

# Реализация учебных курсов «Разговорный английский» и «Деловой английский» в классах филологического профиля



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# ОТЛИЧИТЕЛЬНЫЕ ОСОБЕННОСТИ МАТЕРИАЛА ДЛЯ РАБОТЫ

- ◎ большой объем текста
- ◎ неадаптированный текст
- ◎ инфографика
- ◎ специфическая терминология
- ◎ большой процент заданий на коммуникацию и создание собственных связных текстов.

# НАГЛЯДНОСТЬ И ПРАКТИКА ФУНКЦИОНАЛЬНОГО ЧТЕНИЯ

- ⦿ таблицы
- ⦿ схемы и графики
- ⦿ рекламные проспекты
- ⦿ буклеты
- ⦿ табло
- ⦿ вывески
- ⦿ скриншоты сайтов



# СЕРИЯ УРОКОВ «MY FUTURE CAREER»

A

## Conference Event Co-ordinator

Conference Consultants is a dynamic events management organisation which provides creative, exciting and affordable solutions for conferences and exhibitions. We are currently looking for a hard-working person to join our staff.

The successful applicant will be responsible for organising special events. This person will have excellent customer service and management skills and be prepared to work under pressure.

An excellent salary package and company car will be offered to the right candidate.



## Night Auditor

This is a chance to become part of a well-established international five-star hotel.

We are looking for a Night Auditor for a busy hotel front office. Reporting to the Front Office Manager, you will be skilled at supervising staff, handling guest queries and complaints, maximising room occupancy and producing the daily business figures.

You are well presented and patient with a friendly, helpful personality. This position has unlimited potential and will suit someone looking at his/her career in the long term.

B

C

## Travel Sales Consultant

Leading travel agency is seeking a travel sales consultant to sell holidays and other travel products.

Good telephone, IT and numeracy skills are a must. The job involves booking package tours, making reservations and arranging car hire as well as designing individual holidays for the independent traveller. You will be caring, have an outgoing personality and be able to put others first.

## Resort reps

If you enjoy being in foreign places but don't like to be on the move the whole time, then being a resort representative is a great job for you. You will need to be enthusiastic, energetic, possess excellent communication skills and be good at dealing with emergencies and making decisions on your own. There is the opportunity to earn commission from selling excursions to boost your basic salary.

D

listening 7 Listen to Louisa Smith talk about her job and decide which of the jobs on page 7 she does.

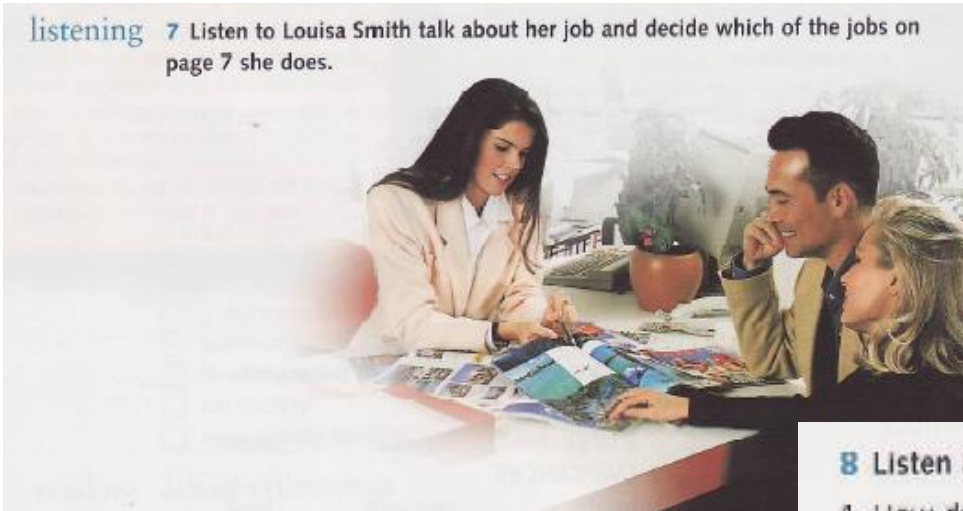




**A. LISTEN AND DECIDE WHICH OF THE JOBS LOUISA DOES.**

**B. LISTEN AGAIN AND ANSWER THE QUESTIONS.**

**listening** 7 Listen to Louisa Smith talk about her job and decide which of the jobs on page 7 she does.



**8** Listen again and answer these questions.

- 1 How did she get her present job?
- 2 What does she do when she works 'upstairs'?
- 3 Who does she deal with when she works 'downstairs'?
- 4 What kind of questions do people ask her?
- 5 What questions does she ask customers?
- 6 What questions do people ask her at parties?
- 7 Which countries has she been to this year?

# CV AND COVER LETTERS

**Personal details**

Michel Blanc  
5 rue de la Libération  
76000 Rouen, France  
e-mail: michel\_blanc@yahoo.fr  
25 years old  
French



**Education and qualifications**

Baccalauréat (Equivalent of British 'A' levels, specialising in economic subjects.)  
BTS Tourisme (Two years' vocational training in Leisure and Tourism.)

**Work Experience**

Internship at the Ibis Hotel (Southampton) 62 bedrooms, three conference rooms.  
Supervised the operation of the night shift, dealt with questions and complaints, implemented routine checks of the hotel, collected and compiled the daily business figures and entered statistics into a database to produce the daily reports.

Le Parc (Rouen) Assistant Manager of a three-star hotel. (45 rooms, 26,000 covers p.a.). Responsible for customer care, staff supervision, sales promotion (accommodation, seminars, banquets) and accounting.

**Professional Skills**

Project management, sales, customer care and public relations, budgeting and forecasting.

**Computer skills:** MS Office, specialist management software (HOTIX, LOGHOREST, CALLSTAR)

**Language:** English, Spanish, some German  
**Interests:** Sailing, skiing, scuba diving

**Name and address of referee**  
Mr Clark, Oasis Hotel, 26 Wharf Street, Southampton

## Cover letters

**15** A short cover letter should always accompany your CV. Organise the following advice into two categories, *dos* and *dont's*.

- Type your letter of application
- Use interesting coloured paper
- Write at least two pages
- Repeat what is already on your CV
- Point out professional skills that you have acquired
- Emphasise how you believe you meet the employer's needs
- Tell the employer that you will call in to discuss your application

**16** Use these phrases to complete the cover letter below.

I am confident      I am available      please find enclosed  
I am writing with reference to      I look forward to hearing  
I have experience of

Michel Blanc  
5 rue de la Libération  
76000 Rouen, France  
michel\_blanc@yahoo.fr  
8th August

The Human Resources Officer  
Global Tours  
80 Campbell Street  
London WC2 9AN

Dear Sir or Madam,

.....<sup>1</sup> the position of Night Auditor as advertised in *The Guardian* of 11 January.

.....<sup>2</sup> a copy of my CV outlining my background and qualifications for your consideration. As an Assistant Manager of a three-star hotel .....<sup>3</sup> managing staff and dealing with guests.

I also have practical experience of increasing room occupancy and producing financial statistics. If given the opportunity .....<sup>4</sup> that I could make a valuable contribution to the running of the hotel.

.....<sup>5</sup> for interview at a time and place of your convenience. I can be reached at the above postal and email addresses or on 0033 1 5543 7574. I appreciate your time and consideration and .....<sup>6</sup> from you soon.

Yours faithfully,

*Michel Blanc*

Michel Blanc  
Enclosures: CV and Photograph

# LOOK AT THE INFORMATION BELOW AND PREPARE TO INTERVIEW CANDIDATES FOR THE JOB.



**DO YOU WANT TO WORK FOR A MAJOR PLAYER IN THE TRAVEL INDUSTRY?**  
GLOBAL TOURS is currently seeking to recruit a number of recently qualified and/or experienced travel professionals to work in a variety of locations. Vacancies in reservations, sales, hotel and catering and holiday villages.  
Candidates should speak English and possess excellent interpersonal skills. Motivating salary for the right people.

**Information on Global Tours.**  
Following its acquisition of Worldwide Destinations plc GT has become the market leader in long haul travel. It owns the five largest travel agency chains and enjoys guaranteed trading. With a turnover of more than €75m, it employs 15,000 people worldwide and caters for an average of 500,000 holidaymakers every year.

## Interviewing procedure

- read the candidate's CV and cover letter before the interview
- welcome the candidate and put him / her at ease
- start with some small talk about a subject of interest to you both
- give the candidate some brief information about Global Tours
- ask the candidate questions about recent experience and qualifications
- find out about the candidate's strengths / weaknesses / motivations
- allow opportunities for the candidate to ask you questions
- thank the candidate and say when you will contact him / her

## Professional practice Interview questions

Here are some typical interview questions.

*Can you tell me about yourself?*

*What are your strong / weak points?*

*Why do you want to work in the travel industry?*

*Do you have any previous work experience?*

*What do you see yourself doing five years from now?*

*What kind of salary are you looking for?*

*When would you be willing to start?*



# СЕРИЯ УРОКОВ «НОВЫЕ ТЕХНОЛОГИИ И БИЗНЕС»

## Preview **Unique selling features**

**1** Read the descriptions of some of the latest hi-tech products. Which ones would you like to own or use, and why?

eMusic-live is installing machines at concerts that dispense cigarette lighter-sized hard drives which contain digital recordings of performances, which are easy to upload onto a computer.

**A**didas is designing a new shoe containing a battery-powered microprocessor and electric motor to help the shoe respond to changing weather conditions.

Microsoft labs in China are developing a digital pen that people can use to write on paper as well as electronic documents. Users can also upload pen-written documents onto their computers.

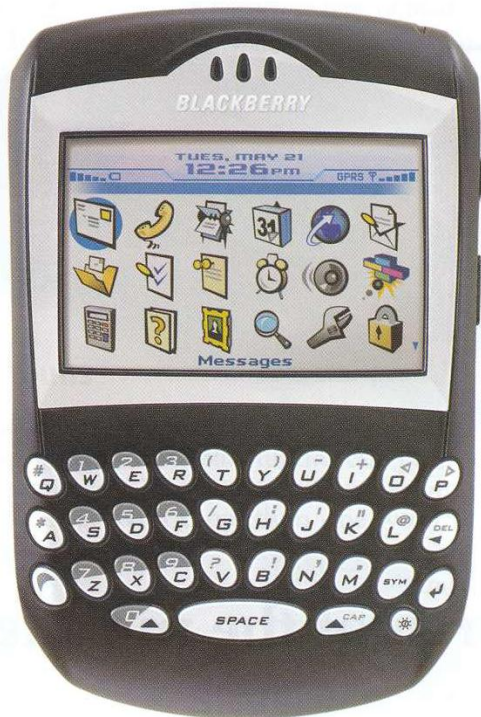
**A wireless portable internet radio developed by Reciva uses a special browser to capture stations on the web.**

DaimlerChrysler has designed a vibrating accelerator pedal that alerts motorists to slow down when it is economically wise. The system tells the driver when an intersection is approaching to avoid sudden stops that waste fuel.



# Technology

**Speaking** Work in pairs. Take turns to describe the Blackberry mobile phone. If either or both of you own mobile phones, talk about how they compare with the Blackberry.



## Keynotes

The rapid pace of **technological development** is affecting every aspect of our personal and professional lives. **Consumer electronics products** are making our lives more comfortable and entertaining. New and more innovative **models** are coming onto this almost **saturated market** all the time. The facility of **browsing** and **uploading** onto or **downloading** from the internet has changed forever the way we work and view the world. **Nanotechnology** is a new **growth market**, which promises to bring smaller, lighter, more portable technological **devices**. But nowhere has technology more deeply changed our **lifestyle** than in the field of **mobile telecommunications**.

# ПРАКТИКО-ОРИЕНТИРОВАННЫЕ ЗАДАНИЯ НА ОСНОВЕ ИЗУЧАЕМОЙ ЛЕКСИКИ

**Vocabulary 1** Match the nouns (1-9) from the text with their meanings (a-i).

- |                       |   |
|-----------------------|---|
| 1 design (para 1)     | a a piece of equipment used for a specific task                                   |
| 2 model (para 1)      | b an area where mobile technology can operate                                     |
| 3 subscriber (para 3) | c a particular type of machine  |
| 4 laptop (para 3)     | d software or information that can be moved from one electronic device to another |
| 5 appliance (para 3)  | e a device to read information  |
| 6 sensor (para 3)     | f a portable computer   |
| 7 network (para 4)    | g a person paying to hire a telephone line  |
| 8 coverage (para 4)   | h a set of connected technologies or systems                                      |
| 9 download (para 5)   | i the appearance of something because of the                                      |

**Vocabulary 2** **Compound nouns**

In the text there are examples of compound nouns such as *subscriber growth* and *household appliances* (para 3). Join the nouns in box 1 to the nouns in box 2 to form compound nouns. Some words in box 1 can go with more than one word in box 2.

1 internet  
mass  
market  
information  
computer  
profit  
consumer

2 product  
market  
technology  
margin  
programmer  
access  
share  
leader



# НАПИСАНИЕ ДЕЛОВОГО ПИСЬМА НА ОСНОВЕ ТЕКСТОВЫХ УПРАЖНЕНИЙ

**Practice** Complete the article about Motorola's new strategy with the appropriate form of words from Vocabulary 1 and 2.

Padmasree Warrior, Motorola's chief technology officer, is launching a new strategy, which, she says, will lead to more mobility. This, she hopes, will increase the number of <sup>1</sup> subscribers in the almost saturated mobile phone market. Nokia is the mobile phone <sup>2</sup> \_\_\_\_\_ out in front of Motorola, which is number two in this highly competitive industry. With an increasing number of competitors trying to attract fewer and fewer customers, all telecommunications companies have seen their <sup>3</sup> \_\_\_\_\_ shrink lately. Many big telecom companies are facing

pressure from shareholders to find new growth markets and original strategies in an effort to boost falling revenues and increase <sup>4</sup> \_\_\_\_\_.

Ms Warrior leads an army of 4,600 technologists and researchers who have come up with plans to do just that. They intend to start by connecting their technology <sup>5</sup> \_\_\_\_\_ into one, for example combining wireless and multimedia technologies in their new mobile phones. Their latest <sup>6</sup> \_\_\_\_\_, the Razr V3, has been described as a triumph of engineering,

marketing and innovative <sup>7</sup> \_\_\_\_\_. Motorola also plans to smooth the transition between home, work, automotive and mobile environments by providing easy and high-speed <sup>8</sup> \_\_\_\_\_ on trains and email in cars, and their customers will be able to get video <sup>9</sup> \_\_\_\_\_ onto their phones. The company even intends to extend <sup>10</sup> \_\_\_\_\_ so that mobiles can be used on planes. Phones let you talk everywhere; Motorola will let you do everything everywhere!

**Writing** Write a formal email from Padmasree Warrior to the Motorola staff, outlining her plans for the company's future. (See *Style guide*, page 20.)



# ВЕДЕНИЕ ДЕЛОВЫХ ПЕРЕГОВОРОВ

## Career skills

### Negotiating

Interacting with other people in a formal or informal context often involves some degree of negotiating. Before you negotiate, you should have a clear idea of your objectives and strategy. You should also find out what common ground you share with the other side and understand which points will be the hardest to negotiate. Look at the following phrases, which can be used when negotiating.

- |  |  |
|--|--|
| a <i>Another option is ...</i>           | g <i>I'm prepared to offer you ...</i> |
| b <i>Here's what we have in mind ...</i> | h <i>Alternatively, we could ...</i>   |
| c <i>That's out of the question!</i>     | i <i>Done!</i>                         |
| d <i>Of course, you'll have to ...</i>   | j <i>I'll have to think that over.</i> |
| e <i>No way!</i>                         | k <i>We'll need more time.</i>         |
| f <i>You've got a deal!</i>              | l <i>Take it or leave it!</i>          |



## Speaking

Work in pairs. Take the role of one of the people involved in the following situations. Prepare the arguments that you would use and then negotiate with your partner.

You have decided to rent out your apartment for two months while you are working abroad. You are meeting a person who is interested in renting it from you. Negotiate the price and conditions.

## Career skills

### Dealing with people at work

In an ideal world, co-workers are always professional, positive and efficient. Unfortunately, there are exceptions and you have to develop strategies for dealing with difficult situations and difficult personalities. This requires intelligence, tact and professionalism. Look at the following useful phrases for dealing with people.

- a *Before we start, I think you should know ...*
- b *This is good – it just needs a few minor changes.*
- c *Let's work on this together.*
- d *I wanted to tell you before anyone else does – we're planning to ...*
- e *I like this idea, but it's not what we need right now.*
- f *We're all ultimately working towards the same thing.*



### Which of phrases a–f would you use in situations 1–3?

To develop good interpersonal skills and avoid problems, co-workers should always:

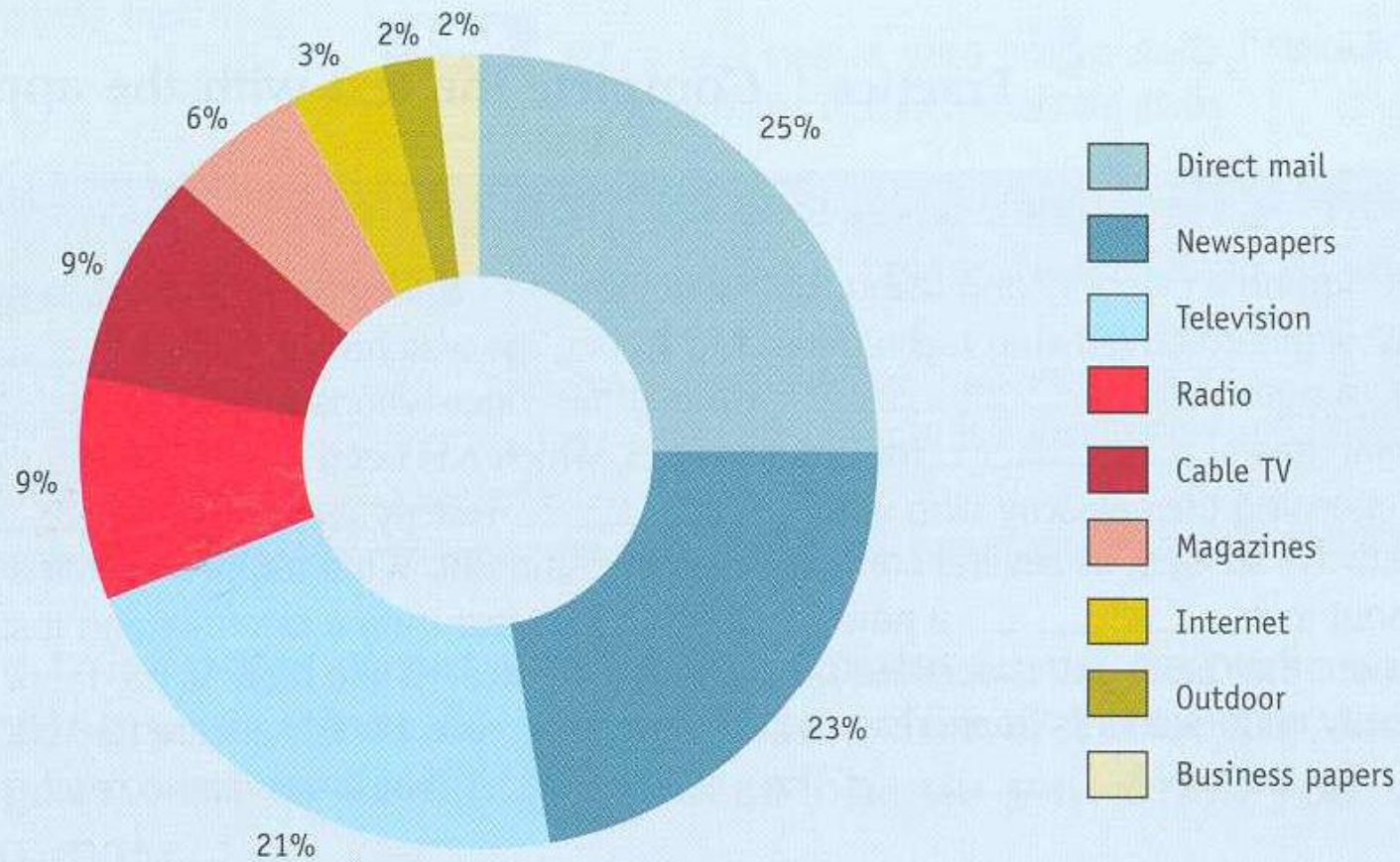
- 1 try to anticipate potential conflicts
- 2 find common goals
- 3 be as positive as possible





# ЗАДАНИЯ В ФОРМАТЕ ЕГЭ

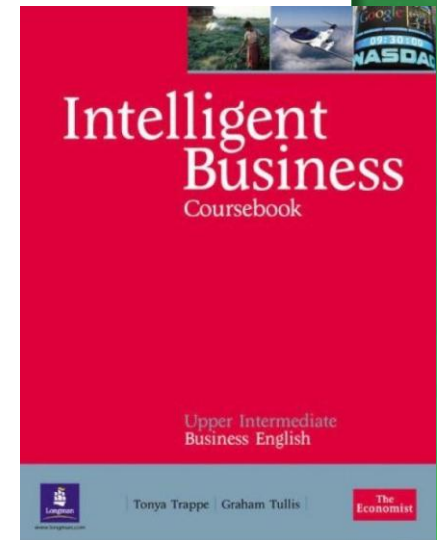
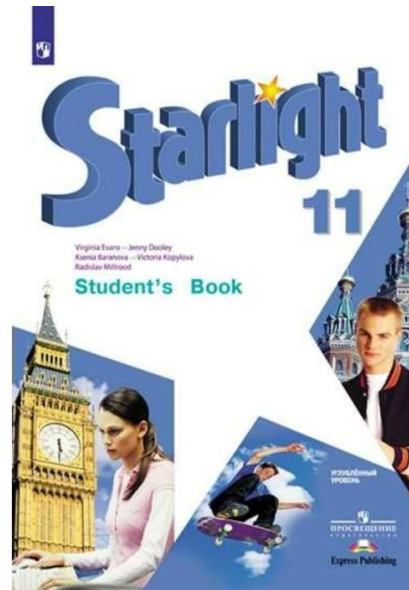
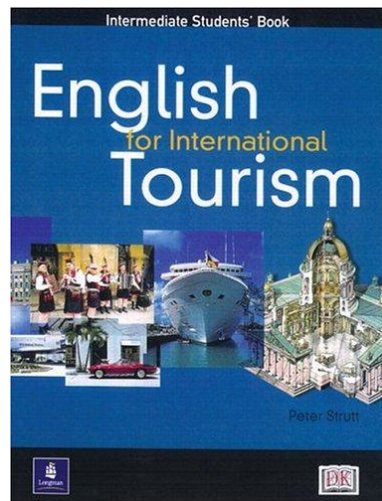
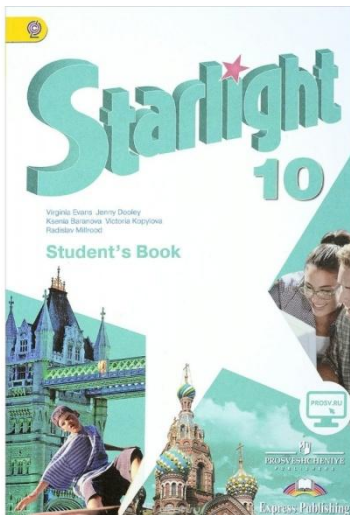
advertising spend (billion \$)





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**THANKS FOR  
ATTENTION!**