wrigley Field. _____the Magnificent Mile, where you'll find every upscale shop imaginable and fantastic restaurants. Chicago is home to some of the nation's most important buildings, and you can see them all on a guided architecture tour _____or from a boat on Lake Michigan. The Art Institute of Chicago is one of the top art museums in the country, and Millennium Park is Chicago's newest_____. The famous cherry blossoms are typically _____late March to early April along the Tidal Basin, where you can also see the Jefferson Memorial and _____to Franklin D. Roosevelt and the Rev. Dr. Martin Luther King Jr. Don't miss the Washington Monument, the Lincoln Memorial, and the World War II, Korea, and Vietnam Veterans memorials on the National Mall.

San Francisco

Campuses / wine /enclave / Bay/ deals on / to
discover

Symbolized by the red rafters of the Golden Gate Bridge, this legendary city on San Francisco _____is known for its neighborhoods, like Chinatown and the hippie-turned-haute _____of Haight-Ashbury. While San Francisco

is an ideal city for nature lovers as well as the jet set, it is also a great jumping-off point for trips to the _____country of Napa Valley and Sonoma County or to the colossal tech _____of Silicon Valley. Check out the Bay Area's top hotel _____TripAdvisor before you go and make San Francisco your base _____Northern California.

New Orleans

Destination/ jazz / legendary/ authentic/ gatherings of/
root/

New Orleans is all about festivals, French_____, and a "laissez-faire" attitude, making it a distinctly different and popular _____for both American and international travelers. From Mardi Gras, New Orleans' biggest party, to Jazz Fest, one of the world's most respected _____jazz musicians, there are plenty of ways to "let the good times roll" in the Big Easy. For the most _____experience, stay in the French Quarter, where you'll be close to_____ restaurants and legendary streets, like Bourbon. And it's just a short drive from Frenchman Street, where you can hear the live, _____music New Orleans is famous for.

Unit 5

Hospitality Industry



Reading 1.

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

The Tourism Industry

The tourism industry, also known as the travel industry, is linked to the idea of people travelling to other locations, either domestically or internationally, for leisure, social or business purposes.

First, it is important to define what is meant by the ‘tourism industry’. Essentially, it refers to all activity related to the short-term movement of people to locations away from where they usually **reside**. It is one of the world’s largest industries and the economies of many nations are driven, to a large extent, by their tourist trade.

It is also a wide-ranging industry, which includes the hotel industry, the transport industry and a number of additional industries or sectors.

According to the most common definitions, the tourism industry does not cover activities related to travel where the person intends to stay in their destination for longer than one year.

Tourism offers a wide range of **benefits**, including economic benefits for countries attracting a large number of visitors, due to the money they spend not only on their actual stay, but also in local businesses. It also provides a large number of jobs for people working in the transport and hospitality industry, among others.

Moreover, *tourism* has the potential to improve relationships between nation-states or businesses, to create opportunities for entertainment and recreation, and to improve the value of a **currency**. It can also open up cultural exchange opportunities, while for tourists, it can lead to improved happiness, well-being and education.

The sectors within the tourism industry:

1) **Transportation**. The transportation sector is concerned with helping tourists to get where they need to go, via the provision of transport. This may include providing them with the means to get to their intended holiday destination in the first place, but may also include assisting them with getting around after they arrive at their destination.

Included within this sector are services related to road, rail, air and sea travel: airline industry, car rental, water transport, coach services, railway, spacecraft.

2) **Accommodation**. The accommodation sector is central to the travel and hospitality industry, because people travelling to different areas require somewhere to stay, rest, sleep and **unwind**. In fact, by many definitions, a tourist is only classed as such if their stay exceeds 24 hours and they use some form of overnight accommodation.

Within this subsection, there are a number of different components: hotels, shared accommodation, camping, Bed & Breakfast, cruises, farmhouse accommodation and agri-tourism, time-share accommodation.

3) **Food and Beverage**. The food and beverage sector has an interesting role within the tourism industry, providing tourists with essential refreshments at all stages of their travel experience, including during travel, when spending time in their chosen accommodation, and when they are out and about exploring the location they have travelled to.

In addition to catering for travellers' basic requirements, however, the food and beverage sector also offers them opportunities to socialize, meet new people and enjoy themselves: restaurants, **catering**, bars & cafés, nightclubs.

4) **Entertainment**. Some tourists travel to new locations in the pursuit of entertainment. Such travellers may be drawn to entertainment options that are not available in their home location, or they may simply require more general entertainment, which would be **accessible** almost anywhere in the world, as part of their trip.

Entertainment attractions or venues are sometimes the main things drawing travellers to a particular tourist location. On the other hand, many other entertainment offerings are set up to capitalise on existing tourism. These are: casino, tourist information, shopping, tourist guides & tours.

(Retrieved from: <https://www.rexfine.com/tourism-industry/>)

Key Vocabulary

1. reside [rɪ'zaid] проживати в певній місцевості
2. benefit ['benɪfɪt] перевага; привілей; пільга

3. currency ['kʌrənsi] валюта, гроші
4. unwind [ˌʌn'waɪnd] розслаблятися
5. catering ['keɪtərɪŋ] заклади громадського харчування
6. accessible [ək'sesəbl̩] доступний, досяжний

1. Check your understanding.

1. What is the tourism industry?
2. What are the benefits of the tourism industry?
3. How can tourism improve relationships between nation-states or businesses?
4. What are the sectors within the tourism industry?
5. Tell all you know about the transportation sector.
6. Dwell upon the accommodation sector.
7. What are peculiarities of the food and beverage sector?
8. What is the role of the entertainment attractions?

2. Are these sentences true (T) or false (F)?

1. *The tourism industry* refers to all activity related to the long-term movement of people to locations away from where they usually reside.
2. The tourism industry does not cover activities related to travel where the person intends to stay in their destination for longer than one year.
3. A tourist is only classed as such if their stay exceeds 24 hours and they use some form of overnight lodging.
4. Entertainment attractions or sites are sometimes the main things drawing travellers to a particular tourist location.
5. *Tourism* has the potential to improve relationships between nation-states or businesses, to create opportunities for entertainment and recreation, and to uglify the value of a currency.

3. Matching.

1. international	a) relating to a person's own country
2. destination	b) a service that provides a room to sleep in and a meal the next morning in private houses and small hotels
3. entertainment	c) any potable liquid, especially one other than water, as tea, coffee, beer, or milk
4. bed & breakfast	d) connected with or involving two or more countries
5. catering	e) the act of providing people with somebody to interest them or make them laugh; films,

	music, etc. used to entertain people
6. beverage	f) the act of staying and sleeping in an outside area for one or more days and nights, usually in a tent
7. domestic	g) the work of providing food and drinks for meetings or social events
8. camping	h) the place where someone is going or where something is being sent or taken

4. Find appropriate English correspondents of words and expressions in the text and make sentences of your own with them.

Індустрія туризму, дозвілля, робочі місця, розваги, вартість валюти, прокат автомобілів, проживання, закуски та напої, мандрівники, ночівля та сніданок, агротуризм, послуги тренера, відновлення.

5. Fill the words in the gaps from the box.

(A particular tourist location; intended holiday destination; travel and hospitality industry; of the world's largest industries and the economies; food and beverage sector.)

1. *The tourism industry* is one _____ of many nations are driven, to a large extent, by their tourist trade.

2. The transportation sector include providing them with the means to get to their _____ in the first place, but may also include assisting them with getting around after they arrive at their destination.

3. The _____ has an interesting role within the tourism industry, providing tourists with essential refreshments at all stages of their travel experience, including during travel, when spending time in their chosen accommodation, and when they are out and about exploring the location they have travelled to.

4. Entertainment attractions or venues are sometimes the main things drawing travellers to _____

5. The accommodation sector is central to the _____, because people travelling to different areas require somewhere to stay, rest, sleep and unwind.

6. Give the detailed retelling of the text.

7. Project Work.

Make your individual project work — a tourist booklet of accommodations in any European capital.



Reading 2.

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

The hotel industry

The hotel industry is one of the most important components of the wider service industry, catering for customers who require overnight accommodation.

Broadly speaking, a hotel is a managed building or establishment, which provides guests with a place to stay overnight – on a short-term basis – in exchange for money. The precise features and services provided to guests can vary quite **drastically** from one hotel to another, and hotel owners generally aim to attract a particular type of customer through their pricing model and marketing strategy, or via the range of services they offer.

The hotel industry is the section of the service industry that deals with guest accommodation or **lodgings**. By most definitions, the hotel industry refers not only to hotels, but also to many other forms of overnight accommodation, including hostels, motels, inns and guest houses. However, it does not usually include long-term or permanent forms of accommodation.

Due to the nature of hotel services, it is closely associated with the travel and tourism industry.

One common area of confusion relates to the difference between the hotel industry and the **hospitality** industry, with many people mistakenly believing the two terms refer to the same thing.

The hotel industry is solely concerned with the provision of guest accommodation and related services. By contrast, the hospitality industry is concerned with leisure in a more general sense. As a result, it covers accommodation, restaurants, bars, cafés, night-life and a number of travel and tourism services.

It is important to understand that the hotel industry is a **catch-all** term, used to describe services related to guest accommodation. With that in mind, it is worth noting that there are a variety of different accommodation types which fall under this umbrella term. Some of the main types are described in more detail below:

Hotels. The most common type of accommodation in the hotel industry, a hotel is defined as an establishment which offers overnight accommodation, meals and other services. Hotels provide private rooms, and almost always have **en-suite bathrooms**.

Bed and breakfasts, or B&Bs, are smaller establishments, which offer guests private rooms for overnight stays, along with breakfast in the morning. Often, these establishments are converted from private homes and many B&B owners live in their property. While they are often a budget option, high-end or luxury B&Bs do also exist.

Motels are a form of overnight accommodation tailored towards motorists. For this reason, they are typically located conveniently by the roadside and offer ample free parking offer **ample** free parking. A motel will generally have a number of guest rooms and may have some additional facilities, but will usually have fewer amenities than hotels.

'Botel' is the name given to a boat that has been adapted to offer hotel-style lodgings. Many botels are permanently moored river boats, although others are converted ships, which are perfectly capable of travelling with guests on board. They are especially popular in European cities with rivers or canals.

Inns. An **inn** is an establishment which provides temporary accommodation, usually along with food and drinks. Inns are smaller than hotels, and are closer in size to bed and breakfasts, although inns are often slightly larger. Guests are allocated private rooms and food options will usually include breakfast and dinner.

Resorts are commercial establishments, which will usually consist of a hotel and a variety of additional services and amenities, on site. Guests will usually have access to lodgings, restaurants, bars, entertainment options, recreational activities and shops, which can all be accessed without leaving the premises.

Serviced Apartments. Popular among business travellers, serviced apartments are apartment-style lodgings, where guests benefit from a full range of services, such as room service, housekeeping and laundry services.

Most serviced apartments also offer additional amenities, while the apartments themselves tend to be larger than most hotel rooms.

Hostals. Often confused with hostels, a hostel is a form of accommodation, primarily found in Spanish-speaking regions. They resemble a budget hotel, offering either private bedrooms or apartments, while they may also have a bar, restaurant and/or café. Most hostals are family-owned and guests may sometimes share bathrooms with others.

Hostels. A hostel is a form of accommodation, typically aimed at those on a budget, where multiple guests sleep in different beds in the same living space. Effectively, guests pay for a bed, rather than a private room, and hostels hold a particular appeal for those looking to meet new people. Guests will usually share kitchen and bathroom facilities.

Apartment Hotels. An apartment hotel is essentially an apartment building, which operates hotel-style services. It provides a similar experience to renting an apartment, albeit with the option to check in and check out on demand, rather than signing a fixed term contract. These hotels will generally also provide basic housekeeping services.

Boutique Hotels. Often promoted on the basis of aspiration and luxury, boutique hotels are hotels that are situated within relatively small buildings. In most instances, they provide guests with upmarket rooms and high-quality services. Additionally, they often have a particular theme, and are commonly found in trendy, urban areas.

Condo Hotels. A condo hotel is a **condominium** building, which operates as a hotel, providing guests with the opportunity to rent a condominium unit for a short period of time. They are almost exclusively found in cities, are especially popular in the United States and combine the holiday home experience with hotel-style service features.

Eco Hotels. The basic definition of an eco hotel is a hotel, which has specifically taken steps to embrace sustainable living practices, in order to minimise the environmental damage they are responsible for. They may prioritise the use of local products, adopt recycling measures, focus on energy saving and use sustainable bed linen and towels.

Guest Houses. Typically, a guest house is a private house, which has been converted for the specific purpose of providing guest lodgings. It is common for the guest area to be kept completely separate from another area, where the owner may live. Some guest houses provide additional services, but many are operated on a self-service basis.

Holiday Cottages. A holiday cottage, also known as a holiday home, is simply a cottage or small house, which is let to people on a temporary basis, for holiday purposes. Essentially, a guest pays to use the property for a short period of time. They are especially common in the UK, US and Canada and a key advantage is the freedom they offer guests.

Pensions. Pensions are a form of guest house, which are very similar to bed and breakfasts, while providing more meals throughout the day. In most cases, guests have an option of different plans, such as full board, where they get breakfast, lunch and dinner, or half board, where they may get breakfast and dinner, without the lunch.

Pop-Up Hotels. A pop-up hotel is the name given to a hotel that is housed within a non-permanent structure. Typically, pop-up hotels exist for a short period of time only. They are most commonly associated with outdoor events, but pop-up hotels may also be established for a particular time of year, such as Christmas, or the summer.

Roadhouses. Finally, roadhouses are relatively small establishments, which are situated next to a road, in order to attract passing customers. In some ways, they combine the features of a motel, B&B and inn. They will often offer a small number of private guest rooms, similar to a B&B, and may also have a restaurant and/or a bar.

(Retrieved from: <https://www.revfine.com/hotel-industry/>)

Key Vocabulary

1. drastically [ˈdræstɪkli] різко, круто, радикально
2. lodging(s) [ˈlɒdʒɪŋ] кімната в оренду, тимчасове житло
3. hospitality [ˌhɒspɪˈtæləti] гостинність, привітність
4. catch-all term [ˈkætʃ ɔːl] загальний термін
5. en suite bathroom [ɛn ˈswiːt] кімната з ванною в номері
6. ample [ˈæmpl] просторий
7. condominium [ˌkɒndəˈmɪniəm] багатоквартирний будинок

1. Check your understanding.

1. What is the *hotel* industry?
2. What is a hotel?
3. What is the difference between the hotel industry and the hospitality industry?
4. What different types of accommodation in the hotel industry do you know?
5. Tell all you know about an apartment hotel.
6. Dwell upon a pop-up hotel.
7. Compare boutique hotels and condo hotel.
8. What is the difference between inns and hotels?
9. Why are hostels and hostel often confused?
10. Tell about peculiarities of hotels.

2. Are these sentences true (T) or false (F)?

1. The hotel industry refers not only to hotels, but also to many other forms of overnight accommodation, including hostels, motels, inns and guest houses, long-term or permanent accommodation.
2. The hotel industry is solely concerned with the provision of guest accommodation, leisure and related services
3. Hotels provide private rooms, and almost always have en-suite bathrooms; they are mainly aimed at travellers or tourists.
4. Resorts are commercial establishment, which will usually consist of a hotel and a variety of additional services and amenities, recreational activities and shops.
5. Guests have an option of different plans, such as full board, where they get breakfast, lunch and dinner, or half board, where they may get breakfast and dinner, without the lunch.

3. Matching.

1. pop-up hotel	a) a small and intimate hotel, held in a stylish design decor with a personal note. It has a unique character and distinguishes itself from other hotel brands. It is true to its heritage, it provides guests with great and ultra-personalized service and is typically situated in a fashionable urban location
2. condo hotel	b) a hotel providing travelers with lodging and free parking facilities
3. pension	c) a hotel with features and services designed not to be harmful to the environment
4. motel	d) hotel is typically high-rise building developed and operated as luxury hotels, usually in major cities and resorts
5. apartment hotel	e) a type of inexpensive hotel-like lodging
6. boutique hotel	f) an inn or tavern located on a road outside a town or city providing liquor and usually meals, dancing, and often gambling
7. guest house	g) a hotel which is temporary, being at a location for a short time before being moved. Such hotels may be built from pre-fabricated modules which are plugged together on site or from collapsible structures such as tents or they may be fully mobile, being built on a large

	vehicle
8. eco hotel	h) an establishment for the lodging and entertaining of travelers
9. roadhouse	i) a hotel that rents furnished apartments or suites suitable for housekeeping, on a weekly or more permanent basis, and usually supplies all hotel services
10. inn	j) a type of guest house or boarding house. The term comes from the old French <i>pension</i> , which generally refers to room and board costs. Pension hotels may offer a private room, but the bathrooms are usually shared

4. Explain the meaning of the following terms.

An eco hotel, an outdoor event, full board, a private house, half board, a cottage, a condo hotel, a housekeeping service, accommodation, lodging, recreational activity, motel, ample free parking, the hotel industry, the hospitality industry.

5. Give the detailed retelling of the text.

6. Study the vocabulary list:

OB (only bed), — без харчування;

RO (room only), — без харчування;

«**A-la carte**» — меню, в якому кожне блюдо вказане з ціною;

BB (bed & breakfast) — у вартість проживання включений тільки сніданок (шведський стіл). Додаткове харчування — за окрему плату в ресторанах і барах готелю;

HB (half board) — напівпансіон — у вартість проживання включено сніданок і вечеря (шведський стіл), безкоштовний чай, кава, вода на сніданок;

HB + (half board +, extended half board) — розширений напівпансіон — сніданок і вечеря (шведський стіл), а також безалкогольні напої місцевого виробництва весь день;

FB (full board) — повний пансіон — сніданок, обід і вечеря (шведський стіл);

FB +, ExtFB (full board +, extended half board) — розширений повний пансіон — сніданок, обід і вечеря (шведський стіл), а також напої під час прийому їжі;

Brunch dinner — тип харчування, поширений на гірськолижних курортах, сніданок перетікає в ранній обід (без перерви між ними) і

вечерю, а також алкогольні (вино і пиво) і безалкогольні напої місцевого виробництва;

ini all inclusive — повний пансіон з напоями місцевого виробництва не тільки під час їжі, але в обмеженій кількості;

ALL, AI (все включено) — все включено — сніданок, обід і вечеря (шведський стіл). Протягом дня пропонуються напої (місцевого виробництва — алкогольні та безалкогольні) в необмеженій кількості плюс додаткове харчування (можуть пропонуватися: другий сніданок, полуденок, пізня вечеря, легкі закуски, барбекю в барах готелю і т.п.);

HCAL (high class all inclusive) — все безкоштовно, крім магазинів, телефону, лікаря, перукарні, деяких водних видів спорту і підводного плавання;

UAL, UAI (ultra all inclusive) — ультра все включено — сніданок, пізній сніданок, обід, полуденок і вечеря (шведський стіл). Гідний вибір солодощів, десертів, усіляких закусок, а також широкий вибір напоїв місцевого та імпортного виробництва. Більшість готелів, що працюють цією системою, пропонують гостям додаткове безкоштовне харчування в ресторанах з кухнею різних народів світу. Харчування протягом дня, включаючи напої імпортного виробництва (у тому числі спиртні).

7. List several hotels in your city and give them ratings from deluxe to one star hotel on the basis of their facilities and the quality of service that they offer. Briefly give the reason for your classification in each case.

8. Fill the words in the gaps from the box.

(Accommodation, social benefits, ancestors, hospitality management, inns and guesthouses, sleeping facilities, the hospitality industry, international air travel, the tourism and hotel industry, hospitality, economic boom, the hotel industry, the privileged upper classes, booking accommodation.)

A Brief History of the Hotel Industry

From the Stone Age into the digital world

In the beginning, there was a fire at the hearth, a warm meal and a roof over one's head. Thus begins the history of the hotel industry. People have been providing _____ for weary travellers since our _____ inhabited the earth about 100,000 to 200,000 years ago.

Some years down the line, in the age of antiquity, spas and bathhouses often provided _____ and were popular attractions for those seeking rest and relaxation.

In medieval times, it was mostly cloisters and abbeys that provided travellers with _____. It was also during this period that more and more _____ were opened on popular trade routes to provide food and lodging for travelling merchants and their horses.



The hotel industry, which always strove to meet a changing society's needs and demands, has meanwhile developed into a highly complex branch of the economy. Today, _____ includes all categories of establishments from inexpensive guesthouses to luxurious 5 star hotels. Hotel management strategies have had to adapt to these developments and it could be said that these strategies have even entered the realm of science. The demand for and the choice of subjects that can be studied such as hotel or _____ show the increasing academisation of the hotel industry.

The technological, economical and social developments in the 19th and particularly the 20th century lead to huge changes in the hotel industry. Travelling was no longer just for _____. The invention of trains and automobiles as well as _____ such as holidays and reduced working hours made it possible for the average person to indulge in travel.

The second half of the 20th century saw a huge _____ in industrial nations which lead to increased travel amongst the larger populace. It wasn't just newly acquired wealth that promoted more travel; the population explosion, urbanisation and demographic developments all contributed to an increased desire to travel and the growth of _____. As a consequence of this increased demand, many more guesthouses, hostels, motels or international hotel chains that catered to various target groups and in different price categories opened all over the world. Another development in _____ was the categorisation of different types of hotels; to name just a few, there are now spa and wellness hotels, sports hotels, seminar hotels, resorts, casino hotel and motels. In the US alone, 35,000 motels were built between 1939 and 1960.

The expansion of _____ gave the hotel and tourism industry a further boost. The cost of flight tickets has been on the decrease since the 1970s and, since the age of the so-called "cheap airlines", travel all over the world has become more affordable.

The hotel industry has come to a point in time where online reviews are often the decisive factor when _____.

(Retrieved from: <https://www.customer-alliance.com/en/articles/hotel-industry/>)



Reading 3.

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

Hotel departments and their functions

The hotel is a highly complex operation where several departments function, coordinate and interact for a smooth day to day operations. There are several departments in a hotel which work and coordinate together and the major departments of the hotel are: **front office department**; housekeeping department; food and beverage service department; kitchen or food production department; engineering and maintenance department; accounts and credits department; security department; human resources (HR) department; sales and marketing department; purchase department; information technology (IT).

1. **Front Office Department.** This department performs various functions like reservation, **reception**, registration, **room assignment**, and settlement of bills of a resident guest and the front office department is considered as the nerve centre of a hotel.

The front-office staff welcome the guests, carry their luggage, help them register, give them their room keys and mail, answer questions about the activities in the hotel and surrounding area, and finally check them out. In fact, the only direct contact most guests have with hotel employees, other than in the restaurants, is with members of the front-office staff.

2. Housekeeping Department. The housekeeping department is responsible for the cleanliness, **maintenance**, and aesthetic upkeep of rooms, public areas, back areas, and surroundings in a hotel and for the **immaculate care** and upkeep of all guest rooms and public spaces at all times.

The staff members who excel in the Housekeeping Departments have an eye for detail and a commitment to the training, development and motivation of a diverse group of talented employees. It is the service and cleanliness that really **make an impact on** our guests and determine whether they will return and also recommend the hotel to others.

3. Food and Beverage Service Department. This department looks after the service of food and drinks to guests. The Food which is made in the Kitchen and Drinks prepared in the Bar to the Customers (Guest) at the Food & Beverage premises. Some examples of the food and beverage outlets are Restaurants, Bars, Hotels, Airlines, Cruise Ships, Trains, Companies, Schools, Colleges, Hospitals, Prisons, Takeaway etc.

4. Kitchen or Food Production Department. All the food and beverages that are served to the hotel guest is prepared in the kitchen. Culinary preparation, as an art and science in the modern kitchen, required more than just a knowledge of food being prepared and the methods of preparation.

It is through a knowledge of basic skills, terminology, and rules of the kitchen that a final goal, preparation and service of quality is achieved in the hotel kitchen.

5. Engineering and Maintenance Department. The engineering department is responsible for repairing and maintaining the plant and machinery, water treatment and distribution, boilers and water heating, **sewage** treatment, external and common area lighting, fountains and water features etc. Also, it looks after the maintenance of all the equipment, furniture and fixture installed in a hotel.

6. Accounts and Credits Department. This department maintains all the financial transactions. Accounting departments typically handle a variety of important tasks. Such tasks often include invoicing customers, accounts receivable monitoring and collections, account reconciliations, payables processing, consolidation of multiple entities under common ownership, budgeting, periodic financial reporting as well as financial analysis.

Also common are setting up adequate internal controls for all business processes (to prevent theft/misappropriation of assets), handling external audits and dealing with banks in order to obtain financing. Taxes are sometimes handled by accounting departments in house, but this work is often contracted to outside tax accountants.

7. Security Department. The security department of a hotel is responsible for the overall security of the hotel building, in-house guests, visitors, day users, and employees of the hotel, and also their belongings.

8. H R department. Human Resource department is responsible for the **acquisition**, utilisation, training, and development of the human resources of the hotel.

The role of the HR department also has to do with the administration of an impartial and internal justice system which will promote transparency and openness in organisational communication. The Human resources department also serves as a progressive voice in a common system and strives to ensure competitiveness in the conditions of service for staff.

9. Sales and Marketing Department. The major role of the sales and marketing department is to bring in business and also to increase the sales of the hotel's products and services is the major task of the department.

10. Purchase Department. The purchase department is responsible for procuring the inventories of all the departments of a hotel.

11. Information Technology (IT) / Systems. The Information Technology department is responsible for the day-to-day support of all IT systems, business systems, office systems, computer networks, and telephony systems throughout the hotel/resort.

Additionally responsible for Information Technology issues, products, and services at the property. Provides user training and support of all property/site systems, network **enhancements**, hardware and software support etc.

(Retrieved from: <https://setupmyhotel.com/train-my-hotel-staff/securityandloss/765-departments-that-make-a-hotel.html>)

Key Vocabulary

1. front office department [dɪ'pɑ:təmənt] відділ реєстрації в готелі
2. reception [rɪ'sepʃn] реєпція, прийом
3. room assignment [ə'saɪnmənt] поселення в кімнату
4. maintenance ['meɪntənəns] технічне обслуговування
5. immaculate care [ɪ'mækjələt] бездоганий догляд
6. make an impact on – впливати на
7. sewage ['su:ɪdʒ] стічні води, нечистоти
8. acquisition [,ækwi'zɪʃn] опанування, здобуття, придбання
9. enhancement [ɪn'hɑ:nsmənt] вдосконалення, покращення

1. Check your understanding.

1. What the major departments of the hotel do you know?
2. Call the front-office department functions.
3. Tell about the role of the staff members who excel in the housekeeping departments.

4. Give some examples of the food and beverage outlets.
5. What is a final goal of the hotel kitchen?
6. What is the engineering department responsible for?
7. Tell about tasks of accounts and credits department.
8. What is the human resources department responsible for?
9. What is the major role of the sales and marketing department?
10. Call the information technology department functions.

2. Are these sentences true (T) or false (F)?

1. The only direct contact most guests have with hotel employees, other than in the restaurants, is with members of the front-office staff.
2. The housekeeping department is responsible for back areas and settlement of bills of a resident guest.
3. Culinary preparation requires a knowledge of basic skills, terminology, and rules of the kitchen that a final goal, preparation and service of quality is achieved in the hotel kitchen.
4. The Human resources department is responsible for in-house guests, visitors, day users, and employees of the hotel, and also their belongings.
5. The purchase department is responsible for procuring the inventories of all the departments of a hotel, products, and services at the property.

3. Matching.

1. maintenance department	a) the amount of money that somebody asks for goods and services
2. reservation	b) the process of assigning rooms to the guest at the time of their arrivals by filling necessary details about the guest and the rooms contain in a registration form
3. HR department	c) a written list of all the objects, furniture, etc. in a particular building
4. charge	d) responsible for procuring the inventories of all the departments of a hotel
5. reception	e) an end to a disagreement or conflict with somebody and the start of a good relationship again
6. inventory	f) responsible for repairing and maintaining the plant and machinery, water treatment and distribution, boilers and water heating, sewage treatment, external and common area lighting, fountains and water

	features etc.
7. reconciliation	g) a person employed for wages or salary, especially at non-executive level
8. registration	h) has to do with the administration of an impartial and internal justice system which will promote transparency and openness in organisational communication
9. purchase department	i) the area inside the entrance of a hotel, an office building, etc. where guests or visitors go first when they arrive
10. employee	j) booking of a particular type of room for a particular guest for a given period of time

4. Explain the meaning of the following terms.

Accounting department, computer networks, cleanliness, maintenance, and aesthetic upkeep of rooms, customer, acquisition, utilisation, public areas, room assignment, settlement of bills, administration, transaction, back areas, commitment, budgeting, periodic financial reporting.

5. Give the detailed retelling of the text.

6. Fill the words in the gaps from the box.

(Receptionist, foreign currency exchange, baby cot, introduce room, fall down, revenues, to maintain, group arrivals, free of charge, fee, requests, arranging, housekeeping, a deep touch, arrange, handling mail.)

Front Desk. This department belongs to revenue center as guests pay most of the fee or even full when they are checking-in. As we just said before, if a department involves any _____, it can be counted as revenue center.

Staff in the front desk act like _____, handling with guests. You may say they are the first one to have _ _ _ _ with guests. They usually responsible to _____ rooms to guests, check-in and check-out, dealing with guests' requests like room change and complaints, provide _____ service to guests and so. But the main functions of front desk is to sell and up-sell rooms, to maintain balanced guest accounts, and to offer services such as _____ and faxes for guests. In case you want to learn



more and have a clear understanding about the functions of the front desk the followings are other functions of the front desk.

Functions of front desk: dealing with _____; provide information and promote hotel facilities and services to guests; prepare for guest arrival like check for arrivals with special requests; check guests' method of paying; issue room key to guests; bring guests to the room and _____ facilities to guests; maintain guest account; determine the room rate.

Housekeeping. Most of the services this department provides to guests are usually _____. The reason why it is free of charge because the payment for the room already includes the _____ of enjoying these services. So, there's only cost involved in this department.

The main function of this department is _____ the tidiness and cleanness of the room, to tidy and refill some supplies in the room regularly. This is the basic, but sometimes _____ also acts as a security check to make sure that guests did not _____ and did not wake up in the room without any notice. In my opinion, this department is another important department to the hotel, to maintain the image of the hotel and to make sure no accidents happened to guests in the room.



However, staff in this department need to handle special _____ from guests such as giving the _____ or extra blanket to guests, provide actual room status regularly to the front desk for _____ the room to new guests. To make you have a better understand the how this department clean the room step by step, down below is the flow of cleaning the room.

(Retrieved from: <http://3304buddies.blogspot.com/2015/10/functions-of-6-departments-in-hotel.html>)

7. Vocabulary Drill.

Learn synonyms to the following words.

To accommodate (v) — 1) to make room, lodging, to board, contain, entertain, house, shelter, take in, welcome;

2) to perform service — to afford, aid, assist, benefit, comfort, indulge, pamper, please, provide, supply



Reading 4.

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

Duties and Responsibilities for Hotel Positions

Every hotel, large or small, includes a variety of employment opportunities. A smooth-operating hotel needs workers in departments with **diverse** responsibilities dependent on one another.

General Manager. A general manager is responsible for a large number of tasks. You will be required to prepare a yearly budget and submit it to the hotel owner, corporate office or possibly a district manager. All employee terminations and new hires will be your responsibility. Hotel room rates fluctuate consistently, and as the general manager of the hotel, it will be your responsibility to decide the best rate for any given day, night, weekend or special event. You will also have the authority to set hotel service standards as well as choose extra services or amenities to make the hotel more appealing to travelers.



Front Desk Supervisor and Staff. The front desk staff will take reservations by

phone, cancel reservations, check in guests, check guests out, and keep the front desk area and lobby clean and presentable. As a front desk agent, you may be required to help in other areas of the hotel, such as housekeeping, during busy seasons or if staff is short-handed. You will be responsible for large amounts of money, authorizing guest refunds, and taking care of any guest complaints or room issues. The front desk supervisor also will work the front desk and may be responsible for scheduling the work days and hours for the other front desk staff.



every **linen** off each bed and make each bed according to the hotel standards. The guest rooms are **meticulously** cleaned and sanitized before a guest arrives. Smaller hotels may require the housekeepers to do the laundry, which will require you to wash, dry and fold all linens, including sheets, **pillowcases**, comforters and blankets. As a laundry person, you would be required to also **remove stains** that may be in any linens, when possible.



Breakfast Host, Hostess and Cooks. Many hotels offer a complimentary breakfast bar. As the host or hostess you will be responsible to keep the bar stocked at all times, clean up any messes, brew coffee, wash dishes, break down the breakfast bar and wash the breakfast dishes. If the hotel has a hot bar, you or another person will be responsible for cooking items such as eggs or waffles, and keeping a steady flow of the items to the breakfast bar. The cook will also

help break down the bar and clean up the work area before the shift for the day is over.

Maintenance. A hotel **maintenance** person will ensure that just about everything in the hotel is in proper working order. Daily tasks may include changing light bulbs, removing waste and painting. Other tasks will be assigned as needed, including fixing or replacing toilets, piping, room appliances and vacuums. Many



hotels have an indoor pool, and you must ensure that the water pumps and chemical pumps are working correctly. Also, you will need to be familiar with heating and air conditioning units, electrical wiring and **plumbing**, and how to troubleshoot, fix or replace these items.

Larger hotels may have more positions, such as loss prevention officer, security guards, bell boys, concierge and shuttle drivers. Many hotels may also offer a shuttle service if they are close to an airport, **amusement park** or other guest attraction. In smaller hotels that do not offer an on-site or on-call concierge, the front desk staff usually tries to assist in finding exactly what the guest is looking for.

(Retrieved from: <https://careertrend.com/about-5529533-duties-responsibilities-hotel-positions.html>)

Key Vocabulary

1. diverse [daɪ'vɜ:s] різноманітний, різнотипний
2. linen ['lɪnɪn] постільна білизна
3. meticulously [mə'tɪkjələsli] прискіпливо, ретельно
4. pillowcase ['pɪləʊkeɪs] напірник
5. remove stains [rɪ'mu:v steɪn] виводити плями
6. maintenance ['meɪntənəns] технічне обслуговування
7. plumbing ['plʌmɪŋ] сантехніка
8. amusement park [ə'mju:zmənt] парк розваг

1. Check your understanding.

1. Why are hotel workers in departments dependent on one another?
2. What is a general manager responsible for?
3. Tell all you know about the front desk staff responsibilities.
4. What are housekeepers responsible for?
5. Dwell upon a complimentary breakfast bar.
6. What are responsibilities of the host or hostess?
7. Tell about a hotel maintenance person's daily tasks.
8. What services may larger hotels have?
9. Who performs a function of an on-site or on-call concierge in small hotels?

2. Are these sentences true (T) or false (F)?

1. A general manager will have the authority to set hotel service standards, cancel reservations, check in guests, choose extra services or amenities to make the hotel more appealing to travelers.

2. A front desk agent may be required to help in other areas of the hotel, such as housekeeping, during busy seasons or if staff is short-handed.

3. Small hotels may require the housekeepers to do the laundry, which will require you to wash, dry and fold all linens, including sheets, carpets, pillowcases, curtains, comforters and blankets.

4. Many hotels have an indoor pool, and a hotel maintenance person must ensure that the water pumps and chemical pumps are working correctly, must be responsible for large amounts of money, authorizing guest refunds.

5. The cook should also help break down the bar and clean up the work area before the shift for the day is over.

3. Matching.

1. amenity	a) to analyse and solve serious problems for a company or other organization
2. check out	b) to report your arrival, esp. at an airport or hotel, so that you can get the service you are paying for
3. complaint	c) the act of keeping something in good condition by checking or repairing it regularly
4. troubleshoot	d) A transport service operating to and from over a short route
5. stain	e) a feature or service that makes a place pleasant, comfortable or easy to live in
6. maintenance	f) a reason for not being satisfied; a statement that somebody makes saying that they are not satisfied
7. housekeeper	g) the power to control or demand obedience from others
8. check in	h) a dirty mark on something that is difficult to remove
9. shuttle service	i) a dedicated and caring individual to maintain rooms, care for guests and help bring the entire hotel experience together: is responsible for turning down guest rooms during and after their stay and cleaning minor messes around the hotel
10. authority	j) to leave a hotel after paying and returning your room key

4. Explain the meaning of the following terms.

Employment, ironing, cleanliness, linens, stain, housekeeping, brew coffee, blackout shades, fluctuate, laundry, comforter, blanket, a complimentary breakfast bar, clean up the work area, piping, electrical wiring, a loss prevention officer, security guards, bell boys, concierge, shuttle drivers, room issues.

5. Fill the words in the gaps from the box.

(Amenities, luxury, guests, blackout shades, reception, newspapers, spa treatments, concierge, staff, lounge, housekeeping, daybeds, employees, rating system, décor, luggage storage, towels, beverage.)

What is a 5-Star Hotel?



Five-star hotels are properties that offer their guests the highest levels of _____ through personalized services, a vast range of _____, and sophisticated accommodations. Though there is no standard _____ for hotels, properties earn five-star distinction by providing _____

experiences that meet or exceed even the highest of expectations for comfort, _____, and luxury.

Five-star hotel _____ should be polite, attentive, discreet, and can anticipate guests' needs. All-in-all, consistently flawless excellence is the expectation.

- Standalone _____ staff available at least 16 hours a day.
- A high staff-to-room ratio—ideally above 2.5.
- Multilingual staff.
- 24-hour _____, room service, valet parking, butler, doorman.
- Nightly turndown.
- Daily _____ that is also available upon request at any time.
- Laundry, _____, dry cleaning, and shoe polishing.
- Guest elevators separate from _____ elevators.
- _____ in which bags are out of guest view.
- Fine dining restaurant(s) and a standalone _____ and/or bar.
- Transfers and executive or house car.
- Childcare.

5-Star in-room amenities: electric safe; laundry bags; full-length mirror with lighting; flat-screen TV with international programming; stocked _____; selection of daily _____; Wifi; at least four types of _____.

5-Star Comfort: guest rooms must be plush and inviting—especially the bed. (Ideally, there is a memory foam bed with high thread count sheets); pillow menu; _____; bathrobes, slippers, luxury toiletries, and large fluffy _____; poolside _____, umbrellas, lotions, ice water, attendants, and food and _____ service.

(Retrieved from: <https://www.fivestaralliance.com/article/what-5-star-hotel>)

6. Write the Ukrainian equivalents of the following cleaning and equipment supplies:

- | | | | |
|----------------------|-------|------------------------|-------|
| 1. air freshener | _____ | 14. linen trolley | _____ |
| 2. broom | _____ | 15. mop bucket | _____ |
| 3. brush | _____ | 16. paper towel | _____ |
| 4. bucket | _____ | 17. rug cleaner | _____ |
| 5. carpet sweeper | _____ | 18. scouring pad | _____ |
| 6. cart | _____ | 19. silver polish | _____ |
| 7. chemicals | _____ | 20. soap | _____ |
| 8. deodorant | _____ | 21. stripper | _____ |
| 9. detergent | _____ | 22. trolley | _____ |
| 10. disinfectant | _____ | 23. upholstery cleaner | _____ |
| 11. dust cloth | _____ | 24. vacuum cleaner | _____ |
| 12. dust pan | _____ | 25. window cleaner | _____ |
| 13. furniture polish | _____ | 26. wringer | _____ |



Reading 5.

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

Types of Rooms in Hotels

Some people travel for adventure, others travel for a relaxing getaway, and even others travel for **obligatory** reasons. Whatever the reason might be, an important part of any trip is the **accommodations**. It's easy to **book hotel rooms** online, over the phone and even through mobile apps. But before making any reservations, be clear about the kinds of rooms that are available.

Room Types. No two hotels are the same. What is considered a **suite** at one hotel could be a basic room at another. Even so, hotel rooms generally fall into distinct categories.

By Beds. Many people book hotel rooms based on the number of beds. A room could have one double bed, two twin beds or two full beds, one queen, one king, one queen and one twin and so forth. While hotels use different phrases to categorize these rooms, they more or less use the same terminology to indicate how many guests the room can accommodate: single room; double room; triple room; quad room.

The hotel dictates how many guests it allows in each room. It's important to follow the hotel's rules regarding this, as many hotels **charge** more for extra guests. Some hotels, however, also give the option of adding a cot to the room, for example, if a group of five people is booking a room with two beds.

By Size. In addition, hotels often specify the size of the room itself. Even if a room has two beds, it might not be big enough to accommodate a small family or a group of four friends.

Also, depending on which destinations travelers are visiting, they might find hotel rooms to be smaller than what they're used to. To be sure the size of the room is adequate, request a room that can accommodate the total number of guests: standard room/studio; deluxe room; joint room; suite (mini/junior/master); apartment style.

While a standard room or studio is great for a solo traveler or a couple, a deluxe room might be better for bigger groups who want space to stretch out. A joint room is an excellent option for families with young children who are old enough to have their own space but perhaps not old enough to be on the other side of the hotel. A suite or apartment-style room is one of the largest rooms available in a standard hotel, often with a living room in addition to one or more bedrooms.

By Amenities. Hotels might also offer different rooms according to the **amenities** available. While there won't be a name assigned to a room with unique amenities, hotels list which amenities are available depending on the type of room or room size that a traveler requests.

For instance, a room with an office won't be called an "office room." Instead, it might be called a "deluxe room" and include information about the office in the description. Hotels offer a variety of amenities in their rooms, usually for a higher price, including: city view or nature view; kitchen; handicapped accessible; outdoor entrance (cabana or villa); lanai, terrace or balcony; minibar; hot tub bath; pull-out couch; business center.

By Luxury. Finally, after travelers determine how many beds they want, the size of room they need and the kinds of amenities they want, they can opt for a luxury room. Luxury and size sometimes go hand in hand, but in general, luxury rooms are referred to in a few ways: standard suite; executive suite; presidential suite; penthouse; villa.

Of course, the more travelers **upgrade** their suite choices, the more they can expect when they get to the hotel. For instance, some luxury suites offer butler service or free room service.

These days, a hotel stay can be anything a traveler wants it to be. It can be family-friendly, private, exotic or simple. No matter what the circumstances surround the trip, travelers **deserve** to be comfortable when they book their accommodation. Knowing what room types to look for is a good place to start.

(Retrieved from: <https://traveltips.usatoday.com/advantages-disadvantages-suite-hotels-42369.html>)

Key Vocabulary

1. obligatory [ə'blɪgətəri] обов'язковий
2. accommodation [ə,kɒmə'deɪʃn] приміщення, житло, квартира
3. to book hotel room [bʊk] забронювати номер в готелі
4. suite [swi:t] номер люкс
5. charge [tʃɑ:dʒ] плата, ціна
6. amenities [ə'mi:nətɪz] зручності
7. upgrade [ˌʌp'ɡreɪd] покращувати, модернізувати
8. deserve [dɪ'zɜ:v] заслуговувати

1. Check your understanding.

1. How is it possible to book hotel rooms online?
2. What types of beds could hotel rooms have?
3. Who dictates how many guests are allowed in each room?
4. What types of rooms are distinguished by size?
5. What type of room is an excellent option for families with young?
6. Name main types of hotel rooms according to the amenities available.
7. Do hotels offer a variety of amenities in their rooms for a higher price?
8. What types of rooms are distinguished by luxury?

2. Are these sentences true (T) or false (F)?

1. While hotels use different phrases to categorize the rooms, they more or less use the same terminology to indicate how many guests the room can accommodate: single room; double room; standard suite; deluxe room, quad room.

2. Some hotels, however, also give the option of adding a cot, a highchair, stroller to the room, for example, if a group of five people is booking a room with two beds.

3. To be sure the size of the room is adequate, request a room that can accommodate the total number of guests.

4. A suite or apartment-style room is one of the cheapest rooms available in a standard hotel, often with a living room in addition to one or more bedrooms.

5. No matter what the circumstances surround the trip, travelers deserve to be comfortable when they book their accommodation.

3. Matching.

1. standard room	a) one of a pair of two beds that are each big enough for one person
2. quad room	b) available on or done using the internet or other computer network
3. twin bed	c) the term was borrowed from the French and is translated as "luxury". It is a room, improved in all its qualities, and larger than the usual standard room, and even than the superior room
4. amenities	d) somewhere to live or stay, often also providing food or other services
5. online	e) a room comes in the category of the hotel's cheapest room. A room includes all kinds of basic facilities such as a table, chair, desk, cupboard, dressing table, DVD player, television, telephone, coffee maker and a private bathroom
6. deluxe room	f) an arrangement for a seat on a plane or train, a room in a hotel, etc. to be kept for you
7. cot	g) a bed big enough for two people to sleep in
8. reservation	h) a hotel room that can comfortably and/or legally accommodate four guests; may have two or more beds
9. accommodation	i) a small bed for a baby or young child with high bars around the sides so that the child cannot fall out
10. double bed	j) a feature or service that makes a place pleasant, comfortable or easy to live in

4. Explain the meaning of the following terms.

To make a reservation, a relaxing getaway, to be clear about, double bed, twin bed, full bed, queen bed, king bed, triple room, quad room, standard room/studio; deluxe room; joint room; suite (mini/junior/master); handicapped accessible, lanai, terrace, minibar; hot tub bath; pull-out couch, standard suite, executive suite, presidential suite, penthouse, villa.

5. Fill the words in the gaps from the box.

(Entertainment, sign up, suite, savings, hotel package, ordering, flexible, free nights, special promotions, discounts, available, access to, travel sites,

vacation budget, offered, hotel bill, budget, hotel stay, standard discounts, check on, basic room.)

How to Get a Hotel Stay for Cheap

The _____ eats up a large chunk of a _____,



especially if you are away for several days. Getting a reduced rate on your hotel stay means you save more money for _____ and other areas of the trip budget. You can score a cheap room even at a high-end hotel, particularly if your travel plans are _____. Learn how to shop for

accommodations for _____.

STEP 1. Schedule your travel during an off-peak time in that destination. _____ is a popular time for warm beach destinations so you will pay more for a room. Book your _____ during the week if possible because rates tend to be lower.

STEP 2. Stay on the outskirts of the popular areas of the city for lower rates.

STEP 3. Call the hotel directly to ask for a discount on the published rates. Ask about general _____ like corporate or AAA rates as a guide for how low the hotel might go. Ask directly if you can get a lower rate even if you don't qualify for the _____.

STEP 4. Contact several hotels in the general area to find the lowest rates _____. If you have a particular hotel in mind, use a lower rate offered at a similar hotel as a negotiation tool. Mention the rate that the similar hotel _____ and see if your desired hotel can match that figure.

STEP 5. Look for _____ such as a free night or a discount for booking more than one night. Sign up for your preferred hotel chain's email newsletters to learn about promotions.

STEP 6. _____ for rewards programs with various hotel chains. These programs typically award you points for each stay with the possibility of _____. You may also receive a discount for belonging to the program.

STEP 7. Search for better rates on discount _____ like Hotels.com, Priceline.com and Expedia. These sites often give you _____ rates lower than you would receive booking directly through the hotel.

STEP 8. _____ travel packages that include airfare, rental car or attractions with your _____. This option may reduce the room rate and save you money on other trip elements.

STEP 9. Book a room that will save you money in other areas of the

_____. For example, a _____ with a mini fridge and microwave allows you to save money on food for overall savings.

STEP 10. Ask for a room upgrade so you pay for a _____ _____ while staying in a room with better accommodations.

STEP 11. Skip expensive extras like phone calls from the room phone, drinking from the room's mini bar or _____ from room service.

(<https://traveltips.usatoday.com/advantages-disadvantages-suite-hotels-42369.html>)

6. Put the items below in the appropriate box:

advertising material, aprons, blanket covers, blankets, booking forms, brochures, business cards, cots, educational materials, greeting cards, mailers, mattress pads, mattresses, menu order forms, menus, napkins, newsletters, pillowcases, pillows, presentations & proposals, printer paper, quilts, registration forms, sheets, single use napkins, tablecloths, towels.

BED AND BEDDING	STATIONARY & PAPER PRODUCTS	LINEN SUPPLIES



Reading 6.

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

Food and Beverage Department

Food and Beverage Department (F&B) is responsible for maintaining high quality of food and service, food costing, managing restaurants, bars, etc.

Food and beverage service is the service of food made in the kitchen and drinks prepared in the bar to the customers at the food and beverage **premises**, which can be: restaurants, bars, hotels, airlines, cruise ships, trains, companies, schools, colleges, hospitals, prisons, **takeaway**, etc.

Food and beverage outlets are divided in to the following categories:

1. Restaurants: Restaurants are places where food and drinks are served. There are various types of restaurants: all day dining restaurants, fine dining restaurants, speciality restaurants.

All day dining restaurants are usually big in size with many covers (seats). The main reason why they are called all day dining restaurant is because of their hours of operation, as they are open for breakfast in the morning to lunch in the afternoon to dinner in the evening.

Fine dining restaurants are characterized by their **elaborate** and exclusive menu with special emphasis on the very high quality food they serve. The emphasis being on fresh ingredients and natural flavors or on the type of cuisine served, or both.

Speciality restaurants are restaurants which usually have a type of national or regional character or cuisine attached to them, for example: Italian

Specialty Restaurant, Chinese Specialty Restaurant etc.

2. Lounge: lounges can be found in different hotels. Their main purpose is to offer food and drinks in comfortable and cozy seating in relaxed **surroundings**. There are many kinds of lounges ranging from a lounge in a lobby, cocktail lounge and cigar lounge to executive and club lounge on special floors.

3. Bar: Bar is a place where drinks are served. There is usually a small snacks menu too. The service is fast and quick. There are various kinds of bars ranging from formal bars to club bars, pubs, pool bars, wine bars, cocktail bars, beach bar to juice bars and many more.

4. Discotheque/Nightclub: They are outlets where music and entertainment takes priority with the food and drink. The **operation** is very fast and the guest numbers are large. Security is an important aspect in these operations. Music and entertainment can range from DJ to live bands playing.

5. Room Service, also known as in room dining. It is the service of food and drink in guest rooms in a hotel or a resort.

6. Meeting and conference rooms: meeting and conference rooms together with ball rooms come under the banquets and conference section. They are a great source of **revenue** in food and beverage department usually in corporate and city hotels. MICE (meetings, incentives, and conferences and exhibitions) can alone bring much revenue in some hotels in comparison to other outlets in hotel.

7. Ball rooms: are large function rooms which are primarily used for functions and weddings. This section is the most dynamic section in food and beverage with the conference section, which is more physically demanding and creatively oriented.

8. Delicatessen: delicatessen or deli is a place where guests can buy fresh produce ranging from freshly baked bread, cold meat, fresh salads, cakes, home-made ice creams and light and healthy drinks.

9. Others: There are many other food and beverage outlets ranging from fast food outlets to food courts to snack bars which are usually stand alone or in a shopping centre.

(Retrieved from: <https://redcarpetacademy.wordpress.com/2010/05/13/importance-of-f-b-department-in-a-hotel/>)

Key Vocabulary

1. premises [ˈpremisɪz] приміщення (в якому дозволено подавати спиртні напої)
2. takeaway [ˈteɪkəweɪ] ресторан, де готують та продають їжу, яку ви забираєте та їсте десь ще
3. elaborate [ɪˈlæbərət] старано розроблений, продуманий
4. surroundings [səˈraʊndɪŋ] середовище, оточення

5. operation [ˌɒpə'reɪʃn] робота, дія, процес
6. revenue ['revənju:] дохід, виторг

1. Check your understanding.

1. What is food and beverage department responsible for?
2. Call the most popular food and beverage premises.
3. Tell all you know about different kinds of lounges.
4. Call outlets where music and entertainment takes priority with the food and drink?
5. Give the definition of the term MICE.
6. What section is the most dynamic section in food and beverage?
7. Where can guests buy fresh produce?
8. What kinds of bars do you know?

2. Are these sentences true (T) or false (F)?

1. Food and beverage service is the service of food made in the kitchen and drinks prepared in the bar to the customers at the food and beverage premises.
2. Fine dining restaurants are characterized by their exclusive menu with special emphasis on the very high quality food they serve.
3. Speciality restaurants are big in size with many covers, they are open for breakfast in the morning to lunch in the afternoon to dinner in the evening
4. Lounges' main purpose is to offer food, small snacks menu and drinks in comfortable and cozy seating in relaxed surroundings.
5. Deli is a place where guests can buy fresh produce ranging from freshly baked bread, cold meat, fresh salads, cakes.

3. Match the words and their definitions.

1. conference	a) all the workers employed in an organization considered as a group
2. pub	b) a large, comfortable room in a hotel where you can meet people and be served alcoholic drinks
3. staff	c) any facility, building, structure or location, where customers consume cigars or similar smoking product
4. outlet	d) an event, sometimes lasting a few days, at which there is a group of talks on a particular subject, or a meeting in which especially business matters are discussed formally
5. cocktail lounge	e) a building, structure, stall or other similar structure, and includes a caravan, vehicle, stand or place used for or in

	connection with the handling of food
6. meeting	f) a place, especially in Great Britain or Ireland, where alcoholic drinks can be bought and drunk and where food is often available
7. cigar lounge	g) an occasion when people come together to discuss or decide something
8. food premise	h) a shop or an organization that sells goods made by a particular company or of a particular type

4. Explain the meaning of the following terms.

Maintain, all day dining restaurants, fine dining restaurants, speciality restaurants, club bars, pubs, pool bars, wine bars, cocktail bars, beach bar, juice bars, MICE, fast food, food courts, freshly baked bread, cold meat, home-made ice creams, light drinks, healthy drinks.

5. Fill the words in the gaps from the box.

(Room service menu, room service, channels, applications, symbolize, accommodation, app-based delivery, decided, changing trends, luxury hotel experience, properties, low revenue.)

Room Service



Room Service has been a key part of the _____ traveller's since its first appearance in 1931 at the then-New York luxury hotel Waldorf Astoria. Over time,

however, and more specifically in the early 2000s, _____ has become one of the most common services in _____, and has ceased to exclusively _____ luxury.

The increase in the popularity of _____ in the last decade has highlighted the high prices of the _____, but also the limited options it offers, with the result that visitors lose interest in this service and look for alternatives – even delivery from third-party delivery _____ such as Uber Eats.

The hotel market is closing in on the _____, either by upgrading the room service or by integrating third-party _____; just like the example of Wyndham Hotels & Resorts, which have partnered with Door Dash for free delivery on over 3,700 _____. Or, by leaving the race, like New York Hilton Midtown Hotel did, which _____ to stop offering room service since 2013, due to the _____ it offers.

(Retrieved from: <https://www.hotelieracademy.org/room-service-3-1-ways-to-boost-the-quality-of-your-hotels-sales/>)

6. Translate the text fragment into English.

Забезпеченням гостей послугами харчування в готелях зайняті підрозділи громадського харчування, що включають в себе: ресторани, кафе, бари, буфети, підрозділи по обслуговуванню банкетів і конференцій, службу обслуговування в номерах і т.д. Послуги харчування є в готельних підприємствах другими після послуг розміщення за обсягом принесеного доходу. Способи та форми обслуговування харчуванням клієнтів готелю можуть бути найрізноманітнішими. Так, наприклад, у великому готелі можуть одночасно функціонувати кілька барів різного типу: вестибюльний бар (лобі-бар), ресторанный бар, допоміжний бар, банкетний бар, фітнес-бар, нічний і службовий бари, бари на поверхах і т.д.



Reading 7.

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

Types of Restaurants

There are different criteria and scales when establishing a classification although generally, there are two ways to classify restaurants: the category and the concept of restaurant.

Types of restaurants according to their category. The restaurants will go from one fork (the lowest level) to the five forks (the highest category). To determine the category, different **parameters** are taken into account, such as the qualification of the **staff**, the **facilities**, the distribution of the space... issues that depend on each autonomous community. **Five forks** restaurant is a luxury restaurant, one of the most exclusive, and where every detail is taken care of. **Four forks** (first class premises) restaurant's characteristics are very similar to those of five forks. The main difference is that it is obligatory elevator if it has a third plant (in the one of five if it has two). **Three forks** (second class) restaurant has a large dining room and both the decoration and the elements of the table (crockery, cutlery, glassware, table linen ...) are of quality. The staff's uniform usually includes a white jacket. **Two forks** (third class) restaurant has simple menu, but with a variety of dishes. Although the crockery, cutlery and glassware is well cared for, both cloth and paper tablecloths can be used. **A fork** (fourth class) restaurant has very simple menu and more limited than in the case of two-fork restaurants. In practice, it is the most common establishment. The staff does not need a uniform.

Classification by concept. It is the most used classification nowadays since it better defines the essence of a restaurant. The list is diverse – according to the criteria we take as a reference – but, in general, they can be distinguished.

Thematic restaurants. They can be defined by the type of food (Chinese, Italian, vegetarian...), by the decoration (antique cinema setting, comics...) or make a mixture of both. In them the furniture and decorative elements play a key role.

The concept of theme restaurant is one of the most evolved in recent years, reinventing the formula in search of originality. Within them we can include the **family restaurants**, which takes into account the needs of families with young children by providing, for example, high chairs to place on the tables, enabling children's areas, offering children's menus ...

There are also the **fusion cuisine restaurants**, which combine ingredients and recipes from different regions, cultures or countries.

Haute cuisine restaurants (gourmet) are characterized by offering a quality experience, both from the point of view of gastronomy and service, as well as a very careful decoration, furniture and equipment. They have a defined type of cuisine that is normally associated with a head chef.

Buffet restaurants were born in the 70's to serve in a fast and varied way the clients of the hotels. Its main sign of identity is that all the food is available to the clientele, who can serve it freely as many times as they want (sometimes a weight limit is established). The traditional concept is associated with large chains in which the **homogeneity** (both in the letter and in the decoration), the high rotation of **customers**, offer a simple menu starring three or four products (pizzas, hamburgers, hot dogs ...) and, in most cases, there are no waiters who serve the tables.

A reinterpretation of the fast food that has **gained** momentum in recent years, especially in the cities (because people do not have much time to cook). Although at first it was associated with a certain type of less elaborated food, nowadays there are “take aways” of practically any type of dish, including cooked or sushi.

Among the different types of restaurants, there are no limits.

(Retrieved from <https://www.eltardeo.sg/types-of-restaurants/>)

Key Vocabulary

1. parameter [pə' ræmɪtə(r)] критерій, показник, параметр
2. homogeneity [ˌhəʊməʊdʒə' ni:əti] однорідність, гомогенність
3. staff [stɑ:f] персонал
4. facilities [fə' sɪlətɪz] будівлі, споруди
5. elevator [ˈ elɪvətə(r)] ліфт, елеватор, вантажопідіймач
6. gain [geɪn] здобувати, діставати
7. customer [ˈ kʌstəmə(r)] покупець, клієнт, споживач

1. Check your understanding.

1. What are the most common ways to classify restaurants?
2. What different types of restaurants according to their category do you know?
3. What is the difference between five forks and a fork restaurant?
4. Call different types of restaurants according to the classification by concept.
5. How can thematic restaurants be defined?
6. Tell all you know about the haute cuisine restaurants.
7. Dwell upon the family restaurants.
8. What are the peculiarities of the buffet restaurants?
9. Do you know take away restaurants in Kamianets-Podilskyi?

2. Are these sentences true (T) or false (F)?

1. To determine the category, different parameters are taken into account, such as the qualification of the staff, the facilities, issues that depend on each autonomous community.
2. Two forks restaurant has both the decoration and the elements of the table (crockery, cutlery, glassware, table line) are of quality.
3. In the fusion cuisine restaurants, the furniture and decorative elements play a key role.
4. The family restaurants have a defined type of cuisine that is normally associated with a head chef.
5. In the buffet restaurants all the food is available to the clientele, who can serve it freely as many times as they want.

3. Match the words and their definitions.

1. crockery	a) knives, forks, and spoons used for eating food
2. cutlery	b) the fact of enjoying special and expensive things, particularly food and drink, clothes and places
3. fusion cuisine restaurant	c) the cuisine of "high level" establishments, characterized by meticulous preparation and careful presentation of food, at a high price level, accompanied by rare wines.
4. table linen	d) cups, plates, bowls, etc., used to serve food and drink, especially made of china
5. haute cuisine restaurant	e) cuisine that combines elements of different culinary traditions that originate from different countries, regions, or cultures. Cuisines of this type are not categorized according to any one particular cuisine style and have played a part in innovations of many contemporary restaurant cuisines since the 1970s. ¹
6. glassware	f) a restaurant where food and drinks can be bought and eaten
7. luxury	g) the tablecloths and napkins that are put on a table for a meal

8. buffet
restaurant

h) drinking glasses or other objects made of glass

4. Fill the words in the gaps from the box.

(Shake mixers, launched, franchise program, supersized portions, outlets, hamburgers, self-service counter, customers, milk shakes, plant-based hamburger, domestically, double-arch, appliances, low prices, public face, wrapped, enduring logo, obesity, internationally, healthy items, available, trans-fat oil.)

McDonald's Corporation

McDonald's, in full McDonald's Corporation, American fast-food chain that is one of the largest in the world, known for its _____. Its headquarters are in Oak Brook, Illinois.



The first McDonald's restaurant was started in 1948 by brothers Maurice ("Mac") and Richard McDonald in San Bernardino, California. They bought _____ for their small hamburger restaurant from salesman Ray Kroc, who was intrigued by their need for eight malt and _____. When Kroc visited the brothers in 1954 to see how a small shop could sell so many _____, he discovered a simple, efficient format that permitted the brothers to produce huge quantities of food at _____. A basic hamburger cost 15 cents, about half the price charged by competing restaurants. The _____ eliminated the need for waiters and waitresses; _____ received their food quickly because hamburgers were cooked ahead of time, _____, and warmed under heat lamps.

Seeing great promise in their restaurant concept, Kroc offered to begin a _____ for the McDonald brothers. On April 15, 1955, he opened the first McDonald's franchise in Des Plaines, Illinois, and in the same year _____ the McDonald's Corporation, eventually buying out the McDonald brothers in 1961.

The _____ of McDonald's was created in 1963 with the introduction of a clown named Ronald McDonald, while the _____ "m" symbol became McDonald's most _____ in 1962, lasting far longer than the tall yellow arches that had once dominated the earlier restaurant rooftops.

The chain continued to expand _____ and _____, extending to Canada in 1967, reaching a total of 10,000 restaurants by 1988, and operating more than 35,000 _____ in more than 100 countries in the early 21st century.

The success of McDonald's brought increased criticism, much of which concerned its perceived association with a global increase in _____. McDonald's responded by adding _____ to its menu, and in 2017 it released McVegan, a _____, which was only _____ in certain markets. During this time McDonald's also eliminated _____, and its U.S. and Canadian restaurants stopped using _____ in a number of items. Such measures, however, did little to stem health concerns.

(Retrieved from <https://www.britannica.com/topic/McDonalds>)

5. Translate the text fragment into English.

Спеціалізація ресторанів може бути дуже різноманітною: швидке обслуговування, сімейні, повсякденні тощо. Ресторани можуть спеціалізуватися і на приготуванні національних страв, сніданків, обідів тощо.

Ресторани швидкого обслуговування пропонують меню, що обмежується гамбургерами, смаженою картоплею, хот-догами, курчатами, різними рибними та національними стравами. Стандартизація меню дозволяє значно прискорити обслуговування. В багатьох з них відвідувачі навіть самі прибирають посуд, що дозволяє знизити собівартість страв.

Сімейні ресторани — це сучасний варіант стилізації під старомодну кав'ярню. Більшість закладів такого типу знаходиться в приватному володінні. Розташовуються вони, як правило, в престижних передмістях, зонах проведення вільного часу родинами, в зонах прогулянок містом або в мальовничій місцевості. Оформлення інтер'єру, як і меню — прості. В деяких з них можна замовити напої - пиво, вино чи коктейль.

Тематичні ресторани присвячуються певній темі: Дикий Захід, футбол, рок-н-рол тощо. За звичай, вони пропонують обмежений вибір страв, адже їх головне завдання - створити настрій, атмосферу.

6. Ask questions according to the model:

There are three restaurants in the hotel. — How many restaurants are there?

- The price is 30\$.
- Lunch is from 12.30 to 2.30.
- The restaurant is on the third floor.
- Your room is number 425.
- You have to pay extra for another night



Reading 8.

Read and translate the text. Write out all the unknown items of vocabulary. Do the exercises following the text.

Career in Food and Beverage Industry

Working in food service can be an **invaluable** experience. Food service jobs are almost always available and often well paid. Additionally, they can be opportunities to develop further skills that you can apply to many other professions.

When most people think of restaurant and food service jobs, waiters and cooks usually come to mind. However, food services include food prep, table prep, event planning, cleaning, reception, and everything in between. Food services is often seen as a sub-industry within hospitality.

"Back of house" restaurant employees prepare and present food or clean dishes, while "front of house" workers welcome and interact with customers. Everyone works together as a team to create a **memorable**, pleasant experience for all patrons.

Food and beverage servers are employed in restaurants, coffee shops, bars, clubs, hotels and other retail eating and drinking establishments. There are more **part-time** positions in this occupation than there are in most occupations, and most food and beverage servers are young. Experienced food and beverage servers can move to better paying jobs in larger and more formal food establishments.

Food and beverage servers' duties vary **considerably** from one type of establishment to another. In fast food outlets, they often work behind counters and use computerized systems to take orders and **tabulate bills**. In coffee shops and cocktail lounges, they provide quick and efficient service

for customers seated at tables. In formal dining establishments, they carefully observe established rules of service and **etiquette**, and pace the meal according to customer preference.

In general, however, food and beverage servers: prepare tables or counters for meals; **stock** the service area with supplies (for example, coffee, glassware), greet customers, present menus and help customers select menu items, inform customers about daily specials, record orders and place them with the kitchen and bar, pick up and serve orders, check that customers are enjoying their meals and correct any problems, suggest and serve desserts and beverages, clean and reset tables, **tabulate** and present bills for payment.

Food and beverage servers need the following personal characteristics: the ability to serve customers cheerfully, courteously and efficiently; good organization and multi-tasking skills; good health; good **grooming**; the ability to work as part of a team; the ability to work with little supervision; good verbal communication skills and sensitivity to customer needs; the ability to work calmly under pressure.

Food and beverage servers who serve liquor must be at least 18 years of age. In formal dining rooms, food and beverage servers also must: know proper food service etiquette; use the correct terminology and be able to answer questions about wines and other beverages be able to prepare tableside dishes at the customer's table if required.

(Retrieved from: <https://redcarpetacademy.wordpress.com/2010/05/13/importance-of-f-b-department-in-a-hotel/>)

Key Vocabulary

1. invaluable [in'væljuəbl] безцінний, надзвичайно важливий
2. memorable ['memərəbl] незабутній, пам'ятний, вікопомний
3. part-time [ˌpɑ:t 'taɪm] не повністю зайнятий, зайнятий неповний робочий день
4. considerably [kən'sɪdərəbli] значно, значною мірою, істотно
5. tabulate ['tæbjuleɪt] зводити в таблиці, складати статистичні таблиці
6. etiquette ['etɪkət] етикет, правила поведінки на людях
7. stock [stɒk] створювати запас, мати в запасі
8. grooming ['gru:mɪŋ] догляд за зовнішністю

1. Check your understanding.

1. What are food service skills?
2. What are duties of "back of house" restaurant employees?
3. Tell all you know about "front of house" workers' responsibilities.
4. Call places where food and beverage servers are employed.
5. What are duties of food and beverage servers?

6. Dwell upon the personal characteristics of food and beverage servers?
7. How do food and beverage servers' duties depend from the type of establishment?
8. What must food and beverage servers know and do in formal dining rooms?

2. Are these sentences true (T) or false (F)?

1. There are more full-time positions in this occupation than there are in most occupations, and most food and beverage servers are young.
2. In fast food outlets, food and beverage servers often provide quick and efficient service for customers seated at tables.
3. In formal dining establishments, food and beverage servers carefully observe established rules of service and etiquette, and pace the meal according to customer preference.
4. In formal dining rooms, food and beverage servers also must load and unload machines quickly without chipping plates.
5. Food and beverage servers need the following personal characteristics: the ability to work as part of a team; good verbal communication skills and sensitivity to customer needs; the ability to serve customers cheerfully.

3. Match the words and their definitions.

1. waiter	a) possessing or displaying courage; able to face and deal with danger or fear without flinching
2. courteous	b) a dish not on the regular menu at a restaurant but served on a particular day
3. hospitality	c) giving attention or thought to what you are doing so that you avoid hurting yourself, damaging something or doing something wrong
4. courageous	d) a person whose job is to serve customers at their tables in a restaurant, etc.
5. sensitivity	e) happy, and showing it by the way that you behave
6. special	f) polite, respectful, or considerate in manner
7. careful	g) an ability to understand what other people need, and be helpful and kind to them
8. cheerful	h) the act of being friendly and welcoming to guests and visitors; food, drink or services that are provided by an organization for guests, customers, etc.

4. Fill the words in the gaps from the box.

(Restaurant staff, wait staff, quickly, dishwashers, Improperly, heart, grueling, workstations, thermal burns, awkward, effectively, responsibilities, tools, distraction, dressing, customers, line cooks, heavy loads, refilling, Mishandled, special, rigorous demands, slippery.)

Types of Restaurant and Food Services Skills



Customer service skills are obviously necessary for the front of the house, a strong service ethic is critical for everyone on the team, including those who never see patrons. The

host/hostess and _____ must nurture a welcome atmosphere. Managers sometimes need to calm angry _____ by explaining policies or addressing problems. _____ and _____ have invisible but critical roles in customer happiness and health and must take their _____ seriously.

Physical Speed and Strength. Servers need to carry _____ and sometimes _____ without stumbling or spilling. Dishwashers need to load and unload machines _____ without chipping plates or cutting themselves with knives. Side tasks, such as _____ salt shakers, must be done quickly and efficiently. The ability to move at a fast, steady pace, without _____, is critical.

Safety Consciousness. Restaurants can be dangerous places. _____ handled food could sicken, or actually kill, customers. _____ cleaning products can cause chemical burns. Walking behind a busy line cook without remembering to say “behind you” could result in serious _____ or accidents with knives. Millions of people enter and leave restaurants safely every day because _____ members work together to keep themselves and their customers safe.

Attention to Detail. Attention to detail is closely related to safety. Servers must remember which diner ordered the _____ without mint and whether there might be flecks of pepper in the _____ because some people have serious and unusual allergies or preferences that must be met. Cooks must keep their _____ and _____ scrupulously clean, or food poisoning might result. Even when an unhappy diner might be less of a priority under _____ of greater emergencies, keeping track of the needs of multiple tables in a noisy, chaotic environment is _____ work.

Communication. The ability to communicate lies at the _____ of both customer service and teamwork. From promoting specials to putting in orders to reminding co-workers that the floor near the salad bar is _____, restaurant workers must be able to communicate _____.

(Retrieved from: <https://www.thebalancecareers.com/restaurant-and-food-service-skills-2062470>)

5. Translate the text fragment into English.

Персонал обслуговування підприємств харчування повинен враховувати особливості темпераменту клієнтів, тому що при обслуговуванні кожного з них потрібна зовсім різна тактика. Наприклад, клієнт-холерик дуже швидко реагує на навколишню дійсність, він запальний і різкий, часто сильно обурюється. Тому при його обслуговуванні офіціант повинен виявляти максимум уваги, витримки, швидко реагувати на його прохання. Офіціант повинен постійно бути готовим до зниження підвищеної збудливості в холериків. Для флегматика характерна повільність, і в процесі обслуговування таких людей потрібні взяти ініціативу в свої руки і виявити наполегливість у пропозиції вибору блюд і напоїв.

Розвинута пам'ять дозволяє офіціанту легко запам'ятати найменування блюд і напоїв, інгредієнти, ціни, технологію обслуговування. Офіціант повинен бути завжди готовим швидко й правильно відтворити по пам'яті всі відомості, необхідні для обслуговування конкретного клієнта.

Test Yourself

BAPIAHT 1.

I. Choose the right answer.

1. She wasn't able to carry all these suitcases by herself.

Somebody

(help)_____her.

- A. had helped
- B. must have helped
- C. was to help
- D. should to help

2. Harry's room is

(expensive)_____of all the rooms, but he can afford it.

- A. most expensive
- B. so expensive
- C. expensivest
- D. the most expensive

3. There was nobody at

home,_____?

- A. was there
- B. were there
- C. weren't they
- D. wasn't there

4. You (sing) _____ a lovely

song when I entered the room. What was it?

- A. sang
- B. had sung

C. was singing

D. were singing

5. We had better (hurry

up)_____if we want to get here before dark.

A. to hurry up

B. hurry up

C. hurried up

D. hurrying up

6. I heard the clock

(strike)_____ten a long time ago.

A. to strike

B. struck

C. strike

D. has struck

7. If Tom (work)_____hard,

he will pass his exams.

A. works

B. will work

C. has worked

D. worked

8. My room is

(comfortable)_____one in our flat.

A. the comfortablest

B. more comfortable

C. the most comfortable

D. most comfortable

II. Fill in the gaps with the comparative or superlative form of the adjectives in brackets.

Dear Leo,

I'm writing to tell you about my new house. It's **1)** ... (big) house I've ever lived in, but also **2)** ... (expensive). Still, it's much **3)** ... (nice) than my last house. Although the garden is a little **4)** ... (small), the rooms are much **5)** ... (spacious) and there is much **6)** ... (little) noise. The area I live in now is **7)** ... (peaceful) place I've ever lived in. The neighbours are **8)** ... (quite) here than anywhere else, and they are **9)** ... (friendly) people you will ever meet.

There are lots of flowers here, so it's much **10)** ... (colourful) than my previous home, and there is a bus stop near my house, so it's **11)** ... (convenient) than before because I don't have to take my car to work. All in all, I can say that finding this house is **12)** ... (good) thing that's ever happened to me! I hope you will visit me here soon.

Love,
Helen

BAPIAHT 2

I. Choose the right answer.

1. The man is _____ least 70 years old.

- A. in the
- B. on the
- C. in
- D. at

2. My aunt (be/not) _____ South America yet.

- A. hadn't been to
- B. wasn't in
- C. hasn't been to
- D. hasn't been in

3. The car isn't worth (repair) _____.

- A. to repair
- B. repairing
- C. to be repaired
- D. being repaired

4. Mom isn't at home. She _____ the shops and she'll be back soon.

- A. has gone to
- B. has been to
- C. has been in
- D. went to

5. Jenny kept on (talk) _____ although her husband asked her to stop.

- A. to talk
- B. talking
- C. talked
- D. talk

6. The detective made Mr. Folgers (pay) _____ the bill.

- A. pay
- B. to pay
- C. paid
- D. would pay

7. I have lived in London for a long time, so I _____ the traffic.

- A. quite used to
- B. get used
- C. am quite used to
- D. was quite used to

8. I thought I (throw) _____ -my scarf into the dack of the wardrobe, but I couldn't find it there.

- A. was throwing
- B. have thrown
- C. had thrown
- D. threw

II. Find the errors in this paragraph and correct them.

It rained when we have arrived at the coast but by midday it had been stopping. We thought the rain lasted all day and we have been very glad it hadn't because we were wanting to go swimming. We have found a café where we could eat outside and were having a nice meal. By the time we finished lunch the sun shone brightly and the temperature was arising to 30 degrees. We were all running down to the beach and, after we were changing into our swimming things, we dived in the sea.

BAPIAHT 3

I. Choose the right answer.

1. We were rather surprised _____ the price of the dress.

- A. of
- B. about
- C. at
- D. on

2. I'd like two (dozen) _____ eggs.

- A. dozen
- B. dozens
- C. dozens of
- D. dozen of

3. We need _____ .

- A. an other chair
- B. another chair
- C. another chairs
- D. one other chair

4. _____ first hand news.
 A. these are
 B. those are
 C. this is
 D. they are
5. You _____ use your knowledge more effectively.
 A. are to
 B. must to
 C. may
 D. should
6. A lot of people (lock) _____ in the Tower.
 A. were locked
 B. have been locked

- C. are locked
 D. are being locked
7. He had _____ interest in any kind of sport.
 A. a few
 B. little
 C. a little
 D. few
8. It's rather late. I think I (take) _____ a taxi.
 A. can
 B. am to take
 C. have to take
 D. shall take

II. Find the errors in this paragraph and correct them.

Yesterday has been a bad day for Andrew. He hadn't slept well because there is a terrible storm in the night. After he has a shower, he makes breakfast. After he eaten, he got into his car and drive to work. He has driven only for five minutes when he remembered that he has left his briefcase at home. He had turned the car around and had gone home again. Then, he realized that he locked himself out. The keys are still inside the house. Andrew has already been late for work, so he decided to leave the briefcase and go to work. When he arrived, his secretary tell him that his boss has tried to call him at home. Andrew went to find his boss. When he asks his boss why he called, he has told him that it wasn't necessary for him to come to work that day after all! Andrew drove all the way home again.

BAPIAHT 4

I. Choose the right answer.

1. After it (stop) _____ raining, we went out
 A. stopped
 B. has stopped
 C. had stopped
 D. would stop.
2. My friend is interested _____ architecture.
 A. in
 B. on
 C. about
 D. for
3. She looked out of the window. It (still/snow)_____
 A. was still snowing
 B. still snowed
 C. has still snowed
 D. has still being snowing

4. All of _____ sudden she stopped her dinner and went out.
 A. a
 B. the
 C. _
 D. such
5. He will translate the text if he (have)_____ a dictionary at hand.
 A. will have
 B. has
 C. would have
 D. have
6. I don't know _____.
 A. where is your umbrella
 B. where your umbrella is
 C. your umbrella where is
 D. your umbrella is where
7. I want (you/get in touch with)_____ Tom.

- A. that you get in touch with
 - B. you to get in touch with
 - C. you get in touch with
 - D. you getting in touch with
8. A new navigation equipment
(examine)_____by our scientist

now.

- A. is being examined
- B. is examining
- C. is examined
- D. examines

II. Find the errors in this paragraph and correct them.

Kevin Adams likes trains. He first sees one when he was four years old and he thinks it was great. He is going to a different railway station every week and writes down the engine number of every train he sees. He did this since he was eight. By the time he was fifteen he has collected over ten thousand different engine numbers in various countries. Once, while he stand in a station in Cheshire he saw something very unusual.

He was waiting for over an hour for a train to go by when suddenly he saw a very old steam train coming down the track. It hadn't stopped at the station, and Kevin notices that all the passengers weared old-fashioned clothes. When he told the station guard about this, the poor man turned pale. He said that no steam train passed through that station for years.

I. Choose the right answer.

1. You had better (write) to your parents, more regularly.
- A. to write
 - B. write
 - C. writing
 - D. wrote
2. He made me (tell)_____the story from the very beginning.
- A. to tell
 - B. told
 - C. tell
 - D. telling
3. What's wrong _____Henry? He looks tired.
- A. about
 - B. with
 - C. of
 - D. in
4. I have _____seen Julia _____ written to her.
- A. Neither...nor
 - B. eitheror
 - C. or...or
 - D. never...or

BAPIAHT 5

5. The workers
(build)_____the road by the end of the year.
- A. will have been built
 - B. will build
 - C. will have built
 - D. are building
6. When I entered the room, she
(lie)_____on the sofa.
- A. lay
 - B. is lying
 - C. was lieing
 - D. was lying
7. We (hear) _____from him since he left for Kenya.
- A. didn't hear
 - B. hadn't heard
 - C. don't hear
 - D. haven't heard
8. This film (much/speak about)_____.
- A. is much spoken about
 - B. is speaking much about
 - C. speaks much about
 - D. speak much about

II. Find the errors in this paragraph and correct them.

Well-known pop singer Zippy Spring recently signed a new record deal with Star Records in London.

Zippy's success has begun five years ago when he recorded a song which will go to the top of the charts. However, he has had a car accident six months ago and has stayed in hospital for a long time. He makes his first public appearance three weeks ago and thanks his fans for all their love and support. The music he plays is popular with older people since the beginning of his career, but recently younger people start to take an interest too. Zippy only signed the deal last week, but he already wrote a number of songs for his new record. He just announced that he will start to plan his next European tour.

BAPIAHT 6

I. Choose the right answer.

1. Mr. Harrison said that he
(call) _____ again.
A. would have called
B. called
C. will call
D. would call
2. We worked so hard last week
that we (be tired/always) _____.
A. had always been tired
B. were always being tired
C. were always tired
D. was always tired
3. If I were you, I
(buy) _____ a house in the
country.
A. bought
B. would buy
C. will buy
D. would bought
4. His smile was something she
(never/see) _____.
A. has never seen
B. had never seen
C. never saw
D. did never see

5. This isn't my text-book,
_____ is at home.
A. my
B. mine
C. what
D. so
6. I wish I (spend) _____ so much
money. And I have to borrow it from my
parents.
A. didn't spend
B. haven't spent
C. wouldn't have spent
D. hadn't spent
7. I'd like him (go) _____ with us
to see Granny.
A. would go
B. going
C. go
D. to go
8. Dad asked who _____ that
morning.
A. I rang
B. had I rung
C. did I ring
D. I had rung

II. Find the errors in this paragraph and correct them.

London,
4 October

Dear Mary!

Thank you for your letter that come yesterday. I like to hear from you. The news of your interview is very interesting. You didn't say did you get the job? I hope it. Last week I proposed a job too. I think it would be a very interesting job for me.

Three days ago I have received a letter from my friend. Ann wrote that she is going to visit London. She have never been to our capital. That's why it is a very good opportunity to see a lot of sights in London.

As for me I am fine. I have many new friends here. Actually I spend the all time trying to buy the books necessary for my future job. I am sure I find them soon. I finish

now. Write or phone to me.

Best wishes,
Andrew.

BAPIAHT 7

I. Choose the right answer.

1. The other day Dad was invited to _____ school to see the headmaster.

- A. the
- B. a
- C. ____
- D. an

2. The doorbell rang just as he (leave) _____ the house.

- A. has left
- B. left
- C. was leaving
- D. leaves

3. The black widow is (dangerous) _____ spider because its bite can kill a man in a few minutes.

- A. most dangerous
- B. the most dangerous
- C. the dangerousest
- D. the more dangerous

4. I'm late, _____?

- A. am not I
- B. don't I
- C. aren't I
- D. are I

5. The Davons (use/live) _____ in

the town, but now they live in the country.

- A. used to live
- B. were used to live
- C. got used to live
- D. are getting used to living

6. I'll look _____ your children if you are busy tomorrow.

- A. for
- B. at
- C. like
- D. after

7. We found only _____ flowers in the wood.

- A. few
- B. a little
- C. little
- D. a few

8. Oh, your case is very heavy. I (help) _____ you to carry it.

- A. am going to help
- B. ought to help
- C. will help
- D. must help

II. Find the errors in this paragraph and correct them.

Edinburgh

5 may

Dear Nick!

Thank you for your letter that has come the day before yesterday. The news of your work is interesting. But you didn't say did you like it? I was sorry to hear that you been burgled. Do the police know who did do it?

You want me to tell you about my life here. I enjoy very much. The course are good and more interesting that I thought. Last Sunday my sister has come to Edinburgh. Ann brought a lot of books which she bought in London. Now I have all necessary books for my studies.

I finish now. My Friend Tom must write the letter in French and I said that I will help him.

Write or phone to me soon.
Best wishes, Serge.

BAPIAHT 8

I. Choose the right answer.

1. When he arrived/they ____him
that his friend had phoned.

- A. spoke
- B. said
- C. said to
- D. told

1. He is proud _____his
son's achievements

- A. at
- B. on
- C. of
- D. about

2. If I were in your shoes, I
(help)_____her.

- A. will help
- B. help
- C. would have helped
- D. would help

3. What is the _____news
of today?

- A. fresh
- B. last
- C. latest
- D. late

4. He prefers this room
_____that room.

- A. than
- B. to
- C. more than
- D. more to

5. I can't make the TV
(work)_____.

- A. work
- B. to-work
- C. working
- D. worked

6. We are going for a walk.
Who (want)_____to go with us?

- A. is wanting
- B. does want
- C. want
- D. wants

7. She never drinks strong
coffee, _____?

- A. ...doesn't she?
- B. ...is she?
- C. ...does she?
- D.isn't she?

II. Find the errors in this paragraph and correct them.

Dear Sue!

How are you these days? I make a real fool of myself last week. It happened like this John went off on business trip and then I think that had taken my keys. So I ring up his hotel. "I'm sorry", the girl says but he is not here, he is cancelled well. I was sure had gone off with that American woman, do you remember my telling you about her last year. But actually it turned out that has met an old school friend and gone to stay with him. He tries to phone me but he couldn't get through because I was telling mother all my troubles. Then when he get our neighbour to give me a message I wouldn't listen and shut the door in his face. So when John finally ring me up we have a colossal row and things are still a bit difficult.

Sue, I does feel stupid. Have you ever did anything like that or is I the only one? Give my love to Fred and the kids Mary.

Your Maggy.

BAPIAHT 9

I. Choose the right answer.

1. Can you come
(early)_____next time?
E. more early
F. the earliest
G. the earlier
H. earlier
2. John asked_____.
A. whether I was there before
B. had I been there before
C. if I had been there before
D. if had I been there before
3. This film (much/speak
about)_____.
A. is much spoken about
B. is speaking much about
C. speaks much about
D. speak about
4. My room is
(comfortable)_____one in our flat.
A. the comfortablest
B. more comfortable
C. the most comfortable
D. most comfortable
5. -Granny has lost her passport.

- When (she/lose)_____?
- A. has she lost it
B. had she lost it
C. she lost it
D. did she lose it
 6. I saw you buy a bunch of
flowers, this morning, Who
(you/buy)____it for?
A. Who did you buy it for?
B. Who bought you it?
C. Who bought it for you?
D. Who did buy you it for?
 7. When she sees_____you have
done, she will be angry with you.
A. that
B. ____
C. What
D. So
 8. I wish I (live)_____nearer my
work because it takes me much time to
get there.
A. live
B. will live
C. had lived
D. lived

II. Find the errors in this paragraph and correct them.

Dear Alice!

Thank you very much for a lovely time on Saturday we were enjoying meeting your friends Susan and Carol and the food were delicious.

I has asked about the book you wanted but I doesn't think you can get it in this country however if you want I can write to my friends Nadine in Paris and I is sure he shall be happy to get it for you. You must to meet Nadine sometime. Anyway I are sure you two should get on really well.

Well, I am writing this while had my breakfast and if I didn't stop now I will miss my bus. Thanks once again for Saturday evening.

Love to you both.

Sarah.

BAPIAHT 10

I. Choose the right answer.

1. Mary hasn't any spare time and ____.
- I. neither have I
 - J. either have I
 - K. so I
 - L. I haven't it too
2. I don't think that she is ____the truth.
- A. telling
 - B. saying
 - C. speaking
 - D. talking
3. My room is (comfortable) ____one in our flat.
- A. the comfortablest
 - B. more comfortable
 - C. the most comfortable
 - D. most comfortable
4. This film (much/speak about) ____.
- A. is much spoken about
 - B. is speaking much about
 - C. speaks much about
 - D. speak about

5. If I were in your shoes, I (help) ____her.
- A. will help
 - B. help
 - C. would have helped
 - D. would help
6. What is the ____news of today?
- A. fresh
 - B. last
 - C. latest
 - D. late
7. He prefers this room ____that room
- A. than
 - B. to
 - C. more than
 - D. more to
8. She never drinks strong coffee, ____?
- A. ...doesn't she?
 - B. ...is she?
 - C. ...does she?
 - D. ...isn't she?

II. Find the errors in this paragraph and correct them.

This were the scene in my living rom last Setardey: my two daughters was excited about staying up late those night to see Popswap thier favorite programm. And I were lookin forward to a calm half hour. Imagin how disappointed we all is when we heard that our programm had been replaced by Football crazy. I understand that there were a very imporent match those night. But I does not understand why it needed a half hour introductory discussin.

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**ENGLISH FOR STUDENTS
OF ECONOMICS DEPARTMENT**

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для студентів економічного факультету**

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