

НАЦІОНАЛЬНИЙ АВІАЦІЙНИЙ УНІВЕРСИТЕТ  
ФАКУЛЬТЕТ МІЖНАРОДНИХ ВІДНОСИН

*Наталія Василюшина, Тетяна Скирда*

**ПЕРЕКЛАД  
ЯК МІЖКУЛЬТУРНА  
КОМУНІКАЦІЯ:  
АНГЛІЙСЬКА ↔  
УКРАЇНСЬКА МОВИ**

*Практикум для студентів  
денної форми навчання  
галузі знань 0302 Міжнародні відносини*

КИЇВ – 2020



**NATIONAL AVIATION UNIVERSITY  
FACULTY OF INTERNATIONAL RELATIONS**

*Nataliia Vasylyshyna, Tatiana Skyrda*

**TRANSLATION AS INTERCULTURAL COMMUNICATION:  
ENGLISH ↔ UKRAINIAN**

*Practice Guide for the Full-Time Students  
in the Field of Knowledge 0302 International Relations*

**KYIV, 2020**

**УДК 811.111'25: 316.28 (075.8)**

**В 19**

**Рецензенти:**

**Бонацька І.В.** – канд. філ. н., доцент, доцент кафедри іноземних мов Факультету міжнародних відносин, Національний авіаційний університет;

**Мельник Є.Ю.** – канд. пед. наук, доцент, доцент кафедри іноземних мов Факультету міжнародних відносин, Національний авіаційний університет.

**Луценко Ю.В.** – кан.ю.н., доцент кафедри адміністративного права і процесу, Київський Національний економічний університет імені Вадима Гетьмана.

**Затверджено вченою радою Факультету міжнародних відносин НАУ (протокол № 8 від 21 листопада 2019 року)**

**Василишина Н.М.**

**В19 “Переклад як міжкультурна комунікація: англійська ↔ українська мови. Практикум для студентів денної форми навчання галузі знань 0302 «Міжнародні відносини» / Василишина Н. М., Скирда Т.С. – К.: PRINT LINE, 2020. – 176 р.**

Навчальний практикум «Переклад як міжкультурна комунікація: англійська ↔ українська мови. Практикум для студентів денної форми навчання галузі знань 0302 Міжнародні відносини» призначений для майбутніх фахівців з міжнародних відносин різних напрямів підготовки на рівнях володіння іноземною мовою B2, C1. Дані навчально-методичні матеріали розраховані на студентів III, IV та V курсів факультету міжнародних відносин галузі знань 0302 «Міжнародні відносини».

Навчально-методична розробка передбачає імплементацію наступних пріоритетних завдань професійної підготовки: розвинути в студентів навички та уміння перекладу автентичних тематичних текстів з англійської мови на українську та з української на англійську як в усній, так і у письмовій формах; сформувати систему умінь з усного послідовного двобічного перекладу й письмового перекладу статей, науково-популярних текстів. Представлений навчальний практикум може бути використаний як на аудиторних заняттях з дисциплін «Іноземна мова за професійним спрямуванням» та «Теорія і практика перекладу» з метою оптимізації та інтенсифікації навчально-виховного процесу, так і для поза аудиторної самостійної та індивідуальної роботи студентів Факультету міжнародних відносин.

**УДК 811.111'25: 316.28 (075.8)**

© Василишина Н. М., Скирда Т.С. 2020  
©»ПРИНТ-ЛАЙН»

## ПЕРЕДМОВА

Узагальнювально-синтезований аналіз досвіду фахової підготовки майбутніх фахівців у галузі міжнародних відносин дозволяє зробити низку висновків. Виходячи з цього, зазначимо, що з метою підготовки висококваліфікованих фахівців міжнародних відносин, здатних ефективно працювати у внутрішньодержавному просторі та гідно представляти державу на міжнародній арені, необхідно активно реалізовувати окреслені пріоритетні завдання. Важливими серед них є: залучення інноваційних освітніх технологій з акцентом на прикладних аспектах оновлення навчальних курсів відповідно до світової практики та глобальних викликів, а також впровадження сучасних інформаційних технологій у процес формування професійної іншомовної комунікативної компетентності студентів Факультету міжнародних відносин.

Розвиток теорії і практики української педагогічної науки та процеси реформування національної системи освіти і її інтеграції у світовий культурно-освітній простір концептуально орієнтовані на всебічне вивчення, осмислення та оптимальну адаптацію і творче використання зарубіжного досвіду у систему вищої професійної освіти України. Стратегічні орієнтири у цьому питанні визначила Національна доктрина розвитку освіти” (2002), де стверджується, що освіта в Україні «є відкритим соціальним інститутом», тож її суб’єкти мають активно співпрацювати з міжнародними інституціями й організаціями та залучати до цієї діяльності педагогів для набуття ними соціальної компетентності й досвіду у питаннях взаєморозуміння, толерантності, побудови спільного європейського дому, що також передбачає збереження і примноження власних культурних надбань.

Акцентуємо увагу на тому, що зміна стратегічних цілей, технологій і методів та перехід вищої освіти України на багаторівневу структуру розгортається в контексті загальносвітових тенденцій. Це актуалізує пошук і використання нових інформаційних, інноваційних технологій навчання.

Таким чином, з метою систематизації та урізноманітнення освітньо-педагогічної діяльності у процесі формування професійної іншомовної комунікативної компетентності студентів Факультету міжнародних відносин був розроблений навчальний практикум *«Переклад як міжкультурна комунікація: англійська ↔ українська мови. Практикум для студентів денної форми навчання галузі знань 0302 Міжнародні відносини» (Translation as Intercultural Communication: English ↔*

*Ukrainian. Practice Guide for the Full-Time Students in the Field of Knowledge 0302 International Relations).*

Зауважимо, що ключовий термін назви практикуму "міжкультурна комунікація" відноситься до обміну знаннями, ідеями, думками, концептами та емоціями між людьми з різних культур. Як відомо, міжкультурна комунікація – це складне, комплексне явище, яке включає різноманітні напрямки і форми спілкування між окремими індивідами, групами, державами, які належать до різних культур. Процес міжкультурної комунікації є специфічна форма діяльності, яка передбачає знання іноземних мов, матеріальної і духовної культури іншого народу, релігії, цінностей, моральних установок, світоглядних уявлень, в сукупності визначають модель поведінки партнерів по комунікації.

На нашу думку, тільки поєднання цих двох видів – знання іноземної мови і культури – забезпечує ефективне та плідне спілкування майбутніх фахівців з міжнародних відносин, служить основою ефективної міжкультурної комунікації.

Предметом міжкультурної комунікації є контакти, які відбуваються на різних рівнях, в різній аудиторії, в двосторонньому, багатосторонньому, глобальному аспектах, а метою міжкультурної комунікації має бути створення умов для розвитку конструктивного діалогу, рівноцінного стосовно представників інших культур.

На початку шляху оволодіння іноземною мовою вважаємо за необхідне надати майбутньому читачу стислий аналіз його структури та змісту.

По-перше, навчальний практикум «Переклад як міжкультурна комунікація: англійська ↔ українська мови. Практикум для студентів денної форми навчання галузі знань 0302 Міжнародні відносини» є комплексним курсом, що містить практичні завдання для активізації основних засад практики перекладу. Матеріали різноманітної тематики ретельно відібрані з авторитетних американських, британських та українських джерел для перекладу з англійської мови на українську та з української на англійську. Концептуальною основою посібника є розуміння перекладу як напряму прикладної лінгвістики та прояву міжкультурної комунікації. Діалектичний взаємозв'язок та взаємозалежність мови та культури є визначальними у вирішенні конкретних перекладацьких задач. Поняття еквівалентності, ідіоматичності, соціального та культурного контексту формують профіль практичних завдань.

Посібник призначений для студентів міжнародних відносин, що вивчають навчальні дисципліни «Іноземна мова за професійним спрямуванням» та «Теорія і практика перекладу». Оскільки посібник розрахований на осіб, що мають загальну мовну підготовку та засвоїли курс нормативної граматики англійської мови та основи теорії перекладу, особливий акцент зроблено на міжкультурну природу перекладу та його прагматичну, комунікативну та науково-дослідницьку спрямованість.

Отже, представлений навчальний посібник максимально орієнтований на розвиток комунікативних навичок та розширення міжкультурної компетенції студентів, оскільки переклад розглянуто як процес і продукт та як прояв міжкультурної комунікації.

Організація та структура навчально посібника «Переклад як міжкультурна комунікація: англійська ↔ українська мови. Практикум для студентів денної форми навчання галузі знань 0302 Міжнародні відносини» складається з десяти розділів (модулів) та списку літератури.

Тематика десяти розділів уособлює актуальні для майбутніх фахівців міжнародних відносин сфери, зокрема такі концепти: глобальна комунікація, глобальна освіта, глобальний туризм, глобальна економіка, глобальна юрисдикція, глобальна культура і релігія, технологічний прогрес, глобальна медицина, проблеми навколишнього середовища та дипломатія.

Кожний розділ містить завдання та вправи на переклад фраз, ідіом, сталих виразів та фрагментів тексту, пов'язаних із відмінностями та розбіжностями в мовній картині світу носіїв англійської та української мов, на основі автентичних американських, британських та українських матеріалів (статті з газет, журналів, літературних джерел, Інтернет-ресурсів) з урахуванням культурних імплікацій контенту. Переклад текстів з метою аналізу ситуації (case study) стимулює студентів до адекватної передачі культурно зумовлених нюансів.

*Подяка.* Автори посібника глибоко вдячні рецензентам – кандидату філологічних наук, доценту Ірині Бонацькій (Національний авіаційний університет); кандидату педагогічних наук, доценту Євгенію Мельнику (Національний авіаційний університет); кандидату юридичних наук, доценту, Луценко Юрій Васильович (Київський Національний економічний університет імені Вадима Гетьмана) – за уважне ознайомлення з рукописом посібника та цінні критичні зауваження.

Думки та зауваження щодо посібника можна надсилати авторам: *Наталії Максимівні Василюшиній та Тетяні Сергіївні Скурді* за електронними адресами: *filologyN@gmail.com & skirdatetana@gmail.com*.

## CONTENTS

- 1. MODULE #I. “GLOBAL SOCIAL CONTACTS:  
BUILDING RAPPORT THROUGH COMMUNICATION**  
\_\_\_\_\_ **9**
- 2. MODULE #II. GLOBAL CULTURES AND RELIGIONS:  
SUCCESSFUL BUSINESS BEHAVIOUR** \_\_\_\_\_ **24**
- 3. MODULE #III GLOBAL EDUCATION:  
SOCIO-ECONOMIC BENEFITS AND STUDYING  
STRATEGIES** \_\_\_\_\_ **44**
- 4. MODULE #IV GLOBAL TECHNOLOGICAL PROGRESS:  
CONTEMPORARY ACCOMPLISHMENTS AND MODERN  
SOCIETY** \_\_\_\_\_ **66**
- 5. MODULE #V GLOBAL WELLNESS AND TREATMENT:  
MEDICINE AS WELL AS HEALTH  
GOALS** \_\_\_\_\_ **80**
- 6. MODULE #VI GLOBAL TOURISM:  
INTERNATIONAL BENEFITS ALONG WITH THREATS**  
\_\_\_\_\_ **92**

**7. MODULE #VII GLOBAL ECO-LIFE STYLE:  
GREEN THEORY AND ENVIRONMENTAL ISSUES**  
\_\_\_\_\_ **111**

**8. MODULE #VIII. GLOBAL ECONOMY:  
POVERTY AND WEALTH** \_\_\_\_\_ **124**

**9. MODULE # IX. GLOBAL JUSTICE:  
INTERNATIONAL LAW AND SOCIETY** \_\_\_\_\_ **138**

**10. MODULE#X. GLOBAL DIPLOMACY:  
GENERAL OVERVIEW AND SOME PECULIARITIES OF  
INTERNATIONAL RELATIONS ON BUSINESS** \_\_\_\_\_ **156**

**REFERENCES** \_\_\_\_\_ **168**



## MODULE #I “GLOBAL SOCIAL CONTACTS: BUILDING RAPPORT THROUGH COMMUNICATION”

### **1. Open the group discussion by paraphrasing the quotations below. Which one do you agree with? Why?**

- The most important thing in communication is to hear what isn't being said. *Peter F. Drucker.*
- Good communication is just as stimulating as black coffee, and just as hard to sleep after. *Anne Morrow Lindbergh.*
- Communicate in a respectful manner – don't just tell your team members what you want, but explain to them why. *Jeffrey Morales.*
- Wise men speak because they have something to say; Fools because they have to say something. *Plato.*
- The single biggest problem in communication is the illusion that it has taken place. *George Bernard Shaw.*
- Effective communication is 20% what you know and 80% how you feel about what you now. *Jim Rohn.*
- There is only one rule for being a good talker – learn to listen. *Christopher Morley.*

### **2. Show what you know. Study the following vocabulary giving extensive explanations; come up with statements including some of them as well as try to add couple of your own to this list. Consider the presented tips for using lexis:**

- look carefully through the list to make sure you know the words and are confident that you can use them in your written or spoken English.
- Look up the meaning of any new words and put them in a sentence. If you're not sure your sentence is correct, post it in the comments section at the bottom of the page and we'll check it for you.
- Make a handwritten note of any new words, ideally in a separate note pad that you carry with you. Whenever you have a few minutes – waiting for a bus, just before going to sleep, waiting for the kettle to boil – take out the list and look through, reminding yourself of the word and the meaning.

- Improving your vocabulary for IELTS takes practice, so try to use the new word(s) in any suitable situation over the next few weeks – using the new word will help you remember it!
- Write the new word a number of times – writing down vocabulary will help you remember it and will also help with spelling.

Communicative cybernetics two-way medium note interactive letter reach wireless sign language touch address telegraphy connection surround cyberspace hear intercommunicate incommunicado intercept communication apprehension communication competence communication flow communication networks communication policies communitarian community competitive style compromising style Computer-Mediated Communication (CMC) Empathic listening fallacy Group Decision Support System (GDSS) horizontal chain of communication

**3. Reading comprehension with deep analysis of its parts and content as well.**

**3.1. Read the article and translate it into Ukrainian.**

**3.2. Discuss the meanings of the highlighted words and phrases in the article.**

**3.3. Write the plan to the text and summarize it in a written form using the following linking devices:**

<i>First(ly)</i>	<i>Second(ly)/third(ly)</i>	<i>Conversely\On the contrary</i>
<i>First of all</i>	<i>In the second place</i>	<i>Even though\Although</i>
<i>For a start</i>	<i>Subsequently</i>	<i>In spite of\Despite</i>
<i>In the first place</i>	<i>Simultaneously</i>	<i>Differing from\In contrast\Instead</i>
<i>Initially</i>	<i>And then</i>	<i>In comparison</i>
<i>To begin/start with</i>	<i>Next</i>	<i>In reality</i>
<i>Let us begin/start by</i>	<i>Formerly/previously</i>	<i>On the one hand\On the other hand</i>
<i>First and foremost</i>	<i>Both... and ...</i>	<i>Notwithstanding\Nonetheless\Nevertheless</i>
<i>First and most importantly</i>	<i>Analogously</i>	<i>Still\Yet</i>
<i>Due to / due to the fact that</i>	<i>Equally</i>	<i>Unlike</i>
<i>Owing to / owing to the fact that</i>	<i>Likewise</i>	<i>Whereas\While</i>
<i>Because</i>	<i>Just like</i>	<i>Summing up/to sum up</i>
<i>Because of</i>	<i>Similarly</i>	<i>To conclude/in summary</i>
<i>Since</i>	<i>Correspondingly</i>	<i>Finally</i>
<i>As</i>	<i>In the same way</i>	<i>In short/in brief</i>
	<i>In the same manner</i>	<i>On the whole</i>
	<i>By the same token</i>	<i>Ultimately</i>
	<i>Alternatively</i>	<i>Last/lastly</i>
	<i>But\</i>	<i>Last of all</i>
	<i>However</i>	<i>Last but not the least</i>

## *TEXT #2 EFFECTIVE BUSINESS COMMUNICATION SKILLS*

The National Association of Colleges and Employers' *Job Outlook 2016* survey listed leadership, teamwork and communication as the top three most valuable skills for employees. Communication is the cornerstone of good teamwork and good leadership. In order to succeed in business, you must be able to communicate your ideas clearly to others.

Business communication can be broken down into five broad subjects.

1. *Collaboration*. Collaboration and teamwork are vital to business success. Being able to collaborate carries a number of benefits for an employer, from better marketing to increased employee satisfaction to a higher quality of product or service.

The art of collaboration isn't just one thing, though; it's a complex network of interrelated skills. In order to collaborate, you must be good at asking questions, respecting others' contributions, generating their trust and considering their perspectives. These skills contribute to an employee's ability to collaborate effectively, and there's another important component of collaboration: emotional intelligence and awareness.

From a neurological perspective, people tend to make decisions based on emotion rather than logic, so understanding the emotions of others improves your ability to understand why they make decisions and how to turn that to the team's advantage.

2. *Public speaking*. Whether you're speaking in front of colleagues at a meeting, in a crowded seminar hall or to your team before a big project, you must be able to clearly and concisely convey your ideas. Warren Buffet once told a class of business students that he'd pay any of them \$100,000 for 10 percent of their future earnings. He then offered to increase that value by 50 percent if they were skilled at public speaking. Leaders in business must develop comfort speaking in front of others, both with authority and credibility.

For many, anxiety is a very real barrier to strong public speaking. *Inc.* has a number of tips to aid your public speaking abilities, taken from TED Talk speakers. You might consider creating contingency plans to address your two biggest fears associated with public speaking, or setting a backup goal in case your speech goes off the rails. Being open to questions through your speech helps involve the audience members and keep them engaged. It can also help you establish rapport and build comfort. People tend to respond to personal stories, so coming up with one or two stories beforehand to illustrate points you want to make can be a great way to connect with others.

3. *Listening.* A big part of effective communication is effective listening, according to Jimmy Lee of Dorsett Hospitality International. By developing good listening skills, you help create an environment where everyone feels heard and valued. You also train yourself to hear and retain important information. People can generally tell when you're listening to them. Most people will respond better to good listeners. Remaining actively engaged with your conversation partners creates a sense of enthusiasm and respect in your work environment.

When you're listening to others, pay as much attention to them as you can. Notice quirks in their body language. Listen to their words and, if you have trouble focusing on them, repeat their words in your head to help you retain focus and absorb the information. Avoid interrupting a person you're listening to, but do show that you're interested in what they're saying by responding with short, encouraging comments like, "I see" or "Yes."

In business, people often disagree. When this happens, avoid appearing judgmental of a person you disagree with. Difficult conversations can be uncomfortable, but they often lead to helpful breakthroughs if approached with an attitude of respect and collaboration.

4. *Nonverbal communication.* In addition, Lee stresses the importance of attending to nonverbal communication. People say a lot without uttering a word, and a facial expression or quirk of body language can communicate attitude and interest better than words can. Gestures, eye contact, tone of voice, posture, breathing and other factors contribute to nonverbal communication. People can pick up on these cues in conversation.

Being aware of your own body language and other nonverbal cues can put you in control of the image you put forth in the office. Body language is more important than you think. Researcher Amy Cuddy has done studies revealing that "body language shapes who you are." Do you adopt a defensive posture around your boss? Are you slumped in your chair when you work? Do you avoid eye contact with your coworkers? Each of these cues can cause people around you to infer things about you, and being aware of them helps you not only to control how others perceive you but also to make you more aware of body language in others.

5. *Written communication.* Email has become a standard way to communicate both in business and in our personal lives, and many people treat electronic communication as less formal than other forms of communication. In a business context, it's important to treat your emails the same way you'd treat a written letter. It's fine to be friendly with your coworkers but, when

communicating through writing, err on the side of formality. When you write something down, you create a permanent record of that communication; make sure it's a permanent record you don't mind having to address again in the future.

In any form of written business communication, clarity is paramount. Once you've written something, look it over before you send it to anyone. Ensure that it says what you intend for it to say. Make sure your facts are accurate, and ensure that you're being respectful. When in doubt, with any written communication, ask these three questions: Is it true? Is it respectful? Is it necessary?

*Communication skills are essential for business professionals. An online business degree, like the ones from Jefferson, can help provide you with the skills you need to be an effective communicator in your career.*

### *TEXT#2 WHY A GLOBAL LANGUAGE? "ENGLISH IS THE GLOBAL LANGUAGE"*

A headline of this kind must have appeared in a thousand newspapers and magazines in recent years. 'English Rules' is an actual example, presenting to the world an uncomplicated scenario suggesting the universality of the language's spread and the likelihood of its continuation. A statement prominently displayed in the body of the associated article, memorable chiefly for its alliterative ingenuity, reinforces the initial impression: 'The British Empire may be in full retreat with the handover of Hong Kong. But from Bengal to Belize and Las Vegas to Lahore, the language of the sceptered isle is rapidly becoming the first global lingua franca.' Millennial retrospectives and prognostications continued in the same vein, with several major newspapers and magazines finding in the subject of the English language an apt symbol for the themes of globalization, diversification, progress and identity addressed in their special editions. Television programmes and series, too, addressed the issue, and achieved world-wide audiences. Certainly, by the turn of the century, the topic must have made contact with millions of popular intuitions at a level which had simply not existed a decade before.

These are the kinds of statement which seem so obvious that most people would give them hardly a second thought. Of course English is a global language, they would say. You hear it on television spoken by politicians from all over the world. Wherever you travel, you see English signs and advertisements. Whenever you enter a hotel or restaurant in a foreign city, they will understand English, and there will be an English menu. Indeed, if there is

anything to wonder about at all, they might add, it is why such headlines should still be newsworthy.

Why English? The historical context “Why is English the global language, and not some other?” There are two answers to the question: one is geographical-historical; the other is socio-cultural. The geo-historical answer shows how English reached a position of pre-eminence, and this is presented below. The socio-cultural answer explains why it remains so. The combination of these two strands has brought into existence a language which consists of many varieties, each distinctive in its use of sounds, grammar, and vocabulary. The historical account traces the movement of

English around the world, beginning with the pioneering voyages to the Americas, Asia, and the Antipodes. It was an expansion which continued with the nineteenth-century colonial developments in Africa and the South Pacific, and which took a significant further step when it was adopted in the mid twentieth century as an official or semi-official language by many newly independent states.

English is now represented in every continent, and in islands of the three major oceans – Atlantic (St Helena), Indian (Seychelles) and Pacific (in many islands, such as Fiji and Hawaii). It is this spread of representation which makes the application of the label ‘global language’ a reality. The socio-cultural explanation looks at the way people all over the world, in many walks of life, have come to depend on English for their economic and social well-being. The language has penetrated deeply into the international domains of political life, business, safety, communication, entertainment, the media and education. The convenience of having a lingua franca available to serve global human relations and needs has come to be appreciated by millions. Several domains, as we shall see, have come to be totally dependent on it – the computer software industry being a prime example. A language’s future seems assured when so many organizations come to have a vested interest in it.

**4. Get acquainted with two scientific researches concerning advantages and disadvantages of internet communication skimming together with scanning two texts below. Prove the content comprehension with 10 questions for groupmates’ discussion. Exchange the list of enquiries with other partners in form of dialogues and mini-presentations.**

#### *TEXT #1. TOP BENEFITS OF ONLINE COMMUNICATION*

1. Cost effective compared to physical meeting. Web conference services are cost effective in every possible angle, as the services would be in

need of a computer or a mobile along with internet connectivity. To a physical conference, you have to spare time, money to travel, cost to stay and so on. A digital connectivity has given huge benefits regarding using web conference option on a regular basis.

2. Easy connectivity from every place in the world. The online conferencing is not a baby technology anymore, where the connection was never stable. The web conferencing technology has improved to a great extent and provides flawless connectivity from any part of the world. You can use the online conferencing services for both official and personal purposes, as there are multiple numbers of applications that you can use to initiate a virtual meeting.

3. Best to use in different devices and gadgets. You can do online conferencing both on the computer and on mobile phones. Most of the smartphones give out an option for users to have a web meeting on a regular basis without paying any cost. As technology is advancing at a rapid speed, some of the applications are available free of cost both in mobile and in the computer, which can be used to make long distance calls without paying a dime.

4. Increase productivity and efficiency. The efficiency of a business house depends more or less on the ease of communication and smooth flow of information between employees working at different levels. Though interaction mostly takes place via e-mail, phone or instant messaging system but visually interactive video-conferencing is providing a better alternative. It gives vital visual images that enable employees and customers to interpret and collaborate properly over a long distance. As a result, decisions are taken faster, projects execute on-time and productivity increases.

5. Long-term competitive advantage. Video-conferencing gives users multiple options for securing competitive advantage. When employees or business associates interact over video, they can share messages more rapidly resulting in more wise decisions that minimize both the time and price required to promote new services and products. Through the technical support of the videoconferencing company, business owners get an opportunity to leverage video effects and create more valuable and personal bonding with the customers and build up a loyalty which is far beyond the capacities of traditional phone conferencing system.

6. Ultimate support for environmental protection. Since the videoconferencing system works on green technology, business organizations can be prevented from emitting energy and increasing the level of carbon in the environment. Thus, interaction over video has made every small and medium sized business organization environment conscious and urged them

to stick to environment-friendly communication methods. With wide scale availability of tools that make on-demand production of live video footages possible anywhere in the world, students, customers, and employees get a chance to become part of an environmental initiative.

#### *TEXT#2. NOTABLE CONS OF ONLINE COMMUNICATION*

1. Time-consuming and costly. One of the major disadvantages of web conference call is that detail planning is essential for its success. The people engaged in the conference call need to have high discipline and high level of concentration. For an effective conference call the web cam, microphone and other gadgets need to be in proper position and in good working condition. Failure in any one of the key gadgets can lead to the total failure of the conference call.

2. Ineffective. There are some human ways of communicating that do not translate very well over a distance, such as an eye contact. When you sit in the same room with someone and listen to a speech or presentation you will make eye contact and they will judge who is paying attention by looking around the room. Much of this contact is not easily delivered through a webcam.

Conclusion. The advantages and disadvantages of video conferencing have to be weighed against your purpose and whether there will be something valuable lost through this technology that you don't want to give up. ezTalks is a one-stop video and audio conferencing solution provider offering a wide range of quality online communication services. The company offers cost effective call solutions which will require an IP or ISDN network connection, conference equipment (camera, microphone, monitor, and speakers), a codec and an audio system for being functional. The recent developments in audio and video conferencing technology have made it far more productive and engaging than conventional teleconferencing.

**5. Translate in a written form into Ukrainian one of the passages taken from any of above texts.**

**6. Write an opinion essay based on topic “The Pros and Cons of Online and Offline Communication” applying the following linkers: to express opinion, in my opinion, personally, I think/ I believe (that I strongly believe that, it is clear (to me) that, I (completely) agree/disagree with, it seems to me that, as I see it, in my view, from my point of view, as far I am concerned, I am sure/ convinced that, I (dis)agree with the statement, because my main**



*reason is/another reason, one reason for is, many people say/ believe that, because, since, because of/ due to.*

**7. Broadly applying various possible modern translation techniques and appliances (paper Cambridge dictionary, on-line translation, on-line dictionaries) change the following into Ukrainian putting it in your own words. Comment on what you have read.**

*СТАТТЯ №1 НАЦІОНАЛЬНІ ОСОБЛИВОСТІ ДІЛОВОГО  
СПІЛКУВАННЯ (ЕТИКИ)*

До сьогоднішнього дня зберігаються відмінності в нормах і правилах ділового поведінки і спілкування у різних країнах. Національні особливості, історія, релігія, клімат, історично сформовані моральні норми та ін. впливають на те, як бізнесмени одягаються, ведуть себе, що вважають пристойним і гідним, і що є знаком ненадійності або неповаги до ділового партнера. І це багато в чому визначає успіх ділової взаємодії на міжнародному рівні. Особливо сильно це явище проявляється в так званих "країнах третього світу", або Сходу.

*Основні характеристики етики ділового спілкування у країнах Сходу.* На Сході існують своя культура і звичаї. Східний етикет значно більше церемонен, ніж європейський, глибше йде корінням в минуле, у власні традиції та історію. Більшість країн Близького, Середнього та Далекого Сходу сформувалися на засадах стародавньої цивілізації і філософії світових релігій Сходу. У загальних словах, основою доктрини давньосхідної культури ділової взаємодії та комунікації є те, що окремо взята особистість (або більшість людей, не зазначених згори "печаткою" обраності) не може впливати на хід світобудови, вона являє собою піщинку у світовому океані. Тому найважливішим є "загальне" (країна, сім'я, родичі, суспільство тощо), а не "приватне" (людина, особистість, особисті інтереси, особиста свобода тощо). При цьому для "східного" учасника переговорів зовсім не обов'язково неврахування або забуття власних інтересів на угоду "західному", або, як мінімум, з урахуванням оних. Адже він "обраний". Тому, якщо переговори будуть складатися вдало, то, незважаючи на всю свою доброзичливість і роботи ввічливість, "східний" парламентар з легким серцем "облапошит" свого західного контрагента. Він же не може підвести свою сім'ю, країну, родичів і т. д. Тому про "обман" мови не йде, це лише комерційна спритність або щось близько того. Але якщо чесність по відношенню до ділового партнера

вигідна самому "східному" переговорнику, він буде "кристален" і виключно щирий. Західну ж традицію відкритого, довірчого і "взаимоугодного" ділового процесу східні партнери часто сприймають як невміння вести справи, а деколи просто як дурість.

Звичайно, світ не стоїть на місці. Традиції ділового спілкування еволюціонують, враховуючи реалії сучасного процесу розвитку суспільства, науки, мистецтва і технічного прогресу. Але, як говориться, "з пісні слів не викинеш", незважаючи на всю свою "просунутість" і сучасність, бізнес-партнери, що представляють собою "східний уклад", в переговорному процесі все одно є вихідцями зі своєї філософської середовища, якщо можна так сказати.

*Китай.* Діловий етикет Китаю дуже своєрідний. Він заснований на демонстрації поваги і недоторканності особистого простору як у прямому, так і в переносному сенсі. Наприклад, тактильні контакти (фізичні обійми, поцілунки і навіть торкання) при спілкуванні вважаються можливими лише між дуже близькими людьми, що знаходяться в умовах дуже особистих і навіть інтимних відносинах. У всіх інших випадках вони неприпустимі.

Особливу увагу на ділових зустрічах, як правило, приділяється двом моментам:

1. збір максимально повної інформації про предмет обговорення і партнерів по переговорах;
2. формуванню "духу дружби" по відношенню до представників іншої сторони.

Дух дружби на переговорах має для китайців дуже велике значення, причому вони його ототожнюють з звичайними особистими відносинами партнерів. Демонстрована доброзичливість не повинна вводити вас в оману, вам вона не має ніякого відношення. Вона відноситься до даного питання і його важливості. Вона зовсім не означає, що переговори завершаться для вас позитивним чином. Для успіху ви повинні бути готові до ретельної і скрупульозного опрацювання всього питання, всебічного його розгляду та врахування впливу різноманітних зовнішніх сил, оточуючих переговорний процес і можуть вплинути на нього. Знайте, що раптово змінилася зовнішня ситуація на будь-якій стадії переговорів (навіть вже майже або зовсім завершених) може корінним чином вплинути на результат ділової взаємодії.

Японія. Японська культура історично зв'язана з китайською. Спільність простежується у суворій ієрархії відносин старших і молодших, використання посередників у складних та спірних питаннях, даруванні подарунків в знак подяки за послугу і допомогу. Останнє навіть може децю шокувати європейця.

Основні риси японського національного характеру: працьовитість, дисциплінованість, відданість традиціям, відданість авторитету, почуття обов'язку, самовладання, акуратність, глибоке розуміння краси, ввічливість, допитливість. Згідно японської моралі основа взаємин людей - взаємна залежність. Тому приналежність до тій чи іншій групі - основа світовідчуття японця.

Звідси випливає ще одна знаменита риса японця - вірність групі, фірмі, державі, нації і супутні цьому патріотизм і самовідданість у відстоюванні їх інтересів, а також висока організованість. Японці судять про людину, насамперед, з його приналежності до тієї чи іншої групи.

Індія. Перебуваючи в Індії, потрібно намагатися дотримуватися звичаї тих людей, з якими доведеться вступати в ділові відносини. Справа в тому, що це багатонаціональна країна, з безліччю різноманітних культурних, релігійних, соціальних та інших специфічних традицій. Вони не погані і не хороші. Вони інші, і про це не слід забувати, спілкуючись з ними. В рамках країни можна зіткнутися як з людьми, відверто пропагують агресивне войовниче поведінку з витікаючими звідси наслідками, так і з представниками, повністю заперечують насильство у всіх його проявах.

Практично всі індійці говорять по-англійськи. Це наслідок тривалої колоніальної залежності від Великобританії. При вітанні чоловіки обмінюються рукостисканнями. Можна вживати і місцеве привітання, особливо зустрічаючись з жінкою - складені разом долоні перед грудьми і легкий уклін.

Слід постійно мати на увазі, що в Індії існує сувора система каст. Обов'язково потрібно знати, до якої касті належать люди, з якими ви набрали ділові зв'язки, а також враховувати відповідні обмеження (наприклад, заборона на контакт з представниками нижчих каст) з тим, щоб не змушувати індійських партнерів робити те, що суперечить принципам.

Додатковими моментами, які слід враховувати при діловому спілкуванні, є: високий ступінь поваги до старших; пунктуальність; слід передавати або приймати все їстівне тільки правою рукою; в розмові не

варто торкатися особистих тим, проблеми бідності, військових витрат і великих обсягів закордонної допомоги; чоловіки не можуть розмовляти в громадських місцях з жінкою, якщо вона йде одна, і торкатися до неї.

## *СТАТТЯ №2 УКРАЇНСЬКА МОВА СЕРЕД ІНШИХ МОВ СВІТУ*

*А знаєте ви, що за сила в тій мові?..*

*І. Франко*

1. У світі налічується понад 5,5 тисяч мов.
2. Більшість із цих мов не мають своєї писемності і державного статусу, ними послуговується невелика кількість мовців.
3. Українська мова належить до східнослов'янської підгрупи слов'янської гілки індоєвропейської сім'ї мов. Окремі дослідники вважають її однією з найстарших мов Європи.
4. Найближчою до української мови із східнослов'янських мов є білоруська, із південнослов'янських – сербохорватська, із західнослов'янських – сорбська (серболужицька). Близькими до неї є також російська та польська мови. “Лінгвістична близькість до сусідніх народів – великоруського і польського не раз давала привід навіть заперечувати існування й право на самостійний культурний і політичний розвій українського народу” (М. Грушевський).
5. Українська мова належить до давньописемних мов, її писемність налічує понад тисячу років.
7. Типологічно українська мова належить до флективних синтетичних мов, у яких граматичні значення слів виражаються в основному флексіями (закінченнями), і, таким чином, слово є граматично самостійним, не потребуючи для вираження своїх граматичних значень службових слів.
8. Іншомовні дослідники постійно підкреслюють милозвучність і лексичне багатство української мови, найчастіше зіставляючи її з італійською.
9. Загально визнаній пісенності нашого народу значною мірою сприяють фонетичні особливості української мови.
10. Українська мова є рідною для 50 мільйонів людей, що проживають на всіх континентах світу, переважно у хліборобських регіонах.
11. На жаль, не всі етнічні українці зберегли мову предків: навіть в Україні понад сім мільйонів українців рідною назвали російську мову.
13. Хоч як дивно, найкраще зберігають рідну мову ті українці, що живуть далеко від України і давно виїхали з неї. Так, за останніми даними, у США

дуже добре володіють українською мовою 34 відсотків громадян українського походження, у Канаді – 35, а в Австралії – 43 відсотки.

14. Факти свідчать, що людина, яка свідомо відмовилась від мови своєї нації, ніколи не буде шанобливо ставитись до інших мов, у тому числі й до тієї, на яку перейшла. Якщо це буде вигідно для неї, то ця людина залюбки перейде на третю мову або й повернеться до рідної.

**8. Complete the essential vocabulary table “Parts of Speech” incorporating active glossary extracted from translated article.**

<i>Nouns</i>	<i>Verbs</i>	<i>Adjectives</i>	<i>Adverbs</i>	<i>Other (Set Expressions, Phrasal Verbs, Idioms, Collocations)</i>
<i>Traits</i>	<i>Respect</i>	<i>Foreign</i>	<i>Mainly</i>	<i>Keep in mind</i>

**9.1. Speech etiquette in modern communication! Be creative in finding the most appropriate English equivalents to the frequently used idioms, phrases in today’s business environment.**

1. мінімальний штат співробітників, кістяк. 2. мотлох, недоброякісний виріб (часто вживається щодо неякісних старих машин). 3. валяння дурня, шахрайство. 4. бухгалтер. 5. взяти бика за роги, діяти рішуче, прийняти важке рішення. 6. генератор ідей. 7. будь ласка, зверніть увагу на. 8. хотів би повернути вашу увагу до того факту, що ваш співробітник відмовився зі мною. 9. необхідно зауважити, необхідно мати на увазі. 10. справа великої важливості.

**9.2. Research activity: complete this list looking for as more as possible the newest expressions lately appeared in modern speaking on business.**

**10. Make a project on theme “Global Communication: Barriers and Opportunities” in three possible deliveries: a) presentation in front of audience with personal speech and comments; b) written report-analysis based on collective data from various sources; c) multimedia option presented by means of selected topical video.**

## SELF-ASSESSMENT MODULE#1

### 1. Complete the communication quiz “How Good Are Your Communication Skills?”.

*Instructions. For each statement, write down (very often, often, sometimes, rarely or not at all) that best describes you. Please answer questions as you actually are (rather than how you think you should be), and don't worry if some questions seem to score in the "wrong direction."*

1. I try to anticipate and predict possible causes of confusion, and I deal with them up front.

---

2. When I write a memo, email, or other document, I give all of the background information and detail I can to make sure that my message is understood.

---

3. If I don't understand something, I tend to keep this to myself and figure it out later.

---

4. I'm surprised to find that people haven't understood what I've said.

---

5. I can tend to say what I think, without worrying about how the other person perceives it. I assume that we'll be able to work it out later.

---

6. When people talk to me, I try to see their perspectives.

---

7. I use email to communicate complex issues with people. It's quick and efficient.

---

8. When I finish writing a report, memo, or email, I scan it quickly for typos and so forth, and then send it off right away.

---

9. When talking to people, I pay attention to their body language.

---

10. I use diagrams and charts to help express my ideas.

---

11. Before I communicate, I think about what the person needs to know, and how best to convey it.

---

12. When someone's talking to me, I think about what I'm going to say next to make sure I get my point across correctly.

---

13. Before I send a message, I think about the best way to communicate it (in person, over the phone, in a newsletter, via memo, and so on).

---

14. I try to help people understand the underlying concepts behind the point I am discussing. This reduces misconceptions and increases understanding.

---

15. I consider cultural barriers when planning my communications.

---

**2. Results Interpretation.** Write down your own profile as a successful communicator.

***Key points of communication skills quiz***

- 1. It can take a lot of effort to communicate effectively. However, you need to be able to communicate well if you're going to make the most of the opportunities that life has to offer.*
- 2. By learning the skills you need to communicate effectively, you can learn how to get your ideas across clearly and effectively, and understand much more of the information that's conveyed to you.*
- 3. Whether you're a speaker, a listener, a writer, or a reader, you are responsible for making sure that messages are communicated accurately. Pay attention to words and actions, ask questions, and watch body language. These will all help to ensure that you say what you mean, and hear what is intended.*

## **MODULE #II. GLOBAL CULTURES AND RELIGIONS: SUCCESSFUL BUSINESS BEHAVIOUR**

**1. Open the group discussion by paraphrasing the quotations below. Which one do you agree with? Why?**

– Always do right. This will gratify some people and astonish the rest.  
*Mark Twain.*

– Science without religion is lame, religion without science is blind.  
*Albert Einstein.*

– Culture of the mind must be subservient to the heart. Mahatma Gandhi

– If art is to nourish the roots of our culture, society must set the artist free to follow his vision wherever it takes him.

*John F. Kennedy.*

-- If you want to change the culture, you will have to start by changing the organization. *Mary Douglas.*

– Just as a candle cannot burn without fire, men cannot live without a spiritual life. *Buddha*

– Religion doesn't make people bigots. People are bigots and they use religion to justify their ideology. *Reza Azlan*

**2. Show what you know. Study the following vocabulary giving extensive explanations; come up with statements including some of them as well as try to add couple of your own to this list. Consider the presented tips for using lexis:**

– Look carefully through the list to make sure you know the words and are confident that you can use them in your written or spoken English.

– Look up the meaning of any new words and put them in a sentence. If you're not sure your sentence is correct, post it in the comments section at the bottom of the page and we'll check it for you.

– Make a handwritten note of any new words, ideally in a separate note pad that you carry with you. Whenever you have a few minutes – waiting for a bus, just before going to sleep, waiting for the kettle to boil – take out the list and look through, reminding yourself of the word and the meaning.

– Improving your vocabulary for IELTS takes practice, so try to use the new word(s) in any suitable situation over the next few weeks – using the new word will help you remember it!



– Write the new word a number of times – writing down vocabulary will help you remember it and will also help with spelling.

Racial behaviour stereotype globalization ethnocentrism subcultures belief assimilation prejudice urbanization aggression allegory authoritarianism civil religion conscience demography dualism ethnicity exorcism human rights paganism values worship disability diversity background racial discrimination hierarchy policies ethics values civilization cultural acceptable vagueness networking emigrants cultural shockacerbic community competitive style compromising style diplomacy passionate believers to be tempted to perfectionist fanatic realist patriot

**3. Reading comprehension with deep analysis of its parts and content as well.**

**3.1. Read the article and translate it into Ukrainian.**

**3.2. Discuss the meanings of the highlighted words and phrases in the article.**

**3.3. Write the plan to the text and summarize it in a written form using the following linking devices:**

<i>First(ly)</i>	<i>Second(ly)/third(ly)</i>	<i>Conversely\On the contrary</i>
<i>First of all</i>		<i>Even though\Although</i>
<i>For a start</i>	<i>In the second place</i>	<i>In spite of\Despite</i>
<i>In the first place</i>		<i>Differing from\In contrast\Instead</i>
<i>Initially</i>	<i>Subsequently</i>	<i>In comparison</i>
<i>To begin/start with</i>	<i>Simultaneously</i>	<i>In reality</i>
<i>Let us begin/start by</i>	<i>And then</i>	<i>On the one hand\On the other hand</i>
<i>First and foremost</i>	<i>Next</i>	<i>Notwithstanding\Nonetheless\Nevertheless</i>
<i>First and most importantly</i>	<i>Formerly/previoustly</i>	<i>Still\Yet</i>
<i>Due to / due to the fact that</i>	<i>Both... and ...</i>	<i>Unlike</i>
<i>Owing to / owing to the fact that</i>	<i>Analogously</i>	<i>Whereas\While</i>
<i>Because</i>	<i>Equally</i>	<i>Summing up/to sum up</i>
<i>Because of</i>	<i>Likewise</i>	<i>To conclude/in summary</i>
<i>Since</i>	<i>Just like</i>	<i>Finally</i>
<i>As</i>	<i>Similarly</i>	<i>In short/in brief</i>
	<i>Correspondingly</i>	<i>On the whole</i>
	<i>In the same way</i>	<i>Ultimately</i>
	<i>In the same manner</i>	<i>Last/lastly</i>
	<i>By the same token</i>	<i>Last of all</i>
		<i>Last but not the least</i>

## *DEFINITION OF CULTURE AND RELIGION*

In order to discuss how the culture differences impact the international business, we must understand what culture is first. Culture can be broadly defined as a learned, shared, compelling, interrelated set of symbols whose meanings provide a set of orientations for members of a society. We can know that culture has many aspects, for example, value, behavior, beliefs, communication, sport, music and customs. Cultural differences may have more influence on the performance of international alliance as those differences become more directly related to the alliance's primary value-creating activities. An international alliance's performance is driven by the alliance's effectiveness in achieving its primary value-creating activities.

Moreover, resource complementarity between partners of international alliance is often a necessary condition to optimize this value creation. Therefore, in order to share, combine and leverage complementary resources, the partners' employees must interact effectively. Many researchers found that national and organizational culture differences between these employees affect their interactions. This means that differences in national and organizational culture have a significant impact on the performance of international business. It is very important and necessary for the international business people to study and understand different national cultures and organizational cultures.

Culture differences can directly impact the success or failure of a project. He also said that achieving a successful outcome will depend on sensitivity to differences in cultures between partners. This means sensitivity to differences in norms of behavior, value systems and languages between the partners will impact the success or failure of a project. What's for international business, grasping the interacting cultural dynamic between the global and the local is the key to be successful.

Therefore, for international business, sensitivity to differences in cultures and grasping the interacting cultural dynamic between the global and the local is very important because culture differences can directly affect the success or failure of a project. The differences in national, organizational and professional culture can inhibit international alliance partners' employees' ability to interact effectively. We know that different countries have different cultures. Nations are distinguishable from each other by a shared cultural history, for example, religion, language, or racial identity. Moreover, all these distinguishing characteristics blend into a national culture. Common language, shared religious, shared moral values, shared history, relationship between the individual and group, and attitudes to education are all the elements of national

culture. National culture relates primarily to deep-seated values. National culture influences family life, organizational culture, education, and economic and political structures. It is also said that the influence of national culture is strong and long lasting. Organizations, while they may develop their own specific values and behavior, are also highly influenced by the national culture of their home country.

The national culture explains 50% of the differences in managers' attitudes, beliefs, and values, the national culture differences are clearly seen in economic and political systems, educational systems, and other institutions, the national culture differences between partners of the international alliance can challenge the development of successful relationships. The lack of common understanding may undermine the partners' interpretation of each other's strategic intent, which is crucial in global markets and partnerships.

What's more, the research findings also suggests that differences in national culture can disrupt collaboration and learning between partners of the international alliance. Furthermore, it is said that a lack of shared values and norms may reduce effective communication, trust and knowledge sharing in joint ventures. They said that all these problems have been found to lead to lower the performance of the international business. However, differences in national culture can be beneficial. For example, when the managers work with the foreign partners, they will spend more effort on avoiding misunderstandings in international alliances than they would in domestic alliances. In this case, differences in national culture can lead to high-level communication and a more sustained collaboration. Therefore, differences in national culture also have a good and positive impact on the international business.

The system of values and beliefs that characterizes a culture may be embodied in a particular religion. As well as religious power, religion may exercise considerable political power. It can form a major unifying force in society. In countries where religion is a major element of the cultural environment, sensitivity to local religious beliefs and practices is particularly important in building business relations. Research has identified over 15,000 distinct religions and religious movements among the world's population. Therefore, there are many people who have religious beliefs in this world. Knowing the local religious beliefs and the business partners' religious beliefs well is very important for the international business. Moreover, many social associations and political parties in many countries are commonly based on religious affiliations.

Moreover, these form an essential dimension of the business environment. For example, the growth in membership and influence of large churches in parts of the US impacts on the social and cultural environment of the communities in which they are located. If there is an established religion in a location, a business must take account of its wide ramifications. If there are multiple religions in locations, a business as a good corporate citizen should not discriminate.

Knowing the business partner's religious beliefs well will help to achieve good outcomes. Do not know the business partner's religious beliefs well may lead to the failure of your business. Therefore, we can know that it is particularly important and necessary for the international business to know the business partners' local religious beliefs well.

What's more, many aspects of business life are directly (or indirectly) affected by religious beliefs and practices. For example, particular foods that are forbidden such as beef for Hindus; ban or restrictions on consumption of alcoholic drink; religious festivals during which work may be forbidden; clothing requirements; requirement for women and men to be segregated in the work environment in Muslim societies; and the ban on Sunday shopping in some countries.

**4. Get acquainted with two scientific researches concerning advantages and disadvantages of internet communication skimming together with scanning two texts below. Prove the content comprehension with 10 questions for groupmates' discussion. Exchange the list of enquiries with other partners in form of dialogues and mini-presentations.**

*TEXT #1 HOW CULTURE AFFECTS BUSINESS - A CULTURAL DISCUSSION ABOUT SUCCESSFUL BUSINESS BEHAVIOUR*

No one can dispute that culture affects how we think and how we act as individuals. It affects our relationships. So understanding the importance of culture, one can see that it definitely has implications for business. Culture affects how we think and how we act as individuals on our job. Culture affects our relationships with any of our business associates. And with the globalization of business through the ease of communication and travel, understanding culture is increasingly important in today's world. You probably have heard the expression that when in Rome, do like the Romans do. We need to minimize the possibility of cross-cultural misunderstandings so we can benefit from our differences. This will result in happier work environments and better business

relationships. Who knows, it may even lead to more tangible goals for the company like higher sales or increased profits.

This may sound quite basic but you need to look at your own culture first. There are many areas that may affect how you relate to others. You may not have considered some of these aspects before. But if you step back a little and think, you will see that each area is impacted by your own culture. Let's look at some significant areas.

When you work in an environment that involves others from various cultures, you need to be aware of your own culture in terms of each of these areas. This will help you to realize that other cultures may have distinct differences in one or more of these areas. When you work with individuals from another culture, you need to be aware of their culture. This will allow you to be more sensitive to other cultures. This mindset will help you to appreciate other cultures and to view things (i.e. the situation or problem, etc.) from a broader perspective and not just from your viewpoint.

*Age.* For example, in some cultures people who are older are treated with extreme reverence. In business, they may be asked their opinion first. They will be served first during business luncheons. They may be the leader and everyone else may need to follow their command or wishes. They may be placed on a Board of Directors or have a position in the company even though they may have formally retired. They might be given a specific place to sit at meetings. You might need to address them a certain way. However, in other countries, this is not the case. Age might seem more like a handicap to progress. Older people may not be valued for their former contributions or for their wisdom. They might be asked to step down from a position or company and be replaced with someone who is younger, and even less experienced. If they are looking for a new job, their age might be a deterrent to getting hired. They may not be included in decision-making.

*Gender.* In some countries, women are given equal status as men and there is no "glass ceiling" so to speak. Women are seen to be able to accomplish anything equally as men. In other countries, women are still fighting for their rights in the workplace and for equal opportunities in education and other areas of society.

*Race and Religion.* In some countries, there are laws that state a company can't discriminate against any race or religion. Alternatively, this might not be the case throughout the world. You need to be sensitive about how other countries relate to people of other races and religions. It is not that you tolerate discrimination but that you understand the reasons behind different viewpoints

and that you don't push your viewpoint on others so they feel alienated and uncomfortable.

Understanding the specific differences among the cultures you work with will help you better relate to those individuals representing those businesses. Likewise, all of the other categories listed above will also play a role in how you relate to others of different cultures. Somehow, you need to allow differences to exist in the working relationship so you validate everyone. This is no small task, but one that is very rewarding.

*Body language and communication style.* Some research estimates that up to 90% of a message comes from body language. Your facial expressions and gestures help convey the message. They reveal what your feelings and moods are toward the situation. There are some gestures that are similar across cultures like a smile to mean happiness or an expression of anger to mean that you are upset.

But there are cultural differences regarding eye contact. For example, if you don't look an American businessman in the eye when you speak, it might mean that you are trying to hide something and that you are being dishonest. However, if you look at someone in public too long so your glance becomes a stare - whether on a bus, walking on the street, in a restaurant, etc. - then this is not acceptable behavior either.

*Physical contact* like "touching" is viewed differently in other countries, as well. In much of the Middle East, Africa, and Latin America it is common to have a conversation between members of the same gender and have frequent contact. There might be a pat on the back, an arm around the shoulder, or touch on the upper arm. However, individuals who are from cultures that are more reserved might find this situation uncomfortable.

The important lesson to learn from this is that we should not interpret what we see through our own cultural view and standards. A suggestion would be that when you are visiting, working or living in a country that you spend some time observing people. Watch how they meet and greet each other. Look at their faces and see how expressive they are when they speak. Observe their gestures. Learn to listen. Sharpen your listening skills.

There are also some global business standards when it comes to communication. Small topics about the weather, sports, art and cultural history are usually appropriate to discuss. However, if a country has a particular sports defeat or if the historical discussion becomes political, be sensitive to the conversation. It is generally advised that you not swear in your own language or any other language. It may be hard to use humor in your conversation as others

may not laugh at the same things as you. So again be sensitive to this. Don't comment negatively about anything from someone else's culture. This includes such topics as religion, politics, or sexual matters.

Another form of communication that differs greatly among cultures is the use of business cards. Usually business cards include the company name and website address, your name with appropriate gender title – Mr. Mrs. Ms. Dr., job title, address and e-mail, and phone and fax numbers with area codes. If you have business cards in dual languages, you should pass them out with the appropriate language on top. It is also an appropriate gesture to look at the card before putting it away. You should not write on the card, bend it, or leave it behind. You would not want to hurt someone's feelings. You should remember that in some cultures, that a person's title is just important as the person's name. It is important to know how to address them.

Other aspect of communication is "meeting and greeting". These situations are very different in other countries. But nearly in all countries are a special set of phrases with the exchange of names and some sort of symbolic physical gesture like the handshake or a bow. Again, it would be helpful to observe how others are greeted when meeting for the first time. Americans are used to introducing themselves first, asking a few questions, and generating a conversation. This may seem quite different for your culture, but it is perfectly acceptable.

*Personal appearance/dress.* Clothing choice is influenced by a lot of forces besides fashion. What we wear is also influenced by the wiser world of big business, politics and religion. Today, more than ever, it is difficult to distinguish between formal and leisure clothes. Whereas, three - piece suits and dresses with nylon hose was the norm for several decades in the American business society, corporate casual is gaining more acceptance. It would be helpful to you to observe how others dress and to also look at a company handbook that outlines the appropriate clothing for their employees. However, you should also be aware that in many cultures, the working population may prefer to keep their work attire separate from their leisure/home attire. Even though in most cultures, people have an understanding to not judge someone by their physical appearance, it would be wise for you to be knowledgeable about local standards. Select your clothing carefully when meeting someone for the first time in a different country. Try to be practical, respectable, and in good taste.

*Eating and drinking traditions/etiquette.* How and what you eat and drink with your family and friends may be different from what is acceptable while

eating and drinking as a business person. Again, the best advice is to observe others. For example, at a dinner in South Korea or Japan, you would fill other's glasses, but not your own. And in England, you would eat your scone after your sandwich but before your cake. Even the gesture of ordering and serving fast food over a sit down dinner may be viewed by some cultures as not taking the time to value a relationship. Furthermore, you might not like some of the dishes offered. There may be religious taboos. There may be many other reasons. However, if you are going to sample the food and you think it just might not appeal to your taste buds, then you might consider cutting it up into a small piece and at least tasting it.

*Table manners also differ.* Again, watch the natives and try to imitate what they do. If you just don't understand something, ask politely. In the case of social drinking with business associates, and if a drink is offered, then it is probably acceptable to have a drink. Be aware that probably no one likes individuals who are loud, aggressive, and offensive. In some cultures, women may be judged differently if they have more to drink. It may also be inappropriate for women to offer a toast. Be sensitive to various religions that forbid alcohol. You should also ensure that you have "good manners" at all times. Some mannerisms don't really matter to foreigners and it is the effort that counts. However, it is always best to be considerate. Watch the volume of your voice. Watch what you say.

*Don't criticize someone's culture or country.* Also it is important that you try to learn something about the person's culture, country, and business. You should not appear to be ignorant about some basics concerning these areas. Also, it is important not to be self-centered and arrogant. It is never a good reflection on you if you insist your country, culture, or business is superior to others. It is also important that you either explain or apologize if you "break a rule". Genuinely thank people for their hospitality. It might be helpful and considerate of you to learn a little of the language. It is also important to reciprocate if you can with compliments, favors, hospitality, etc. Be gracious. Say "thank you" as if you mean it even though something might not be in your taste. The important thing is to realize that there are many differences to how people live. Culture affects how we think and how we act as individuals on our job. Culture affects our relationships with any of our business associates.

There are some additional areas regarding culture to help you in your business pursuits: entertaining and socializing/ gift giving; holidays; language; cultural assumptions; business organization/management style and leadership/business relationships; work expectations/time management.



## TEXT#2 THE INFLUENCE OF RELIGIONS ON TRADE

At the beginning, it might be helpful to clarify terms. Britannica offers the following definition of religion: Human beings' relation to that which they regard as holy, sacred, spiritual, or divine. Religion is commonly regarded as consisting of a person's relation to God or to gods or spirits. Worship is probably the most basic element of religion, but moral conduct, right belief, and participation in religious institutions are generally also constituent elements of the religious life as practiced by believers and worshipers and as commanded by religious sages and scriptures.

This definition reveals an interesting feature of religion. The believer has a personal relation to God or Gods, but at the same time he or she is not religious on his or her own, but in interaction with other adherents. Both relations may have a considerable impact on the social and economic behavior of an individual. Over the last thirty years a large number of economists have studied the determinants of religious beliefs and behavior. Most of the work in this field focuses on Judeo-Christian beliefs, mainly because for these beliefs data are more readily available.

Religious beliefs can influence trading behavior in mainly two ways. First, sharing the same religious belief often implies sharing similar values. A common religion may therefore enhance trust between trading partners and reduce transaction costs. As a consequence, the trade volume between traders of the same religion should be higher than trade between different religions. Second, each religion has its own ethical standpoint towards the activity of trading. As we will see in the next section in greater detail, some religions perceive trade as a necessity, others as a value creating activity.

We consider it therefore as crucial to understand the view of each religion on trade. Since we would like to examine the influence of religions on international trade, we consider only religions that are practiced in several countries. We limit our study to the following five religions: Hinduism, Judaism, Buddhism, Christianity, and Islam. All five of them are also referred to as world religions either because of their geographical dispersion or the number of adherents.

*Hinduism.* Hinduism is a religion that is based in India where it developed in the 1st millennium BC. Hinduism is a polytheistic religion that was highly influential in the development of Indian culture. Hinduism is based on sacred scriptures called Veddas which were written by several authors, the Rishis. In the Veddas are found important concepts of economics such as production,

exchange, wages, interest, rent, profit, and the market. Hinduism proclaims four legitimate aims of life: dharma, artha, kama, and moksha.

We conclude that Hinduism takes a rather ambiguous stance towards international trade. Whereas economic exchange is welcome, trading is traditionally reserved to a specific caste. This system implies high transaction costs that could nevertheless be offset by the high level of trust between the trading caste. For religions other than Hinduism, it might be difficult to find the appropriate Hindu trading partner.

**Judaism.** Judaism is one of the oldest world religions and has its origin in the Middle East. Experts estimate that the earliest date from which Judaism was developed as a religion was 538 BC upon the return of Israelites from exile in Babylon. At the core of Judaism is the Torah, which sets out Jewish law and consists of five books. In Jewish life conducting business and trade has always played a very prominent role. One reason might be that the Jewish community, since its beginnings, was surrounded by neighbors with different beliefs. The Torah therefore provides guidance on how to conduct business with non-Jews. Even though the Jews considered themselves as the chosen people, it did not impede normal commercial relations with people of other beliefs. It is reported that Jewish tribes of ancient Israel had intensive trade relations with their neighbors.

The Ten Commandments constitute the most important guidance to practical life. Three of them concern economic matters: the commandments not to work on Sabbath, not to steal, and not to covet a neighbor's possession. The rule of not laboring the seventh day might be understood as not working excessively at the expense of spiritual obligation. The prohibitions on theft and covetousness have more important economic implications since they help to conduct business in an orderly manner. Traditionally, the fair exchange of goods is considered a valuable concept. It is recognized that the market facilitates transactions and that money is an appropriate medium of exchange. Further, human beings are regarded as basically selfish and their economic actions as motivated by self-interest. Judaism can be seen as a religion that not only provides an appropriate framework for economic exchange, but also the incentive to build up trade relations, without discriminating necessarily between.

**Buddhism.** Buddhism is a religion founded in India around 525 BC by Siddhartha Gautama, called the Buddha. It spread from India along the commercial roads, most importantly the Silk Road, to China, Mongolia, Korea and Japan. Today, Buddhism counts over 400 million adherents worldwide and

is divided into two main schools: the Theravada in Sri Lanka and South East Asia, and the Mahayana in China, Mongolia, Korea, and Japan. Buddhism is a flexible system of belief. It can easily be adapted to country-specific customs and therefore today we find many different types of Buddhism. Buddhism is also a tolerant belief concerning other religions. It agrees with the moral teachings of other religions and calls for inter-religious collaboration to alleviate the suffering of humans. Buddhism does not include explicit guidelines for economic behavior. However, the social ethic of Buddha touches several times on economic issues. For example, Buddha did not allow the monks and nuns to take money as donation. All donations have to be given in kind and the donors receive religious instruction in exchange. In his context, he also calls for direct economic relations between men, without the intermediation of money. The total number of economic relations should also be limited. Only if men are able to keep track of their economic relations is the stability of the whole system guaranteed. An important principle of Buddhism is the principle of interdependence. Life should be perceived as an inextricable web in which nothing can claim separate or static existence. Humans form an integral part of this system, but are not supposed to dominate nature (unlike the claims of Christianity). The resources should therefore be used according to the principles of sustainability and provision of all species. Differences in ability and wealth are respected as long as the interests of all participants are maintained.

All in all, Buddhism is a highly flexible and diversified belief. The considerable differences between country-specific versions of Buddhism may limit the trust-enhancing effect of sharing Buddhism as a common religion between trading partners. We therefore conjecture that the trust effect for trade between Buddhist countries is small. Furthermore, since the activity of trading is not perceived positively, Buddhist countries may have a general disincentive to trade.

Christianity. During its 2000 year old history Christianity has become the religion with the most numerous adherents worldwide. Christian beliefs are all based on the Bible containing the Old and New Testament. Even though some Christian beliefs put emphasis on the Old Testament, the New Testament is the primary source determining Christian thinking. Concerning economic issues, the New Testament differs substantially from the Old Testament. One of the authors of the New Testament underscores the obligation of the rich toward the poor. The New Testament stresses several times the material necessity of life, but also encourages the wise use of resources. God is seen not only as the creator

of the spiritual, but also the material, world. God has given people control over resources and people are obliged to use them to the best of their abilities. The material means need to be produced, protected, and sustained.

Concerning trade there is relatively little written in the Old Testament and even less in the New Testament. The values of trust and honesty which are important prerequisites for trade are compatible with Christian morality. It has to be specified that the early Christian fathers were reluctant with regards to trade since it was seen as a source of fraud and greed. However, trade was not condemned as such, but rather considered as part of the natural order. Some authors even find a supportive position towards trade by early Christian fathers. St. Thomas Aquinas (1225-1274) was one of the most influential Christian scholars.

*Islam.* Islam is the youngest of the five world religions considered in this paper. At the core of Islam is Prophet Mohammed (570-632) who is at the origin of the Koran, the main text of the Islamic religion. Prophet Mohammed grew up in a family of traders. Still young, he also became an important trader with considerable economic and political power. After his rise to power, he turned toward religious issues and his thinking was later written down in the Koran. His previous experience in trading and in the mechanisms of economic transactions are reflected in the Koran, which gives very explicit guidelines for economic behavior. With over 1400 of 6226 verses referring to economic issues, the Koran is much more concerned about economic life than the Bible. For many aspects of daily life the Koran provides very specific and practical guidance. Enacted in the Shariah, the Islamic religious law, these rules are applied in all countries where the Shariah law is the ultimate legal authority. In Muslim countries that have adopted secular laws many believers still adhere to the Shariah.

Concerning trade, the Islamic view differs substantially from the Christian one. Whereas for Christians trade is a necessity that does not add value to the commodity traded, in Islam trading is considered as important as producing. It is argued that without the exchange of goods, production would be worth much less. Two other particularities might have an impact on the trading behavior of Muslim people. First, in the Islamic world, traders are highly respected as knowledgeable individuals since they contributed historically to the dissemination of knowledge. Second, traditional Islamic teaching and writing put much more emphasis on qualitative rather than on quantitative aspects. Disposing of a considerable variety of goods is more praised than accumulating huge quantities of few goods.

**5. Translate in a written form into Ukrainian one of the passages taken from any of above texts.**

**6. Write a opinion essay based on topic “The Influence of Culture and Religion on the International Trade” applying the following linkers: to express opinion, in my opinion, personally, I think/ I believe (that I strongly believe that, it is clear (to me) that, I (completely) agree/disagree with, it seems to me that, as I see it, in my view, from my point of view, as far I am concerned, I am sure/ convinced that, I (dis)agree with the statement, because my main reason is/another reason, one reason for is, many people say/ believe that, because, since, because of/ due to.**

**7. Broadly applying various possible modern translation techniques and appliances (paper Cambridge dictionary, on-line translation, on-line dictionaries) change the following into Ukrainian putting it in your own words. Comment on what you have read.**

#### *СТАТТЯ №1 ВИЯВ РЕЛІГІЇ В МІЖНАРОДНИХ ВІДНОСИНАХ*

Задовго до виникнення держави у стародавніх суспільствах народилася релігія, найвищою метою якої було проголошено порятунок душі. Як будь-яке соціальна явище, вона має свій часовий вимір. Близько 20 тисяч років тривав процес її виникнення – від останнього періоду розкладу первісного ладу до початка становлення цивілізацій, тобто паралельно і синхронізовано з формуванням міжнародних відносин. Релігія є одним із суттєвих факторів, які впливають на міжнародні відносини. За певних умов вона мала вплив на політику і відповідно сама зазнавала впливу від політичної сфери. Релігія не є відокремленою від політичного життя.

Історія свідчить, що релігійні вчення та організації, протягом століть, а значною мірою і нині, впливали не тільки на життя окремих індивідів і суспільства в цілому, а й на світову політику та міжнародні відносини.

Держави часто використовують конфесійне середовище для реалізації своїх геополітичних інтересів. Отже, релігійний фактор у міжнародних відносинах це – сукупність релігійних цінностей та надбань, які знаходяться в щільній та постійній взаємодії з певними історичними, культурними, економічними та політичними традиціями народів. У

світовій релігієзнавчій думці існує понад сто різних визначень релігії. З одного боку, це свідчить про складність релігійного феномена, який охоплює «світ видимий та невидимий», а з другого – про різні суб’єктивні орієнтації дослідників, розмаїття їхнього темпераменту, розуміння добра і зла.

Вплив релігій на систему міжнародних відносин особливо чітко відстежується на функціональному рівні. Функціональна сутність релігії розкривається через усвідомлення того, що вона дає людям, які їх життєві потреби задовольняє. Спробуємо відстежити в загальних рисах функціональний вияв релігії в міжнародних відносинах, іншими словами, охарактеризувати основні функції релігії у зазначеному аспекті. Перш за все, слід вказати на світоглядну функцію релігії, яка зорієнтована насамперед на визначення місця і ролі людини у створеному Богом світі; саме ця функція визначає мету життя та життєві ідеали віруючих.

Компенсаторна функція релігії полягає у знятті напруги соціального протистояння, наприклад, через проповідання рівності всіх людей у своїй гріховності (християнство), стражданнях (буддизм), покірності (іслам). Релігії обіцяють за перенесені у земному світі страждання щасливе і заможне життя в потойбічному світі. Виконання комунікативної функції релігії в міжнародних відносинах пов’язане з пропагуванням толерантного ставлення до єдиновірців, а в деяких релігіях – і до інших людей, що є однією з умов правдивої інтерпретації позитивного сприйняття людини людиною. Регулятивна функція релігії в міжнародних відносинах зорієнтована на здійснення певного управління діяльністю, поведінкою віруючих, впорядкування стосунків між ними.

У світовій політиці релігія може виконувати інтегруючу або дезінтегруючу функцію; в рамках певного віросповідання, як правило, відбувається інтеграція, а в протистоянні різних релігійних учень, конфесій виявляється дезінтегруюча функція. Функція трансляції культурних надбань у міжнародних відносинах полягає в підтриманні релігійних традицій із системним розвитком інших галузей культури (архітектури, музики, образотворчого мистецтва, книговидавництва тощо). Функція легітимації релігії обґрунтовує, освячує, узаконює або засуджує деякі міжнародні відносини. Завдяки виконанню різноманітних функцій (зокрема, світоглядної, компенсаторної, інтеграційно-охоронної, функції легітимації та інших) релігія, спираючись на універсальну і символічну мову, здатна оформляти і виражати інтереси представників різних груп

населення, забезпечувати широкий спектр дій у сфері міждержавних відносин.

Функціональний характер релігії найбільш яскраво проявляється в політичній царині. І хоча релігія та політика відрізняються в контексті причин виникнення, механізмів формування і форм прояву, всі релігійні феномени є певними формами суспільної свідомості, що вирізняються системністю та історичним характером.

### *СТАТТЯ №2 РОЛЬ КУЛЬТУРИ У СОЦІАЛЬНО-ЕКОНОМІЧНОМУ РОЗВИТКУ КРАЇНИ*

Сфера культури виступає унікальною складовою економіки країни, де відбувається виробництво, накопичення і збереження величезних матеріальних цінностей, які складають не тільки загальне національне надбання, але і його саму кошторисну частину – національні скарби. Відмітимо, що за своєю реальною вартістю культурні цінності можуть перевищувати вартість основних фондів багатьох галузей економіки та при цьому мають особливі переваги, оскільки є реальним засобом накопичення. Отже, культура не лише виробник і зберігач культурних цінностей, але і важливий сектор сфери економічної діяльності. До основних економічних тенденцій розвитку культури відноситься:

- неухильне повсюдне збільшення обсягу наданих населенню послуг при одночасному підвищенні якості обслуговування на основі зростання ресурсів для розвитку сфери культури;
- випереджаючий розвиток платних послуг культури та формування ринкових основ розвитку цього сектору господарства;
- випереджаючі темпи зростання обсягів послуг, які надаються у порівнянні з темпами росту національного доходу;
- підтримка необхідних відносин у розвитку житлового будівництва та будівництва об'єктів культури;
- низький рівень автоматизації виробництва послуг культури та прискорення зростання зайнятих у сфері культури у порівнянні з матеріальним виробництвом;
- випереджаюче зростання капіталовкладень у розвиток сфери сервісу в містах у порівнянні з селом;
- територіальна диференціація середньодержавних показників обсягів наданих послуг і виділених капітальних вкладень на розвиток сфери культури у розрахунку на одного жителя у відповідності з

місцевими природними, демографічними та економічними особливостями;

- регіональна асинхронність у зміні співвідношень у капітальних вкладеннях на розвиток сфери культури та її окремих ланок;
- прискорений розвиток сфери культури в районах з високим приростом населення, а також у районах з високим відтоком населення тощо. Виявлені тенденції вимагають формування виваженої культурної політики з боку держави та регіонів, спрямованої на повну реалізацію того культурного потенціалу, що має дана сфера діяльності, використання інструментів стратегічного управління і планування, що дають змогу впливати на зміну темпів і пропорцій розвитку сфери культури.

Окремі складові культурного процесу піддаються цілеспрямованому регулюванню, стимулюванню одних тенденцій і згортанню інших, що здійснюється з позицій бачення стратегічних шляхів розвитку цивілізації. Також потрібно враховувати, що заклади культури являються частиною єдиного механізму формування державної ідеології, яка характерна для усіх країн світу незалежно від політичного устрою та характеру економічних відносин. Ідеологічна роль закладів культури полягає у певному впливі на населення країни у відповідності з тими пріоритетами, які визначені на державному рівні згідно державної стратегії розвитку країни.

Діяльність у сфері культури є складовою частиною економічних відносин в суспільстві, які визначають суцільний процес формування та задоволення системи культурних потреб в умовах суспільного відтворення на основі використання економічних інструментів в системі управління, що прямо або опосередковано сприяють створенню відповідних умов розвитку сфери культури, які ефективно впливають на динамічний розвиток духовної культури та покращення життя населення.

Діяльність закладів культури належить до найважливіших соціально-культурних факторів розвитку і зростання ефективності виробництва. Їх завданням є не тільки духовне збагачення людини, а й благотворний вплив на результати виробництва. Таким чином, макроекономічні функції сфери культури, найважливіші економічні аспекти діяльності її закладів можна зрозуміти правильно лише тоді, коли розглядати їх як динамічні процеси, які займають особливе місце в процесі суспільного відтворення.

Відрив культурних процесів від цієї реальності завдяки еревазі неекономічних аспектів спотворює дійсну роль і велике значення



культури в суспільному розвитку. Це наслідок вузького життєвого погляду на культурну діяльність. Проте застосування сучасних підходів до формування організаційно-економічного механізму управління культурою дозволить дати потужний імпульс розвитку цієї сфери, інтенсифікувати її вплив на людину, створити передумови для докорінних соціально-економічних перетворень в нашій державі, тому що вітчизняна культура – важливий стратегічний ресурс української держави, реальна основа її подальшого соціально-економічного прогресу.

**8. Complete the essential vocabulary table “Parts of Speech” incorporating active glossary extracted from translated article.**

<i>Nouns</i>	<i>Verbs</i>	<i>Adjectives</i>	<i>Adverbs</i>	<i>Other (Set Expressions, Phrasal Verbs, Idioms, Collocations)</i>
<i>Influence</i>	<i>Examine</i>	<i>International</i>	<i>Strategically</i>	<i>Take on board</i>

**9.1. Speech etiquette in modern intercultural environment! Be creative in finding the most appropriate English equivalents to the frequently used idioms, phrases in today’s cultural preparation.**

1. розповсюдження і розширення по світу способу життя певного народу, його традицій, вподобань 2. залежність економіки від особливостей культури певної країни 3. феміністський рух, який закликає жінок боротися за перегляд принципів, на яких базується стаття. 4. основний капітал компанії, який, на думку інвесторів, в майбутньому тільки зростатиме. 5. прагнення не образити релігійні вірування співрозмовника. 6. зацікавитися релігією 7. дуже м’яке покарання. 8. бути неймовірно радісним і в піднесеному настрої. 9. звернути увагу. 10. справа великої важливості.

**9.2. Research activity: complete this list looking for as more as possible the newest expressions lately appeared in modern intercultural behaviour.**

**10. Make a project on theme “Global Cultures and Religions: Successful Business behaviour” in three possible deliveries: a) presentation in front of audience with personal speech and comments; b) written report-analysis based on collective data from various sources; c) multimedia option presented by means of selected topical video.**

### **SELF-ASSESSMENT MODULE#II**

**1. Complete the communication quiz “What Cultural Issues Do you Know?”**

*Instructions. For each statement, write down (very often, often, sometimes, rarely or not at all) that best describes you. Please answer questions as you actually are (rather than how you think you should be), and don't worry if some questions seem to score in the "wrong direction."*

1. I don't believe that anyone really believes in anything.  
\_\_\_\_\_
2. You know how to make more meaningful connections.  
\_\_\_\_\_
3. Make the goal in your conversations to connect rather than impress.  
\_\_\_\_\_
4. Love makes the world go round.\_  
\_\_\_\_\_
5. Don't be afraid to apologise.  
\_\_\_\_\_
6. You are aware how to behave in Japan.  
\_\_\_\_\_
7. I am convinced that we are capable of creating paradise here on earth.  
\_\_\_\_\_
8. I don't care what people say.  
\_\_\_\_\_
9. You follow own ideas on government, law and the church.  
\_\_\_\_\_
10. I can allocate roles and tasks clearly.  
\_\_\_\_\_

**2. Results Interpretation.** Write down your own profile as a Ukrainian by nationality.

***Key points of cultural awareness quiz***

1. A vital dimension of inter-cultural competency entails the care-giver's ability to work with persons who embrace religious and spiritual perspectives which are different from those of the care-giver.
2. A second important intercultural competency is the ability of the care-giver to establish a respectful dialogue that collaboratively engages the other in a collaborative manner and acknowledges that the care recipient has the best understanding as to the influences of and resources in his/her culture and spiritual community.
3. There are many people with an extreme reaction against religion. And they will purposely go out of their way to avoid companies that include it in their business. Depending on where you are operating, using religion can turn people away.

## **MODULE #III GLOBAL EDUCATION: SOCIO-ECONOMIC BENEFITS AND STUDYING STRATEGIES**

**1. Open the group discussion by paraphrasing the quotations below. Which one do you agree with? Why?**

- An investment in knowledge pays the best interest. – Benjamin Franklin
- Education is what remains after one has forgotten what one has learned in school. – *Albert Einstein*
- The more that you read, the more things you will know, the more that you learn, the more places you'll go."– *Seuss*
- "Live as if you were to die tomorrow. Learn as if you were to live forever." — *Mahatma Gandhi*
- Develop a passion for learning. If you do, you will never cease to grow. – *Anthony J. D'Angelo*
- Knowledge is power. Information is liberating. Education is the premise of progress, in every society, in every family. – *Kofi Annan*
- A person who won't read has no advantage over one who can't read. – *Mark Twain*
- Upon the subject of education ... I can only say that I view it as the most important subject which we as a people may be engaged in. – *Abraham Lincoln*

**2. Show what you know. Study the following vocabulary giving extensive explanations; come up with statements including some of them as well as try to add couple of your own to this list. Consider the presented tips for using lexis:**

- Look carefully through the list to make sure you know the words and are confident that you can use them in your written or spoken English.
- Look up the meaning of any new words and put them in a sentence. If you're not sure your sentence is correct, post it in the comments section at the bottom of the page and we'll check it for you.
- Make a handwritten note of any new words, ideally in a separate note pad that you carry with you. Whenever you have a few minutes – waiting for a

bus, just before going to sleep, waiting for the kettle to boil – take out the list and look through, reminding yourself of the word and the meaning.

– Improving your vocabulary for IELTS takes practice, so try to use the new word(s) in any suitable situation over the next few weeks – using the new word will help you remember it!

– Write the new word a number of times – writing down vocabulary will help you remember it and will also help with spelling.

BE educational educated schooling gym college background scholastic scholarship ignorant nurture educative higher education academic progressive ignorance school professional educator cultured lyceum elementary further education literate unlearned uneducated institution PE higher secondary seminary instruction vocational preparatory LEA cultivate didactic breeding profession culture overeducation self-education noneducation illiterate elementary school liberal education MAE cultivation tertiary education breed GCE gymnasium secularism educable liberal book learning resume kindergarten self-training coeducation formal illiteracy grand tour cultivated academia untutored campus knowledge informed well-educated guide institute class progressivism B.P.E. pedagogy sponsor patrician true-bred higher learning three R's school system confucianism educate philanthropinism thoroughbred benighted educationist academy educationally gentry university public education primary BAE reverse discrimination literacy overqualified pestalozzianism autodidacticism UNESCO blue-ribbon jury school district genteel DES populace mentor educationary well educated heuristic liberal arts godchild educate SCE free disadvantaged CV pedagogical CSE discipline tertiary psycho-educational TAFE LMS curriculum vitae color barrier Peace Corps Montessori age deschooling Sunday school school board special needs special education humanity upbringing charity first grade public schooling secularist homeschooling lower class religious education lowbrow track distance learning schoolward godparent Montessori method continuing education PGCE

**3. Reading comprehension with deep analysis of its parts and content as well.**

**3.1. Read the article and translate it into Ukrainian.**

**3.2. Discuss the meanings of the highlighted words and phrases in the article.**

**3.3. Write the plan to the text and summarize it in a written form using the following linking devices:**

<i>First(ly)</i>	<i>Second(ly)/third(ly)</i>	<i>Conversely\On the contrary</i>
<i>First of all</i>	<i>In the second place</i>	<i>Even though\Although</i>
<i>For a start</i>	<i>Subsequently</i>	<i>In spite of\Despite</i>
<i>In the first place</i>	<i>Simultaneously</i>	<i>Differing from\In contrast\Instead</i>
<i>Initially</i>	<i>And then</i>	<i>In comparison</i>
<i>To begin/start with</i>	<i>Next</i>	<i>In reality</i>
<i>Let us begin/start by</i>	<i>Formerly/previously</i>	<i>On the one hand\On the other hand</i>
<i>First and foremost</i>	<i>Both... and ...</i>	<i>Notwithstanding\Nonetheless\Nevertheless</i>
<i>First and most importantly</i>	<i>Analogously</i>	<i>Still\Yet</i>
<i>Due to / due to the fact that</i>	<i>Equally</i>	<i>Unlike</i>
<i>Owing to / owing to the fact that</i>	<i>Likewise</i>	<i>Whereas\While</i>
<i>Because</i>	<i>Just like</i>	<i>Summing up/to sum up</i>
<i>Because of</i>	<i>Similarly</i>	<i>To conclude/in summary</i>
<i>Since</i>	<i>Correspondingly</i>	<i>Finally</i>
<i>As</i>	<i>In the same way</i>	<i>In short/in brief</i>
	<i>In the same manner</i>	<i>On the whole</i>
	<i>By the same token</i>	<i>Ultimately</i>
	<i>Alternatively</i>	<i>Last/lastly</i>
	<i>But\</i>	<i>Last of all</i>
	<i>However</i>	<i>Last but not the least</i>

**TOP 4 BENEFITS OF HIGHER EDUCATION**

*Let us never be betrayed into saying we have finished our education; because that would mean we had stopped growing.”*

*Julia H. Gulliver*

High school graduation is something most young people look forward to – not just because it’s an accomplishment, but also because of the freedom it brings. No more school! No more 6 a.m. alarm clock, no

more hall passes, no more homework. Sure, entering the work force will entail a schedule, but it'll be different than school – there's a paycheck involved, and no classes to sit through.

Many young people develop a negative attitude toward education. Though schools vary, this is likely because there is limited freedom and self-direction in middle and high school. While there may be elective courses students can choose, much of secondary school can feel more like an obligation or chore than a choice. This may be due to the fact that many curriculums are pre-established, many classes are chosen for students and many assignments come with rigid guidelines that don't leave much room for creativity. It's an educational circumstance that most of us push through because we know a high school diploma is important.

It's no wonder, then, that many young people are tempted to consider their high school graduation day the end of their educational careers. But we at Good Choices Good Life want to encourage young people to carefully consider their higher education opportunities. The schools and programs offer much greater freedom to students. While there are required courses, there is a tremendous amount of choice involved – the initial choice to continue your education, the choice of which program to enter and the choice of where to go. It's important to make the most of your secondary education, but we also want you to get excited about the greater opportunities for growth and development that comes after.

Most young people face important questions as they approach this point in life. Why continue your education beyond high school? What options are available? In this article series, we'll delve into these, as well as other considerations young people should keep in mind when choosing an educational program, a school or an academic plan for their life.

*Different Purposes.* Higher education serves many purposes, only some of which are emphasized in our culture. Because we as a society don't acknowledge the full span of reasons for pursuing education after high school, some young people may think it's not for them and, therefore, miss out on many of the potential benefits that such an educational experience provides. Below, we'll look at some well-known and not-so-well-known purposes the various forms of higher education may serve – from vocational schools and certificate programs to Associate's and Bachelor's degree programs. It's not just about learning; it's about the opportunity for further personal development as well.

*1. Career Preparation.* Some young people have a pretty solid idea of what type of career they would like to have as an adult. For such people, post-secondary education will primarily serve as a means for gaining the skills, training and knowledge necessary to enter their desired profession.

This is one of the most acknowledged reasons for people to seek higher education. However, many young people aren't sure what they want to do. Having goals is great, but nothing says that we need to have our lives totally planned out by the age of 17. In fact, many major universities encourage incoming students not to select an area of focus until after their freshman year, or in some cases, their sophomore year. So, even if you're not sure what profession you're interested in pursuing, you should remain mindful that academic environments offer one of the best places to explore your options and make that choice.

*2. Broader Practical Benefits.* Preparing oneself for a career isn't the only practical benefit of a college education. According to a 2013 report by The College Board, there are many other important ones. Consider the following areas in which people with more than a high school diploma tend to be more successful.

– Economic: the median yearly income of someone with a high school diploma alone is \$35,400, compared to \$44,800 with a two-year (Associate's) degree and \$56,500 with a four-year (Bachelor's) degree. Even taking into account the repayment of student loan debt, two-year and four-year degree-holders tend to earn substantially more over their lifetimes than those with only a high school diploma.

– Health: people who obtain post-secondary education tend to make healthier choices. In 2012, only 8% of four-year degree-holders surveyed smoked, compared to 20% with an Associate's degree and 25% with a high



school diploma alone. Among 25-34-year-olds, 85% of those with a Bachelor's degree and 71% with an Associate's degree reported exercising weekly, compared to 60% of those with no post-secondary education. This trend remained constant throughout all age brackets.

– Civic Involvement: among those who hold a Bachelor's degree, 45% report knowing “quite a bit” about current political issues, compared to 34% with some college or a two-year degree and 21% with a high school diploma alone. Among people ages 25-44, 73% of Bachelor's degree-holders and 58% of Associate's holders voted in the 2012 presidential election, compared to 42% of those with a diploma alone. In 2012, 17% of those with no post-secondary education reported volunteering, compared to 29% of those with some college or a two-year degree and 42% with a Bachelor's or higher.

– People who seek education beyond high school are likely to be better off in terms of economic well-being, physical health and participation in political and community affairs. Regardless of what you study, devoting time to educating yourself and training your brain beyond high school comes with many potential benefits.

*3. Personal Development.* Not all skills are clearly connected to a career or statistics, but they can be equally as important to a well-rounded, fulfilling life. The following benefits, typically derived from a successful higher education experience, can prove to be major enhancements to your life.

– Better communication: Many higher education programs feature advanced writing and speaking assignments; this trains individuals to express themselves clearly and communicate more effectively with others.

– Critical thinking skills: the ability to think and to think well – to ask questions, to analyze and to reflect, for example – is crucial to all areas of life. The ability to identify and solve problems comes in handy in one's personal and social life as well as on the job. Critical thinking skills can be cultivated in any number of higher education programs, whether you're learning to diagnose a problem in a car's engine or analyzing a literary work.

– Identification of skills: young people may find that they have skills they didn't know they had as they are exposed to new things and new ideas in a higher education environment. You may be surprised to find that you excel at a certain type of math, have a knack for dancing or want to read more from a certain author. There are many great things to know that will broaden your prospects in life and pursuing higher education will expose you to many of them.

– Realization of passions: young people may be shocked to learn that they love physics in college, or that they really want to pursue art. Putting yourself

in an educational setting where you can dabble with different disciplines can wake you up to passions you never knew or realized were there.

– Greater sense of discipline: while programs vary, in many higher education settings, students are given more responsibility than ever before. They must take initiative, manage their time well and remain organized. These skills can transfer to all other areas of life, from keeping one’s living space livable to being a reliable person to excelling at one’s job.

– Sense of accomplishment: a high school diploma is something to be proud of, but, since school is mandatory until the age of 16, young people spend about half their time there without having chosen to do so. This can make the experience feel more like an obligation than something a person willingly pursued. But the choice to enter and complete a higher education program is based purely on a person’s initiative, and the sense of accomplishment that comes from going “above and beyond” is something that can instill you with the confidence to pursue whatever you desire in life.

Not all benefits of education are career-oriented, although the above benefits do have practical applications in that area as well. Developing oneself in the above ways is extremely valuable, and higher education can help you do so.

4. *Pursuing a Passion.* This is perhaps the least-accepted reason, culturally, to pursue higher education. Some hold that the time and financial investment of post-secondary school should only be pursued with practical, concrete career goals in mind. However, pursuing our passions is an extremely important component of a healthy, well-lived life.

When I first began thinking about college, I had no clue what I wanted to be when I grew up. But I knew that I had an intense love of philosophy – asking and thinking about questions such as what has value in the world and how we should treat one another. I could have made myself miserable by entering a program that had more clear career prospects but less interest to me, or I could have skipped college altogether and read my books on my own. But I knew I wanted to commit a substantial amount of time and energy to rigorous study of the discipline. I’ve heard it a million times: “What can you do with that degree?”

With that degree, I can show that I worked hard. With the education that led up to that degree, I am a better thinker and writer. Just as important, I think, is that I spent four years of my life immersed in something I love and realizing that I want to incorporate it in how I behave and what I do throughout my life. My studies have influenced how I treat others and the work I do for Good Choices Good Life – incorporating important philosophical concepts into

practical decision-making advice. We can figure out ways to apply our passions as we pursue them.

Education is not only a tool for making money – it can be good for our hearts and souls as well, and help us figure out how we want to live. On top of the well-being that comes with pursuing a passion through higher education, one gets the additional benefits mentioned above, making it not only fulfilling, but very practical as well.

*Written by Amée LaTour*

## **PART#2 TOP 10 BENEFITS OF EDUCATION INCLUDE POVERTY REDUCTION**

*Most people agree that education is one of the crucial components that allow people to better themselves. A person misses out on many important opportunities if they are deprived of a complete education. However, the actual benefits of education are often glossed over or not discussed.*

1. *Poverty reduction.* Many children living in extreme poverty do not have access to basic education, and lack of education is considered the root cause of poverty. For example, 171 million people could be lifted out of extreme poverty if all children left school with basic reading skills. That translates to a 12 percent drop in the world total. Additionally, learning improvements outlined by the Education Commission could help reduce absolute poverty by 30 percent.
2. *Higher income.* One of the benefits of education is the possibility of earning a higher income. An educated person has a better chance of getting a higher paying job. For instance, earnings increase by approximately 10 percent with each additional year of schooling. Higher education allows people to specialize in certain fields, thereby opening numerous earning opportunities.
3. *Promotes equality.* Education is one of the greatest equalizers. In order to ensure that there are equal opportunities for everyone regardless of race, gender or social class, equal access to education is necessary. For instance, almost two-thirds of the world's 775 million illiterate adults are women. This lack of education often deprives them of better job opportunities. In addition, access to education improves options for girls and women. In fact, a woman's earnings can increase by 10-20 percent with each additional school year.
4. *Health benefits.* Children of educated mothers have a higher chance of living a healthier life. For example, they are more likely to be vaccinated and their growth is less likely to be stunted because of malnourishment. Children born to mothers with secondary or higher education are twice as likely to survive beyond age five compared to those whose mothers have no education.

5. *Economic growth.* Countries with high literacy rates have citizens with high per capita income. In contrast, developing countries, where a large number of people live below the poverty line, usually have high illiteracy rates. For instance, in 2050, the GDP per capita in low-income countries will be almost 70 percent lower than it would be if all children were learning.

6. *Discourages crime.* Education shapes people's sense of right and wrong and it usually instills a sense of obligation to fulfill one's duty to society. People living in poverty are among the most vulnerable. Hence, due to the lack of opportunities, they sometimes turn to illegal activities. Since education improves opportunities, it also helps people avoid these harmful activities.

7. *Environmental benefits.* Climate change and the resulting increased rate of natural disasters could cast as many as 122 million people into poverty by 2030. Green industries will rely on a highly skilled, educated workforce and education can make farmers more knowledgeable about sustainability in agriculture. Additionally, being able to read and write enables a person to be more aware of environmental issues.

8. *Reduces gender-based violence.* In many areas, gender-based violence negatively affects girls' right to education. Fear of physical violence deters many girls and women from going to school. However, education can also positively affect people's mindset, thereby discouraging violence.

9. *Reduces child marriage.* Child marriage is a big concern in many developing nations. Education can reduce this dangerous practice, as each year of secondary education reduces the likelihood of marrying as a child by five percent. In fact, completion of secondary education is strongly correlated with girls delaying marriage.

10. *Reduces maternal death rates.* Education can improve maternal death rates. Maternal death rates would drop by two-thirds if all mothers received primary education. That would save 189,000 lives.

Many of these benefits of education are interrelated in that they work together to improve a person's conditions in life. Unfortunately, despite the numerous benefits of education, there are many places in the world where access to education is very limited. Many children are deprived of education due to a lack of funds and schools in their neighborhoods. The lack of access to education contributes to greater problems such as poverty, inequality and sometimes even crime and violence. Just building a school in a remote area might help hundreds of children rise out of poverty.

– Mehruba Chowdhury

**4. Get acquainted with two scientific researches concerning advantages and disadvantages of internet communication skimming together with scanning two texts below. Prove the content comprehension with 10 questions for groupmates' discussion. Exchange the list of enquiries with other partners in form of dialogues and mini-presentations.**

*TEXT #1. 10 BARRIERS TO EDUCATION  
AROUND THE WORLD*

*From overcrowded classrooms to poor nutrition.*

Children living in poverty face many barriers to accessing an education. Some are obvious — like not having a school to go to — while others are subtler, like the teacher at the school not having had the training needed to help children learn effectively.

Increasing access to education can improve the overall health and longevity of a society, grow economies, and even combat climate change. Yet in many developing countries, children's access to education can be limited by numerous factors. Language barriers, gender roles, and reliance on child labor can all stall progress to provide quality education. The world's most vulnerable children from disadvantaged communities, including young girls and children with disabilities, are more likely to miss out on school.

Here are 10 of the greatest challenges in global education that the world needs to take action on right now to achieve Global Goal 4: Quality Education by 2030.

*1. A lack of funding for education.* Developing countries can't rely solely on their own financing for education — there's also a need for more foreign aid. Only 20% of aid for education goes to low-income countries, according to the Global Partnership for Education (GPE). But it costs an average of \$1.25 a day per child in developing countries to provide 13 years of education.

If each developing country invested just 15 cents more per child, it could make all the difference. There is currently a \$39 billion gap to providing quality education to all children by 2030. GPE encourages developing countries to contribute 20% of their national budget to education, and allocate 45% of it to primary education.

2. *Having no teacher, or having an untrained teacher.* Teacher effectiveness has been found to be the most important predictor of student learning. GPE is determined to fight the global teacher crisis at hand. There aren't enough teachers to achieve universal primary or secondary education, and many of the teachers that are currently working are untrained. As a result, children aren't receiving a proper education. There are 130 million children in school who are not learning basic skills like reading, writing and math.

4. *A lack of learning materials.* Outdated and worn-out textbooks are often shared by six or more students in many parts of the world. In Tanzania, for example, only 3.5% of all sixth grade pupils had sole use of a reading textbook. In Cameroon, there are 11 primary school students for every reading textbook and 13 for every mathematics textbook in second grade. Workbooks, exercise sheets, readers, and other core materials to help students learn their lessons are in short supply. Teachers also need materials to help prepare their lessons, share with their students, and guide their lessons.

5. *The exclusion of children with disabilities.* Despite the fact that education is a universal human right, being denied access to school is common for the world's 93 to 150 million children with disabilities. In some of the world's poorest countries, up to 95% of children with disabilities are out of school. Students with disabilities have lower attendance rates and are more likely to be out of school or leave school before completing primary education. They are suspended or expelled at a rate more than double the rate of their non-special education peers. A combination of discrimination, lack of training in inclusive teaching methods among teachers, and a lack of accessible schools leave this group uniquely vulnerable to being denied their right to education.

6. Being the 'wrong' gender. Put simply, gender is one of the biggest reasons why children are denied an education. Despite recent advances in girls' education, a generation of young women has been left behind. Over 130 million young women around the world are not currently enrolled in school. One in 3 girls in the developing world marries before the age of 18, and usually leaves school if they do.

Keeping girls in school benefits them and their families, but poverty forces many families to choose which of their children to send to school. Girls often miss out due to belief that there's less value in educating a girl than a boy. Instead, they are sent to work, forced into marriage, or made to stay at home to look after siblings and work on household chores. Girls also miss days of school

every year or are too embarrassed to participate in class, because they don't have appropriate menstrual hygiene education or toilet facilities at their school to manage their period.

7. *Living in a country in conflict or at risk of conflict.* There are many casualties of any war, and education systems are often destroyed. Children exposed to violence are more at risk of under-achieving and dropping out of school. The impact of conflict cannot be overstated. Nearly 250 million children are living in countries affected by conflicts. More than 75 million children and young people aged 3 to 18 are currently in urgent need of educational support in 35 crisis-affected countries, with young girls 90% more likely to be out of secondary school in conflict areas than elsewhere.

Conflict prevents governments from functioning, teachers and students often flee their homes, and continuity of learning is greatly disrupted. In total, 75 million children have had their education disrupted by conflict or crisis, including natural disasters that destroy schools and the environment around them. Less than half of the world's refugee children are enrolled in school, according to the UN Refugee Agency. Worryingly, education has thus far been a very low priority in humanitarian aid to countries in conflict — and less than 3% of global humanitarian assistance was allocated to education in 2016. Without support, conflict-affected children lose out on the chance to reach their full potential and rebuild their communities.

8. Distance from home to school. For many children around the world, a walk to school of up to three hours in each direction is not uncommon. This is just too much for many children, particularly children living with a disability, those suffering from malnutrition or illness, or those who are required to work around the household. Imagine having to set off for school, hungry, at 5 a.m. every day, not to return until 7 p.m. Many children, especially girls, are also vulnerable to violence on their long and hazardous journeys to and from school.

9. *Hunger and poor nutrition.* The impact of hunger on education systems is gravely underreported. Being severely malnourished, to the point it impacts on brain development, can be the same as losing four grades of schooling. It is estimated that around 155 million children under the age of five are estimated to be stunted. Stunting — impaired growth and development that children experience from poor infection, and inadequate stimulation — can affect a child’s cognitive abilities as well as their focus and concentration in school. As a result, stunted children are 19% less likely to be able to read by age eight. Conversely, good nutrition can be crucial preparation for good learning.

10. *The expense of education.* The Universal Declaration of Human Rights makes clear that every child has the right to a free basic education, so that poverty and lack of money should not be a barrier to schooling. In many developing countries, over the last several, decades, governments have announced the abolition of school fees and as a result, they have seen impressive increases in the number of children going to school.

But for many of the poorest families, school remains too expensive and children are forced to stay at home doing chores or work themselves. Families remain locked in a cycle of poverty that goes on for generations. In many countries throughout Africa, while education is theoretically free, in practice “informal fees” see parents forced to pay for “compulsory items” like uniforms, books, pens, extra lessons, exam fees, or funds to support the school buildings. In other places, the lack of functioning public (government-supported) schools means that parents have no choice but to send their children to private schools that, even if they are “low-fee,” are unaffordable for the poorest families who risk making themselves destitute in their efforts to get their children better lives through education.

## TEXT#2 “EMERGING TRENDS IN EDUCATION”

1. *Maker learning.* The maker movement is rapidly gaining traction in K-12 schools across America. Maker learning is based on the idea that you will engage students in learning by encouraging interest-driven problem solving and hands-on activities (i.e., learning by doing). In collaborative spaces called makerspaces, students identify problems, dream up inventions, make prototypes, and keep tinkering until they come up with something that makes sense. It’s a do-it-yourself educational approach that focuses on iterative trial and error and views failure as an opportunity to refine and improve.

Maker education focuses on learning rather than teaching. Students follow their own interests and test their own solutions. For example, that might



mean creating a video game, building a rocket, designing historical costumes, or 3D-printing an irrigation system for a garden. It can involve high-tech equipment, but it doesn't have to. Repurposing whatever materials are on hand is an important ideal of the maker philosophy.

There is little hard data available on the maker trend. However, armed with a grant from the National Science Foundation, researchers at Rutgers University are currently studying the cognitive basis for maker education and investigating its connection to meaningful learning.

2. *Moving away from letter grades.* Many education advocates believe that the traditional models of student assessment place too much emphasis on standardization and testing. They feel that traditional grading models do not sufficiently measure many of the skills that are most prized in the 21st-century workforce, such as problem solving, self-advocacy, and creativity. As a result, a growing number of schools around the U.S. are replacing A-F letter grades with new assessment systems.

Formed in 2017, the Mastery Transcript Consortium is a group of more than 150 private high schools that have pledged to get rid of grade-based transcripts in favor of digital ones that provide qualitative descriptions of student learning as well as samples of student work. Some of the most famous private institutions in America have signed on, including Dalton and Phillips Exeter.

The no-more-grades movement is taking hold in public schools as well. Many states have enacted policies aimed at encouraging public schools to use something other than grades to assess students' abilities. It's part of a larger shift toward what's commonly known as mastery-based or competency-based learning, which strives to ensure that students become proficient in defined areas of skill.

Instead of letter grades, report cards may feature phrases like "partially meets the standard" or "exceeds the standard." Some schools also include portfolios, capstone projects, or other demonstrations of student learning.

But what happens when it's time to apply to college? It seems that even colleges and universities are getting on board. At least 75 higher education institutions across New England (including Dartmouth and Harvard) have formally indicated that students who present competency-

based transcripts will not be disadvantaged in any way during the admission process.

3. *The rise of micro-credentials.* Micro-credentials, also known as digital badges or nanodegrees, are mini-qualifications that demonstrate a student's knowledge or skills in a given area. Unlike traditional college degrees that require studying a range of different subjects over a multi-year span, micro-credentials are earned through short, targeted educational offerings that focus on specific skills in particular fields. They tend to be inexpensive (sometimes even free) and are typically taken online.

Some post-secondary schools are developing micro-credentialing partnerships with third-party learning providers, while other schools are offering such solutions on their own. According to one survey, around 20 percent of higher education institutions offer some type of alternative credentialing.<sup>41</sup>

Micro-credentials can serve as evidence that students have mastered particular skills, but the rigor and market worth of such credentials can vary significantly.<sup>42</sup> Still, they are an increasingly popular way of unbundling content and providing it on demand.

4. *Flipped classrooms.* A growing number of schools are embracing the notion of flipped learning. It's an instructional approach that reverses the traditional model of the teacher giving a lecture in front of the class, then sending students home to work through assignments that enhance their understanding of the concepts. In flipped learning, students watch lecture videos or read relevant course content on their own before class, and class time is devoted to expanding on the material through group discussions and collaborative learning projects (i.e., doing what was traditionally meant as homework). The instructor is there to guide students when questions or problems arise.

Provided that all students have access to the appropriate technology and are motivated to prepare for each class session, flipped learning can bring a wide range of benefits. For example, it allows students to control their own learning by watching lecture videos at their own pace; they can pause, jot down questions, or re-watch parts they find confusing. The model also encourages students to learn from each other and explore subjects more deeply.

Flipped learning is becoming widespread in all levels of education, but it is especially prevalent at the college level. A 2017 survey found that 61 percent of college faculty were using the flipped model in some or all of their classes. That marked a six-percent increase over 2016. Another 24 percent of college instructors were either exploring the idea of flipped classes or actively planning to implement it.

5. *Social-emotional learning.* There is a growing consensus that schools have a responsibility to foster students' social and emotional development along with their cognitive skills. Social-emotional learning (SEL) focuses on helping students develop the abilities to identify their strengths, manage their emotions, set goals, show empathy, make responsible decisions, and build and maintain healthy relationships. Research has shown that such skills play a key role in reducing anti-social behavior, boosting academic achievement, and improving long-term health.

**5. Translate in a written form into Ukrainian one of the passages taken from any of above texts.**

**6. Write an opinion essay based on one of the topics: “The Challenges and Opportunities Facing Public Education Today” or “The niche of Digital and Distance Education in Modern Society” applying the following linkers: to express opinion, in my opinion, personally, I think/ I believe (that I strongly believe that, it is clear (to me) that, I (completely) agree/disagree with, it seems to me that, as I see it, in my view, from my point of view, as far I am concerned, I am sure/ convinced that, I (dis)agree with the statement, because my main reason is/another reason, one reason for is, many people say/ believe that, because, since, because of/ due to.**

**7. Broadly applying various possible modern translation techniques and appliances (paper Cambridge dictionary, on-line translation, on-line dictionaries) change the following into Ukrainian putting it in your own words. Comment on what you have read.**

*7 ІНСТРУМЕНТІВ ДЛЯ ЕФЕКТИВНОГО НАВЧАННЯ:  
КОНСПЕКТ КНИГИ «ЗАСІЛО В ГОЛОВІ»*

Навіть у найкращих фахівців постійно виникає потреба вивчати нове. Тож уміння швидко й ефективно навчатися — чи не найцінніша навичка в кар’єрі. Чому перечитування — ворог навчання? Пам’ятаєте, як у школі задавали вивчати параграфи з історії? Як це зазвичай робиться — почитали вдень, перечитали перед сном і пробігли очима перед уроком. Здається, все вивчено — ви ж витратили на читання кілька годин. Але минає менше тижня, і ви вже нічого не можете пригадати. Автори книги стверджують, що перечитування робить текст знайомим, що створює ілюзію знання. Але ця ілюзія не дає

зрозуміти, наскільки ви дійсно володієте матеріалом, а замість цього дає оманливу надію, що матеріал згадається, коли треба.

*Години, відведені на вдумливе перечитування, створюють враження великих старань, хоча насправді кількість часу, витраченого на навчання, не є мірилом майстерності.* Незважаючи на суттєві недоліки перечитування, це все ще головна стратегія навчання у школярів та студентів — мабуть, через те, що дає швидкий, хай і короткостроковий результат. Але щоб перемістити знання з короткочасної пам'яті у довгострокову, потрібно змінити підхід.

Атори книги «Засіло в голові» зазначають, що найголовніше — навчитись діставати знання із пам'яті, і пропонують сім методів розвитку цієї навички.

*1. Самоопитування.* Це найпростіший інструмент для того, щоб дістати інформацію з голови — просто привчіть ставити собі під час опанування нового або після кожного прочитаного тексту / переглянутого відео питання. Самоопитування допомагає дістати знання з пам'яті, активувати їх, зміцнити і поєднати з тим, що ви вже знаєте. Автори радять щотижня виділяти час на самоопитування за матеріалом, вивченим як цього тижня, так і раніше. Такий метод видається менш продуктивним, ніж постійне перечитування, але він гарантує, що вивчене надовше закарбується у вашій пам'яті.

*2. Інтервальне навчання.* Будь-яку інформацію треба періодично діставати з пам'яті, щоб вона дійсно запам'яталася. Практика дає результат, коли повторюється з певним інтервалом. Для цього перенесіть стратегію самоопитування у довготривалу площину — ставте собі питання не тільки одразу після прочитання, а й через два тижні, і через місяць.

Наприклад, якщо ви користуєтесь картками для вивчення нових слів, не відкладайте ті, які нібито вивчили за кілька повторень. Докладайте їх до інших і далі, поки не опануєте досконало, а потім повертайтеся до них раз на місяць. Або якщо минулого місяця ви вивчили фотошоп, а цього — опановуєте ілюстратор, не забувайте раз на тиждень приділяти годину роботи у фотошопі. *Витягаючи знання з довгочасної пам'яті, ви, хай як незатишно почуваетесь, зміцнюєте їх і водночас покращуєте пам'ять.*

*3. Чергування різних типів завдань.* Навчальна інформація часто подається блоками: схема розв'язання певної проблеми і багато прикладів до неї, потім перехід до наступного розділу. Але така блокова система менш ефективна, ніж чергування різних типів задач. Щоб запам'ятати інформацію ефективно й надовго, влаштовуйте собі перевірки за різними типами задач і діставайте з пам'яті метод вирішення кожної з них. Наприклад, розбираючись з математичними формулами, не вчіть один тип за раз. По

черзі розв'яжуть задачі, що вимагають різних рішень. Так ви краще навчитеся розрізняти характерні ознаки різних проблем та швидше знаходити метод їх розв'язання.

4. *Пошук аналогій із власними знаннями.* Цей інструмент допоможе побудувати асоціативні зв'язки та пов'язати нову інформацію із вже наявними знаннями, адже так набагато легше діставати її з пам'яті. Для цього можна своїми словами пояснювати матеріал іншим або спробувати зрозуміти, як він стосується вашого життя поза навчанням. Крім того, дієвим різновидом опрацювання є пошук метафори або візуального супроводу до нового матеріалу — наприклад, вивчаючи будову атома, фізик може скористатися аналогією із Сонячною системою, де Сонце — це ядро, а електрони, що навколо нього обертаються, — планети. *Що більше ви розумієте, як нові знання співвідносяться з тим, що вже знаєте, то краще опануєте новий матеріал і більше зв'язків утворите, щоб пригадати його пізніше.*

5. *Генерування.* Ймовірно, ви хоч раз у житті здогадувалися, чим закінчиться фільм, який ви дивитесь, або книга, яку ви читаете. А тепер перенесіть цю суперздібність на навчання – спробуйте згенерувати вирішення завдання або визначення термінології до того, як почнете знайомство з новим матеріалом. Наприклад, робіть вправи на вписування до тексту пропущених слів, коли вивчаєте іноземну мову. Це дозволяє вивчити нові слова краще, ніж коли ви читаете текст без пропусків. Або спробуйте наперед пояснити собі основні поняття, які очікуєте побачити у новому матеріалі, а потім перевірте, чи не помилилися.

*Занурюючись у невідоме й розгадуючи загадки, ви маєте значно більше шансів вивчити і запам'ятати рішення, ніж якби хтось спершу пояснив вам, що й до чого.*

6. *Рефлексії.* Якщо коротко — необхідно навчитись об'єктивно аналізувати свої знання та знаходити у них прогалини прогалини. Після кожного заняття, а також раз на місяць рефлексуйте про вивчене за допомогою таких питань» *Що вийшло добре?*, *Що треба вивчити, щоб краще оволодіти матеріалом?*, *Які стратегії можна задіяти наступного разу для кращих результатів?»* Якщо ви навчитеся об'єктивно оцінювати те, що знаємо і не знаєте, ви зможете уникнути ілюзії знання, про яку йшла мова на початку статті.

7. *Мнемотехніки.* Мнемотехніки — це ніби ментальні архіви із файлами, які допомагають діставати вивчене з пам'яті. Мнемотехніки можуть асоціюватися із «надлюдьми», які вміють запам'ятовувати тисячу

знаків «числа пі», але насправді вони не такі складні і використовувати їх можна й у повсякденному навчанні. Наприклад, придумайте речення та вислови, які допоможуть вам запам'ятати факти. Наприклад, школярі у США запам'ятовують розштатування американських Великих озер (Онтаріо, Ері, Гурон, Мічиган, Верхнє) за допомогою речення: Отаку Емблему Граки Мають Вішати. Цікаво, що мнемоніка насправді не дає інструментів для того, щоб вивчити матеріал, але створює структури, за допомогою яких легше діставати вивчене з пам'яті.

**8. Complete the essential vocabulary table “Parts of Speech” incorporating active glossary extracted from translated article.**

<i>Nouns</i>	<i>Verbs</i>	<i>Adjectives</i>	<i>Adverbs</i>	<i>Other (Set Expressions, Phrasal Verbs, Idioms, Collocations)</i>
<i>Accomplishments</i>	<i>Study</i>	<i>Educational</i>	<i>Successfully</i>	<i>Get a degree</i>

**9.1. Speech etiquette in modern communication! Be creative in finding the most appropriate English equivalents to the frequently used idioms, phrases in today’s business environment.**

1. незграбно (грубувати) зроблена річ. 2. хто каже альфа, нехай каже й бета; взявся до діла, то й роби. 3. від альфи до омеги; від початку до кінця; від краю до краю. 4. скидатися на дурницю. 5. давати (подавати) надію, давати обіцянку. 6. мати великий авторитет (велику повагу). 7 Адам з’їв кисличку, а в нас оскома на зубах. 8. пекельні діти; перший шабель до науки; доки не намучиться, доти не навчиться. 9. говорити із своєю (нечистою) вимовою. 10. діла на копійку, а балачок на карбованець; судити, робити висновок (висновувати) з аналогії до чого.

**9.2. Research activity: complete this list looking for as more as possible the newest expressions lately appeared in modern speaking on business.**

**10. Make a project on theme “Getting Education Abroad: Barriers and Opportunities” in three possible deliveries: a) presentation in front of audience with personal speech and comments; b) written report-analysis based on collective data from various sources; c) multimedia option presented by means of selected topical video.**

**SELF-ASSESSMENT MODULE#III**

*People have always worried about their school results and that how they would change their habits. But after all, not all people can judge by themselves. In case, good student every headmaster and teacher's dream. The dedication, what they use for solving even the smallest exercise, makes people wonder!*

*Test yourself, are you a good student? Are you worth of graduating your school or you are a boozy/lazy little rat? Find it out with this wonderful quiz! NB! Be fair.*

**Complete the quiz “Are You a Good Student?”.**

**Instructions.** *For each statement, write down the extensive reply that best describes you. Please answer questions as you actually are (rather than how you think you should be), and don't worry if some questions seem to score in the "wrong direction."*

1. If there comes a big important test, you..

---

2. When you are making a test, you...

---

3. When you meet your friend, you two...

---

4. When teacher from a university subject you are not good at, offers you a chance to take a consult classes with him/her about that subject, you...

---

5. How you calm down yourself before the great final exam? So you...

---

6. When you forgot to do your homework, you...

---

7. When the break starts, you...

---

8. When there has been a long vacation from university, you...

---

9. Which of them is the correct sentence from Pythagorean theorem:
  1. *The square root of the hypotenuse of a triangle is unequal to the sum of*

*the squares on the other two sides.*

2. *The square of the hypotenuse of a triangle is equal to a specific form of square height but unequal the sum of the squares on the other two sides.*

3. *The right part of the hypotenuse of a certain triangle is unequal to the sum of the squares on the other two sides.*

4. *The square of the hypotenuse of a right triangle is equal to the sum of the squares on the other two sides.*

5. *Now what? Bro, it's all blurry here! (takes another bottle of booze).*

---

10. When there is a university entertaining event, you...

---

**2. Results Interpretation.** Write down your own profile as a university student getting Bachelor's Degree.

***Key strategies to become an outstanding student if there is room for improvement in your life***

1. *Ask Questions.* This could not get any simpler. If you do not understand something, ask the teacher for help—that's why they are there. Don't ever be afraid or embarrassed to ask a question, this is how you learn. Chances are, several other students have the same question.

2. *Be Positive.* Teachers love to work with students who are pleasant and positive. Having a positive attitude will directly impact your learning. Though there will always be bad days and subjects you don't enjoy, it is important to let positivity permeate everything you do. This will make school more enjoyable for you and you will find success easier to achieve.

3. *Follow Directions.* Following directions and instructions is an essential aspect of being a good student—not doing so leads to mistakes and poor grades. Always listen carefully and take thorough notes when a teacher is giving instructions and explaining something, especially new material. Read written directions at least two times and ask for clarification if you still don't get it.

4. *Complete Assignments/Homework.* Every assignment should be completed to the best of your ability and turned in to the teacher on time. There are two negative outcomes when work is not completed: you miss out on important learning opportunities and your overall grade is lowered. To avoid learning gaps and poor scores, do your homework no matter what. It may not be fun, but it is an essential part of school and learning that excellent students do not skip.

5. *Do More Than Is Required.* The best students go above and beyond, often doing more than the minimum. If the teacher assigns 20 problems, they do 25. They seek out learning opportunities and are excited to learn. Try doing extra research



about ideas that intrigue you, finding your own ways to practice, and asking the teacher for extra credit opportunities to become a better student.

6. *Establish a Routine.* A structured routine after school can help you maintain academic focus at home. Your routine should include a designated time and place for homework and studying that you can count on each day. The goal is to minimize distractions and make a commitment to prioritize completing assignments over other activities. A routine for getting ready for school each morning can also be beneficial.

7. *Set Goals.* You should always set academic goals for yourself that apply to both short- and long-term learning. Whether one of your goals is to attend college someday or you just want to get a good grade on an upcoming test, it is important to self-direct your accomplishments. Goals will help you to maintain focus throughout your education so that you always remember what you are working toward.

8. *Maintain Focus.* Good students know how to stay focused in the face of distractions. They know that they are responsible for their own learning and do not let other people or situations stand in the way of that. They make academics a priority and keep their sights set on their long-term educational goals.

9. *Stay Organized.* Your level of organization directly influences your level of success in school. Try keeping your locker and backpack neat and tidy as well as recording all assignments and important deadlines in a planner or notebook. You will find that school becomes easier to manage when you can find and keep track of things.

10. *Read, Read, Read.* Good students are often bookworms. Reading is the foundation of learning, after all. Strong readers are always looking for opportunities to increase their fluency and comprehension by picking books that are entertaining and challenging. Set goals for yourself and check your understanding as you read to instantly improve your reading skills.

11. *Study Hard and Study Often.* Developing solid study skills is a great way to be the best student you can be. Learning does not begin and end with the delivery of information—your brain needs time to shift new information into your long-term memory if you are going to have any chance of remembering it when you need to. Studying helps to anchor concepts into your brain so that information can fully crystallize.

12. *Take Challenging Classes.* Learn to feel comfortable being challenged. A healthy amount of challenge grows your brain and it is better to experience difficulty than to coast through school. Push yourself to achieve goals that are harder for you to reach for larger pay-offs in the long-run than easy courses will grant you. If you are able, select tough classes that will really make you think (within reason).

13. *Get a Tutor.* If you find that there is an area in which you struggle excessively, getting a tutor might be the answer. Tutoring can give you the one-on-one help that you need to make sense of difficult courses and concepts. Ask your teacher for tutor recommendations and remember that there is nothing wrong with needing extra help.

## **MODULE #IV GLOBAL TECHNOLOGICAL PROGRESS: CONTEMPORARY ACCOMPLISHMENTS AND MODERN SOCIETY**

**1. Open the group discussion by paraphrasing the quotations below. Which one do you agree with? Why?**

- A mind stretched to a new idea goes back to its original dimension. *Oliver Wendell Holmes.*
- Everything unknown is taken as a marvellous. *Cornelius Tacitus.*
- If history were in the form of stories, it would never be forgotten. *Rudyard Kipling.*
- All progress is based upon a universal innate desire on the part of every organism to live beyond its income. *Samuel Butler.*
- If at first you don't succeed, try, try again. Then give up. No use being a damn fool about it. *W.C. Fields*
- Nothing gets the media angrier than prolonged success. *David Yelland.*
- People must fight for something they want to achieve not simply reject an evil. *Ludwig Von Mises.*

**2. Show what you know. Study the following vocabulary giving extensive explanations; come up with statements including some of them as well as try to add couple of your own to this list. Consider the presented tips for using lexis:**

- Look carefully through the list to make sure you know the words and are confident that you can use them in your written or spoken English.
- Look up the meaning of any new words and put them in a sentence. If you're not sure your sentence is correct, post it in the comments section at the bottom of the page and we'll check it for you.
- Make a handwritten note of any new words, ideally in a separate note pad that you carry with you. Whenever you have a few minutes – waiting for a bus, just before going to sleep, waiting for the kettle to boil – take out the list and look through, reminding yourself of the word and the meaning.
- Improving your vocabulary for IELTS takes practice, so try to use the new word(s) in any suitable situation over the next few weeks – using the new word will help you remember it!
- Write the new word a number of times – writing down vocabulary will help you remember it and will also help with spelling.

Automatically access available embrace functional impede preoccupy wireless sign language touch technophobe internet safety connection surround cyberspace wi-fi hotpots game charger warehouse battery life instructions sound quality technical issuesboot up intercommunicate indispensable progress communication revolutionary breakthrough tech savvy networks computer literate isolate horizontal chain of communication browse indispensable word processing hardware computer buff smart phone social media software

**3. Reading comprehension with deep analysis of its parts and content as well.**

**3.1. Read the article and translate it into Ukrainian.**

**3.2. Discuss the meanings of the highlighted words and phrases in the article.**

**3.3. Write the plan to the text and summarize it in a written form using the following linking devices:**

<i>First(ly)</i>	<i>Second(ly)/third(ly)</i>	<i>Conversely\On the contrary</i>
<i>First of all</i>	<i>In the second place</i>	<i>Even though\Although</i>
<i>For a start</i>	<i>Subsequently</i>	<i>In spite of\Despite</i>
<i>In the first place</i>	<i>Simultaneously</i>	<i>Differing from\In contrast\Instead</i>
<i>Initially</i>	<i>And then</i>	<i>In comparison</i>
<i>To begin/start with</i>	<i>Next</i>	<i>In reality</i>
<i>Let us begin/start by</i>	<i>Formerly/previously</i>	<i>On the one hand\On the other hand</i>
<i>First and foremost</i>	<i>Both... and ...</i>	<i>Notwithstanding\Nonetheless\Nevertheless</i>
<i>First and most importantly</i>	<i>Analogously</i>	<i>Still\Yet</i>
<i>Due to / due to the fact that</i>	<i>Equally</i>	<i>Unlike</i>
<i>Owing to / owing to the fact that</i>	<i>Likewise</i>	<i>Whereas\While</i>
<i>Because</i>	<i>Just like</i>	<i>Summing up/to sum up</i>
<i>Because of</i>	<i>Similarly</i>	<i>To conclude/in summary</i>
<i>Since</i>	<i>Correspondingly</i>	<i>Finally</i>
<i>As</i>	<i>In the same way</i>	<i>In short/in brief</i>
	<i>In the same manner</i>	<i>On the whole</i>
	<i>By the same token</i>	<i>Ultimately</i>
	<i>Alternatively</i>	<i>Last/lastly</i>
	<i>But\</i>	<i>Last of all</i>
	<i>However</i>	<i>Last but not the least</i>

## *SOCIETY AND TECHNOLOGY*

The main objective of the present study is to know the relationship between society and technology, where emphasize have been put on development process under modern science and technology and its perspectives. Technology has completely revolutionized present era in every aspect of life especially dealing with society. Technology has transformed the methods of education, communication, business, art and literature, and has resulted in the enhancement in the core spheres of life, before this blessed gift the knowledge regarding the above mentioned spheres was limited because of the restricted methods and methodologies etc.

Due to blessings of science and technology we are now able to check the advancement of every department working around our society with a single click of internet. It is technology which helps us to differentiate about the development process of all sections of society and help us to maintain the development process. Technology has brought our society close to each other where we can take any initiative about any social issue or discuss any matter of concern regarding the society by sitting in our homes like using video or audio conferencing. This paper will elucidate all over development process of our society under the shades of science and technology.

The main components of scientific and technological development are:

- development of science, organization and conduct of fundamental and applied research, experimental design and technological work;
- the creation, commercialization and distribution of advanced production technologies and their corresponding equipment, facilities and controls;
- training and retraining of personnel with technological knowledge and skills;
- introduction of advanced production technologies in the production and release on their basis of competitive high-tech products;
- formation and development of technological infrastructure;
- development of applied technological science. There is also a close relationship between scientific and technological development and innovation.

At the heart of scientific and technological development are technological innovations. The results of scientific and technological development allow creating new innovative products (services), serve as an excuse for innovation.

Simultaneously, the very scientific and technological development is impossible without active innovative activity, which acts as its driving force, affects the pace and level of scientific and technological development.

Scientific and technological development is a broader concept than the scientific and technological development traditionally used in scientific literature. This is due to the fact that the term “technology” is applicable to any kind of human activity, and not only to a specifically technical or production activity. In this sense, technology is a representation of the process of activity, during which its initial material is transformed into a result, a product.

However, even technical activity, technology and technics in the narrow sense of the word must be considered in two ways: first, from the internal technical side (then we are talking about the technology of invention, development and manufacture of the product of technical activity — technical system) and, secondly, externally, i.e. from the side of introducing the result into public structures. It is in the latter case that we are talking about technological development, and, since the development of new technologies and their implementation are closely related to scientific research, it is also about scientific and technological development. The interaction of science and technology is closely connected with the problem of ensuring sustainable development of society.

On the one hand, the development of science and technology has a significant impact on the level of economic and other security, and on the other hand, science and technology themselves act as security objects. Science and technology together with technology predetermine the present boundaries of the reserves of existing natural resources, determining the efficiency with which we use these resources, and the ability to find, extract, transport and store them. High-tech industries are able and are called upon to play a strategic role in ensuring the country’s economic growth, thereby strengthening its security, both from external and internal threats.

The main factor that determines the increase in the efficiency of economic processes and the development of society as a whole is scientific and technological progress. Changes in science and technology create internal energy in the economic system. Firstly, it makes it possible to satisfy the same needs on a different technological basis; second, it changes the structure of needs, predetermining the changes and the entire production basis. These

changes cause imbalances and disrupt the balance, but at the same time create the basis for the transition of the socio-economic system to a new quality. On the other hand, scientific and technological development can contribute not only to a more effective development of society, but also to promote destruction. So, a prerequisite for the creation of devices such as a nuclear reactor, a hydrogen and atomic bomb, or a modern computer, is a deep study of physical, chemical and other processes. The introduction of these objects entails the possibility of anthropogenic catastrophe, which will affect society and the ecological situation as a whole.

**4. Get acquainted with two scientific researches concerning advantages and disadvantages of internet communication skimming together with scanning two texts below. Prove the content comprehension with 10 questions for groupmates' discussion. Exchange the list of enquiries with other partners in form of dialogues and mini-presentations.**

#### *TEXT#1. ADVANTAGES OF MODERN TECHNOLOGY*

*Easy Access To Information.* It has become pretty easy to get access to relevant information at any time and anywhere. This has been possible because of modern technologies like broadband internet. Lots of data is being published and indexed online, sites like Wikipedia and Youtube have great original content that is regularly used for research or entertainment. With smart gadgets like the iPad, iPhone, Galaxy tablets, etc., users can easily have access to a vast amount of information wherever they are through the use of the internet on these devices. So a user on a train can easily read breaking news while traveling, they can also buy and sell stocks while in the bedroom or access their smart home temperature on the go. These smart gadgets make it easy to access the internet anywhere, and this simplifies the way we get information.

*Encourages Innovation And Creativity.* Since technology seems infinite, it sparks the brain to work to its full potential. In the past, it used to be very difficult to start a business, one had to have lots of capital, and they even had limited access to business information. Today, it is simple to start a business while at home. Let's look at companies like Etsy.com which enable creative people to sell their works online; this encourages creativity. Another good example is kickstarter.com which helps creative people get funds for their projects through crowdfunding. On this platform, creative developers post projects to seek funding from the community; this helps them generate capital

for their ideas which later leads to the creation of new jobs and further innovation of technology. The other creative works which have been facilitated by modern technology include Google, Apple, Facebook, Microsoft, Amazon.

*Improved Communication.* Communication is like water to life; it is essential to growth, We cannot progress without communication. Modern technology has blessed us with advanced communication technology tools. These include e-fax, electronic mail, mobile phones, video conferencing, instant text messaging applications, social networking, etc. All these modern communication technology tools have simplified the way humans and businesses communicate. I can quickly talk to my relative overseas using a mobile phone or video chatting services like Skype.

*The Convenience Of Traveling/ Ease Of Mobility.* Modern transportation technology makes it very easy to travel long distances. Transport is a very important both in our lives and in the business world. Transportation technology has evolved with years. In the past, it used to be slow and expensive to move long distances. Nowadays, we can cover a 10 miles distance within a few minutes using electric trains, airplanes or cars.

*Improved Housing And Lifestyle.* Another excellent way how modern technology has simplified our lives. If you compare the type of housing we used in 1900 and the architecture of houses today, the difference is enormous. New architectural technology has improved the kinds of home we build. People with money can afford floating homes, and glass homes or people with smaller means can make tiny houses or mobile homes. Most of the items in our houses are now automated, for example, doors use fingerprints, key cards, or Bluetooth on our mobile. Security has also increased at home with the evolution of more robust integrated security system.

*Improved Entertainment.* Modern technology has played a significant role in changing the entertainment industry. Home entertainment has improved with the invention of video games, advance music systems and visual systems like smart televisions, which can connect live to the internet so that a user can share what they're watching with friends. Easy access and storage of music are ever present, services like iTunes allow users to purchase and download music on their players at a small cost, this is a win-win situation for both musicians and the users. Additionally, bars, clubs, and amusement parks have all benefited from advancements in technology. We can see things in 3D, ride the highest roller coaster or be served by a robot at the bar, all possible through modern technology. *Efficiency And Productivity.* Modern technology has helped businesses increase production. Humans are slow, and sometimes they fail to

deliver on time and quality. Many companies have integrated modern technology in their production line, increasing output and allowing for more consistent quality.

*Convenience In Education.* Learning is a process, and it is part of our daily lives. Modern technology has made it simple for students to learn from anywhere through online education and mobile education. Also, students now use modern technology in classrooms to learn more effectively. For example, students use tablets to share visual lessons and examples with peers in the classroom; this has made learning more convenient and fun. Also, new modern educational technologies support individual learning which gives students a chance to learn on their own with no need for tutors.

*Social Networking.* Modern technology has made it simple to discover our old friends and also discover new people to network with; this is a benefit to both individuals and businesses. Many businesses have embraced social networking technology to interact with their customers. Users of social networks can share information with friends, live chat with them and interact in all sorts of ways.

*Benefits To The Health Industry.* Today most hospitals have implemented modern technology in surgical rooms, and this has reduced mistakes made by doctors. Humans can easily make mistakes because of work overload and stress factors. Additionally, the development community has developed health apps that enable us to monitor our health, weight or fitness.

These applications are used on mobile phones, so users have access any time.

## TEXT#2. *DISADVANTAGES OF MODERN TECHNOLOGY*

*Increased Loneliness.* Social Isolation is on the increase, people are spending more time playing video games, learning how to use new modern technologies, using social networks and they neglect their real life. Technology has replaced our old way of interacting. If a user can easily interact with 100 friends online, they will feel no need to go out to make new friends which at a later stage can lead to loneliness.

*Job Loss.* Modern technology has replaced many human jobs; robots are doing the jobs which used to be done by humans. Many packing firms have employed robots on production lines to increase production and efficiency, this is good news for businesses because it helps them make more money and serve customers, but it is bad news for employees because they may become redundant.



*Competency.* Increased dependency on modern tools like calculators and spell checkers has reduced our creativity and intelligence. Many today struggle with spelling even basic words without an editor to confirm every word. Others find it impossible to do basic math without a calculator. Though these tools assist to make us more efficient, we may become excessively reliant on them.

*Security.* Thankfully advances in technology have aided security, however, due to these advances, everything is connected to the internet in some way. Our financial accounts, our photos, our cars, mobile phone, everything touches the internet at some time. Due to the network of worldwide devices and systems, many have fallen prey to an identity thief, hacked accounts by some mischievous hacker. The road to recovery from these types of attacks can be extremely long and painstaking.

*World Destruction/Advanced Weapons.* Modern technology has been the main aid in the increasing of endless wars. It aids the manufacturing of modern war weapons. So when these weapons get into the hands of criminals, they will use them for their selfish reasons. To add, these weapons often severely damage the natural earth, making some areas uninhabitable.

**5. Translate in a written form into Ukrainian one of the passages taken from any of above texts.**

**6. Write an opinion essay based on topic “*The Pros and Cons of Technological achievements*” applying the following linkers: *to express opinion, in my opinion, personally, I think/I believe (that I strongly believe that, it is clear (to me) that, I (completely) agree/disagree with, it seems to me that, as I see it, in my view, from my point of view, as far I am concerned, I am sure/ convinced that, I (dis)agree with the statement, because my main reason is/another reason, one reason for is, many people say/ believe that, because, since, because of/ due to.***

**7. Broadly applying various possible modern translation techniques and appliances (paper Cambridge dictionary, on-line translation, on-line dictionaries) change the following into Ukrainian putting it in your own words. Comment on what you have read.**

### *ПОНЯТТЯ НАУКОВО-ТЕХНІЧНОГО ПРОГРЕСУ*

За останні 250 років розвиток техніки буквально перетворив наше життя. Спочатку парова машина, потім - двигун внутрішнього згоряння,

електрика і ядерний реактор замінили мускули людини і тварин як основне джерело енергії. Автомобілі, автобуси, поїзди і літаки витіснили коня і віз як основні способи пересування. Технічний прогрес продовжує змінювати наше життя і сьогодні. Лазерні програвачі, мікрокомп'ютери, текстові редактори, мікрохвильове печення, відеокамери, магнітофони, автомобільні кондиціонери істотно змінили характер нашої роботи і дозволили протягом останніх двадцяти років. Науково-технічний прогрес, визнаний у всьому світі як найважливіший чинник економічного зростання, все частіше і в західній, і в вітчизняній літературі зв'язується з поняттям інноваційного процесу.

Це, як справедливо відмітив американський економіст Джеймс Брайт, єдиний в своєму роді процес, об'єднуючий науку, техніку, економіку, підприємництво і управління. Він перебуває в отриманні нового продукту і тягнеться від зародження ідеї до її комерційної реалізації, охоплюючи таким чином весь комплекс відносин: виробництва, обміну, споживання. У цих обставинах інновація спочатку націлена на практичний комерційний результат. Сама ідея, що дає поштовх, має меркантильний зміст: це вже не результат "чистої науки", отриманий університетським вченим у вільному, нічим не обмеженому творчому пошуку.

У практичній спрямованості інноваційної ідеї і перебуває її приваблива сила для підприємств, що працюють у ринковій економіці. Потенційні можливості розвитку та ефективності виробництва визначаються передовсім науково-технічним прогресом, його темпами і соціально-економічними результатами. Що цілеспрямованіше та ефективніше використовуються новітні досягнення науки і техніки, котрі є першоджерелами розвитку продуктивних сил, то успішніше вирішуються пріоритетні (щодо виробничих) соціальні завдання життєдіяльності суспільства. Науково-технічний прогрес (НТП) у буквальному розумінні означає безперервний взаємозумовлений процес розвитку науки і техніки; у ширшому суттєво-змістовому значенні — це постійний процес створення нових і вдосконалення застосовуваних технологій, засобів виробництва і кінцевої продукції з використанням досягнень науки.

НТП можна тлумачити також як процес нагромадження та практичної реалізації нових наукових і технічних знань, цілісну циклічну систему «наука — техніка — виробництво», що охоплює кілька стадій: фундаментальні теоретичні дослідження; прикладні науково-дослідні

роботи; дослідно-конструкторські розробки; освоєння технічних нововведень; нарощування виробництва нової техніки до потрібного обсягу, її застосування (експлуатація) протягом певного часу; техніко-економічне, екологічне й соціальне старіння виробів, їхня постійна заміна новими, ефективнішими зразками. НТП властиві еволюційні (зв'язані з накопиченням кількісних змін) та революційні (зумовлені стрибкоподібними якісними змінами) форми вдосконалення технологічних методів і засобів виробництва, кінцевої продукції. До еволюційних форм НТП відносять поліпшення окремих техніко-експлуатаційних параметрів виробів чи технології їхнього виготовлення, модернізацію або створення нових моделей машин, обладнання, приладів і матеріалів у межах того самого покоління техніки, а дореволюційних. — зміну поколінь техніки й кінцевої продукції, виникнення принципово нових науково-технічних ідей, загально-технічні (науково-технічні) революції, у процесі яких здійснюється масовий перехід до нових поколінь техніки в провідних галузях виробництва.

Науково-технічна революція (НТР) відбиває докорінну якісну трансформацію суспільного розвитку на засаді новітніх наукових відкриттів (винаходів), що справляють революціонізуючий вплив на зміну знарядь і предметів праці, технології, організації та управління виробництвом, характер трудової діяльності людей. Зміст сучасної НТР найбільш повно розкривається через її особливості, зокрема: 1. перетворення науки на безпосередню продуктивну силу (втлення наукових знань у людині, технології і техніці; безпосередній вплив науки на матеріальне виробництво та інші сфери діяльності суспільства); 2. новий етап суспільного поділу праці, зв'язаний з перетворенням науки на провідну царину економічної і соціальної діяльності, що набирає масового характеру (наука перебрала на себе найбільш революціонізуючу, активну роль у розвитку суспільства; сама практика потребує випереджаючого розвитку науки, оскільки виробництво все більше стає технологічним утленням останньої); 3. прискорення темпів розвитку сучасної науки і техніки, що підтверджується скороченням проміжку часу від наукового відкриття до його практичного використання; 4. інтеграція багатьох галузей науки, самої науки з виробництвом з метою прискорення й підвищення ефективності всіх сучасних напрямків науково-технічного прогресу; 5. якісне перетворення всіх елементів процесу виробництва — засобів праці революція в робочих машинах, поява керуючих машин, перехід до автоматизованого виробництва), предметів праці (створення

нових матеріалів з наперед заданими властивостями; використання нових, потенційно невичерпних джерел енергії), самої праці (трансформація її характеру та змісту, збільшення в ній частки творчості. Науково-технічний прогрес, що завжди здійснюється у взаємозв'язаних еволюційних і революційних його формах, є домінантою (визначальним чинником) розвитку продуктивних сил, невинного підвищення ефективності виробництва. Він безпосередньо впливає передовсім на формування й підтримування високого рівня техніко-технологічної бази виробництва, забезпечуючи неухильне зростання продуктивності суспільної праці.

Спираючись на суть, зміст та закономірності сучасного розвитку науки і техніки, можна виокремити характерні для більшості галузей народного господарства загальні напрямки НТП, а для кожного з них — пріоритети принаймні на найближчу перспективу. За умов сучасних революційних перетворень у технічному базисі виробництва ступінь його технічної досконалості та рівень економічного потенціалу в цілому визначаються прогресивністю використовуваних технологій — способів одержання й перетворювання матеріалів, енергії, інформації, виготовлення продукції. Технологія стає завершальною ланкою і формою матеріалізації фундаментальних досліджень, засобом безпосереднього впливу науки на сферу виробництва. Якщо раніше її вважали забезпечуючою підсистемою виробництва, то зараз вона набула самостійного значення, перетворившись на авангардний напрям НТП.

Сучасним технологіям властиві певні тенденції розвитку й застосування. Головними з них є: по-перше, перехід до малостадійних процесів через поєднання в одному технологічному агрегаті кількох операцій, що раніше виконувались окремо; по-друге, забезпечення в нових технологічних системах мало- або безвідходності виробництва; по-третє, підвищення рівня комплексності механізації процесів на засаді застосування систем машин і технологічних ліній; по-четверте, використання в нових технологічних процесах засобів мікроелектроніки, що дає змогу одночасно з підвищенням ступеня автоматизації процесів досягати більш динамічної гнучкості виробництва.

Технологічні методи все більше й усе частіше визначають конкретну форму і функції засобів та предметів праці, а отже, ініціюють появу інших напрямків НТП, витискують з виробництва технічно та економічно застарілі знаряддя праці, породжують нові машини та устаткування, засоби автоматизації. Зараз принципово нові види техніки розробляються

й виготовляються під нові технології, а не навпаки, як це було раніше, коли панував примат засобів праці.

НТП у галузі знарядь праці довів, що технічний рівень та якість сучасних машин (устаткування) безпосередньо залежать від прогресивності характеристик застосовуваних для їхнього виробництва конструкційних та інших допоміжних матеріалів. Звідси випливає величезна роль створення й широкого використання нових матеріалів, що характеризує один з важливих напрямків НТП.

**8. Complete the essential vocabulary table “Parts of Speech” incorporating active glossary extracted from translated article.**

<i>Nouns</i>	<i>Verbs</i>	<i>Adjectives</i>	<i>Adverbs</i>	<i>Other (Set Expressions, Phrasal Verbs, Idioms, Collocations)</i>
<i>Software</i>	<i>browse</i>	<i>technological</i>	<i>highly</i>	<i>Boot up</i>

**9.1. Speech etiquette in modern communication! Be creative in finding the most appropriate English equivalents to the frequently used idioms, phrases in today’s business environment.**

1. здатний бути прискореним.
2. витіснений з бізнесу через комп’ютеризацію.
3. створити Інтернет журнал з аудіоматеріалами.
4. Електронна торгівля за схемою “від одного ділового підприємства до іншого”.
5. сучасна, техноцентрична війна.
6. генератор ідей.
7. поступове проникнення і впровадження нових видів техніки в усі галузі суспільного життя.
8. любов до сучасної техніки.
9. носталгія за старою технікою.
10. споруда для розміщення телекомунікаційного обладнання.

**9.2. Research activity: complete this list looking for as more as possible the newest expressions lately appeared in modern speaking on business.**

**10. Make a project on theme “Technological Process and Modern Society: Advantages and Disadvantages of Modern Technology” in three possible deliveries: a) presentation in front of audience with personal speech and comments; b) written report-analysis based on collective data from various sources; c) multimedia option presented by means of selected topical video.**

**SELF-ASSESSMENT MODULE#IV**

**1. Complete the communication quiz “How Well Are You Aware of Technological Progress?”**

*Instructions. For each statement, write down (very often, often, sometimes, rarely or not at all) that best describes you. Please answer questions as you actually are (rather than how you think you should be), and don't worry if some questions seem to score in the "wrong direction."*

1. I use a computer every day, mostly for my work. I'm a copywriter so my job involves a lot of word processing. In my leisure time, I love to connect with my friends and family back home on social media.

---

2. I'd sooner use my laptop to surf the internet as you can see so much more on the large screen than on a smaller device. If my laptop is switch off I tend to browse on my iPad to saving booting up the computer.

---

3. I find it exciting using the internet because I love to learn new things. These days you can find out almost anything online so computers have been a real game changer for people like me who enjoy discovering new information.

---

4. The items I buy most often online are books, sometimes e-books that I read on my Kindle. I also browse the internet when I need a new gadget to help me develop my website, such as the microphone I bought the other day.

---

5. I am aware of recent technological advances.

---

6. I know the meaning of techno-migrant.

---

7. I use email to communicate complex issues with people. It's quick and efficient.

---

8. I know the most electronic devices.

---

---

9. Parents should control the sites their teenagers use.

---

10. I use diagrams and charts to help express my ideas.

---

11. I can suggest reasons why some people are deciding to reduce their use of technology.

---

**2. Results Interpretation.** Write down your own profile as a modern computer user.

***Key points of communication quiz***

In a globalizing world economy, the reason for differences in economic growth and inter-country income inequality is explained on the grounds of technological differences. The goal of science and technology is to enable enterprises and individuals to use technologies more efficiently, as this results in reduced costs and enhanced productivity gains.

The use of new technologies paves the way for production of new cheaper goods and for capital accumulation and, for that matter, for an enhanced international competitiveness of individual countries, as well as to an enhanced quality for scientific research institutions, while, on the other hand, contributing to cultural and political development of societies. The quality of growth rates is as much important as their size. One may ask the following questions in order to get a better understanding of whether growth has its reflections on people's life or not: Are people involved and included in growth process?

Does everybody enjoy the opportunities driven by growth? Do new technologies or trade volumes increase the choices facing people? Is welfare level of the future generations planned? Or, else, who is cared about is today's generations only? Are markets accessible and open to everybody? Some people realise that they're slaves to technology and have made a conscious decision to cut down on their use of the internet and their mobiles in particular.

It's hard to relax with emails, social media posts and texts pinging at you all the time. There's more understanding these days of mindfulness and the need to regularly step back from our frantic, stressful lives. Reducing the use of our electronic devices can certainly help a great deal with this and this is many people's motivation for doing so.

## **MODULE #V GLOBAL WELLNESS AND TREATMENT: MEDICINE AS WELL AS HEALTH GOALS**

**1. Open the group discussion by paraphrasing the quotations below. Which one do you agree with? Why?**

- The art of medicine consists of amusing the patient while nature cures the disease. *Voltaire*.
- America's health care system is neither healthy, caring, nor a system. *Walter Cronkite*.
- Everyone should have health insurance? I say everyone should have health care. I'm not selling insurance. *Dennis Kucinich*.
- There is no illness that is not exacerbated by stress. *Allan Loko*.
- The health care bill is nothing about health care- it's about controlling the people. *David Lincoln*.
- Modern allopathic medicine is the only major science stuck in the pre-Einstein era. *Charlotte Gerson*.
- Health care and education are too important not to be left to the free market. *Kevin D. Williamson*.

**2. Show what you know. Study the following vocabulary giving extensive explanations; come up with statements including some of them as well as try to add couple of your own to this list. Consider the presented tips for using lexis:**

- Look carefully through the list to make sure you know the words and are confident that you can use them in your written or spoken English.
- Look up the meaning of any new words and put them in a sentence. If you're not sure your sentence is correct, post it in the comments section at the bottom of the page and we'll check it for you.
- Make a handwritten note of any new words, ideally in a separate note pad that you carry with you. Whenever you have a few minutes – waiting for a bus, just before going to sleep, waiting for the kettle to boil – take out the list and look through, reminding yourself of the word and the meaning.
- Improving your vocabulary for IELTS takes practice, so try to use the new word(s) in any suitable situation over the next few weeks – using the new word will help you remember it!
- Write the new word a number of times – writing down vocabulary will help you remember it and will also help with spelling.



Be in perfect health feel a bit off-colour a miraculous recovery suffer from symptoms diagnosis deliver international healthcare improve health coverage copayment balance billing complications hospice service premium primary care provider urgent care remedy vaccination insurance be inoculated germ be fainted healthspan health eating pyramid homeland security molecular farmingstyle Computer-Mediated Communication (CMC)

**3. Reading comprehension with deep analysis of its parts and content as well.**

**3.1. Read the article and translate it into Ukrainian.**

**3.2. Discuss the meanings of the highlighted words and phrases in the article.**

**3.3. Write the plan to the text and summarize it in a written form using the following linking devices:**

<i>First(ly)</i>	<i>Second(ly)/third(ly)</i>	<i>Conversely\On the contrary</i>
<i>First of all</i>	<i>In the second place</i>	<i>Even though\Although</i>
<i>For a start</i>	<i>Subsequently</i>	<i>In spite of\Despite</i>
<i>In the first place</i>	<i>Simultaneously</i>	<i>Differing from\In contrast\Instead</i>
<i>Initially</i>	<i>And then</i>	<i>In comparison</i>
<i>To begin/start with</i>	<i>Next</i>	<i>In reality</i>
<i>Let us begin/start by</i>	<i>Formerly/previously</i>	<i>On the one hand\On the other hand</i>
<i>First and foremost</i>	<i>Both... and ...</i>	<i>Notwithstanding\Nonetheless\Nevertheless</i>
<i>First and most importantly</i>	<i>Analogously</i>	<i>Still\Yet</i>
<i>Due to / due to the fact that</i>	<i>Equally</i>	<i>Unlike</i>
<i>Owing to / owing to the fact that</i>	<i>Likewise</i>	<i>Whereas\While</i>
<i>Because</i>	<i>Just like</i>	<i>Summing up/to sum up</i>
<i>Because of</i>	<i>Similarly</i>	<i>To conclude/in summary</i>
<i>Since</i>	<i>Correspondingly</i>	<i>Finally</i>
<i>As</i>	<i>In the same way</i>	<i>In short/in brief</i>
	<i>In the same manner</i>	<i>On the whole</i>
	<i>By the same token</i>	<i>Ultimately</i>
	<i>Alternatively</i>	<i>Last/lastly</i>
	<i>But\</i>	<i>Last of all</i>
	<i>However</i>	<i>Last but not the least</i>

## GLOBAL HEALTH ISSUES

*The concept of “global health”* that led to the establishment of the World Health Organization in the 1940s is still promoting a global health movement 70 years later. Today’s global health acts first as a guiding principle for our effort to improve people’s health across the globe. Furthermore, global health has become a branch of science, global health science, supporting institutionalized education. Lastly, as a discipline, global health should focus on medical and health issues that: 1) are determined primarily by factors with a cross-cultural, cross-national, cross-regional, or global scope; 2) are local but have global significance if not appropriately managed; and 3) can only be efficiently managed through international or global efforts. Therefore, effective global health education must train students 1) to understand global health status; 2) to investigate both global and local health issues with a global perspective; and 3) to devise interventions to deal with these issues.

*Priority risks and future trends.* From longstanding to emerging hazards, environmental factors are a root cause of a significant burden of death, disease and disability – particularly in developing countries. The resulting impacts are estimated to cause about 25% of death and disease globally, reaching nearly 35% in regions such as sub-Saharan Africa. This includes environmental hazards in the work, home and broader community/living environment. A significant proportion of that overall environmental disease burden can be attributed to relatively few key areas of risk. These include: poor water quality, availability, and sanitation; vector-borne diseases; poor ambient and indoor air quality; toxic substances; and global environmental change. In many cases, simple preventive measures exist to reduce the burden of disease from such risks, although systematic incorporation of such measures into policy has been more of a challenge. Below are estimates of deaths globally from the most significant environmentally-related causes or conditions, and from certain diseases with a strong environmental component.

Unsafe water, and poor sanitation and hygiene kill an estimated 1.7 million people annually, particularly as a result of diarrhoeal disease. Indoor smoke – primarily from the use of solid fuels in domestic cooking and heating – kills an estimated 1.6 million people annually due to respiratory diseases. Malaria kills over 1.2 million people annually, mostly African children under the age of five. Poorly designed irrigation and water systems, inadequate housing, poor waste disposal and water storage, deforestation and loss of biodiversity, all may be contributing factors to the most common vector-borne diseases, including malaria, dengue and leishmaniasis. Urban air

pollution generated by vehicles, industries, and energy production kills approximately 800 000 people annually. Road traffic injuries are responsible for 1.2 million deaths annually; low- and middle-income countries bear 90% of the death and injury toll. Degradation of the built urban and rural environment, particularly for pedestrians and cyclists, has been cited as a key risk factor. Lead exposure kills more than 230 000 people per year and causes cognitive effects in one third of all children globally; more than 97% of those affected live in the developing world. Climate change impacts – including more extreme weather events, changed patterns of disease and effects on agricultural production – are estimated to cause over 150 000 deaths annually. Unintentional poisonings kill 355 000 people globally each year. In developing countries – where two-thirds of these deaths occur – such poisonings are associated strongly with excessive exposure to, and inappropriate use of, toxic chemicals and pesticides present in occupational and/or domestic environments.

*Future trends and emerging issues.* Over the next 30 years, most of the world's population growth will occur in the urban areas of poor countries. Rapid, unplanned and unsustainable styles of urban development are making developing cities the key focal points for emerging environmental and health hazards. These hazards include the synergistic problems of urban poverty, traffic fatalities and air pollution. In addition, increased urbanization and motorization and diminishing space for walking/recreation in cities is associated with more sedentary lifestyles and a surge in related non communicable diseases. Globally, physical inactivity is estimated to be responsible for some 1.9 million deaths each year as a result of diseases such as heart ailments, cancer and diabetes. Increased industrial and agricultural production has intensified poorer countries' production and use of both newer and older chemicals, including some formulations that are banned in other countries. The Organisation for Economic Co-operation and Development (OECD) has estimated that the global output of chemicals in 2020 will be 85% higher than in 1995, and nearly one third of the world's chemical production will take place in non-OECD countries, as compared to about one fifth in 1995. The shift of chemical production from more affluent to poorer settings could increase the overall health and environmental risks arising from the production and use of such chemicals.

Already in many developing countries a range of toxic effluents is emitted directly into soil, air and water – from industrial processes, pulp and paper plants, tanning operations, mining, and unsustainable forms of agriculture – at rates well in excess of those tolerable to human health. Along with the problem of acute poisonings, the cumulative health impacts of human exposures to

various chemical combinations and toxins can be a factor in a range of chronic health conditions and diseases.

At the global level, demand for and unsustainable use of energy resources, (particularly fossil fuels), has placed stress on global ecosystems, including the mechanisms controlling and regulating climate. These, in turn, generate health impacts, e.g. from changed patterns of vector-borne disease to more extreme weather events. Climate change-related health impacts, which currently are responsible for an estimated 150,000 deaths annually, can be expected to increase in the future. Other global environmental changes, such as loss of biodiversity, can have health consequences by increasing instability in disease transmission in animal populations, which are the source of most of the pathogens affecting humans. Loss of biodiversity can have other health consequences as well, as a result of the depletion of the genetic resources available for future crop/food production and development of medicines.

The health impacts of environmental risks are heaviest among poor and vulnerable populations in developing countries. For instance, poor coastal populations in developing countries may be among the most vulnerable to sea-level rises and extreme weather events. The poor in developing countries generally have the least access to clean water sources, and those same populations also may be the most directly exposed to environmental risks such as vector-borne diseases and indoor air pollution from solid fuel use. At the same time, poor people also may be the most dependent on natural resources as sources of livelihoods and well-being, and thus be most impacted by unsustainable exploitation or depletion of those resources.

**4. Get acquainted with two scientific researches concerning advantages and disadvantages of internet communication skimming together with scanning two texts below. Prove the content comprehension with 10 questions for groupmates' discussion. Exchange the list of enquiries with other partners in form of dialogues and mini-presentations.**

#### *TEXT #1. HEALTHCARE AND MEDICINE*

Universal healthcare (also called universal health coverage, universal coverage, or universal care) is a health care system in which all residents of a particular country or region are assured access to health care. It is generally organized around providing either all residents or only those who cannot afford on their own with either health services or the means to acquire them, with the end goal of improving health outcomes.

Universal healthcare does not imply coverage for all people for everything, only that all people have access to healthcare. Some universal healthcare systems are government funded, while others are based on a requirement that all citizens purchase private health insurance. Universal healthcare can be determined by three critical dimensions: who is covered, what services are covered, and how much of the cost is covered. It is described by the World Health Organization as a situation where citizens can access health services without incurring financial hardship. The Director General of WHO describes universal health coverage as the “single most powerful concept that public health has to offer” since it unifies services and delivers them in a comprehensive and integrated way. One of the goals with universal healthcare is to create a system of protection which provides equality of opportunity for people to enjoy the highest possible level of health.

The first move towards a national health insurance system was launched in Germany in 1883, with the Sickness Insurance Law. Industrial employers were mandated to provide injury and illness insurance for their low-wage workers, and the system was funded and administered by employees and employers through "sick funds", which were drawn from deductions in workers' wages and from employers' contributions. By the 1930s, similar systems existed in virtually all of Western and Central Europe. Japan introduced an employee health insurance law in 1927, expanding further upon it in 1935 and 1940.

From the 1970s to the 2000s, Southern and Western European countries began introducing universal coverage, most of them building upon previous health insurance programs to cover the whole population. For example, France built upon its 1928 national health insurance system, with subsequent legislation covering a larger and larger percentage of the population, until the remaining 1% of the population that was uninsured received coverage in 2000.

Beyond the 1990s, many countries in Latin America, the Caribbean, Africa, and the Asia-Pacific region, including developing countries, took steps to bring their populations under universal health coverage, including China which has the largest universal health care system in the world.

Health insurance is necessary for Americans to pay for the high cost of health care. You need it unless you are very wealthy, over 65, or very poor. The very wealthy can afford the cost of even extraordinary emergency or chronic medical care. Those over 65 have paid into Medicare. The very poor can qualify for Medicaid.

Everyone else must either purchase health insurance or risk medical bankruptcy. Since it is so common, many people have lost sight of its underlying purpose. It's just like insurance for your car, home, or apartment. It's supposed to protect your life savings from the devastating costs of a major accident, medical emergency, or a chronic disease.

But, unlike other insurance, health insurance makes it possible for you to get that health care when you need it. If you don't have car insurance, you can take the bus until you can afford to get your car fixed. If you break your leg, you can't splint it yourself until you save up enough to go to the doctor.

**5. Translate in a written form into Ukrainian one of the passages taken from any of above texts.**

**6. Write an opinion essay based on topic “The Necessity of Medical Insurance” applying the following linkers:** *to express opinion, in my opinion, personally, I think/ I believe (that I strongly believe that, it is clear (to me) that, I (completely) agree/disagree with, it seems to me that, as I see it, in my view, from my point of view, as far I am concerned, I am sure/ convinced that, I (dis)agree with the statement, because my main reason is/another reason, one reason for is, many people say/ believe that, because, since, because of/ due to.*

**7. Broadly applying various possible modern translation techniques and appliances (paper Cambridge dictionary, on-line translation, on-line dictionaries) change the following into Ukrainian putting it in your own words. Comment on what you have read.**

#### *МЕДИЧНЕ СТРАХУВАННЯ*

Медичне страхування має глибоке історичне коріння. Окремі елементи страхування були відомі ще за тисячі років до нашої ери. Археологічні знахідки дають можливість стверджувати: вже у стародавні часи різні народи добре усвідомлювали необхідність спорудження спеціальних громадських приміщень для зберігання запасів провізії на випадок можливої небезпеки. Випадки страхування у грошовій формі також простежуються дуже давно.

Так, у шумерів – одній із ранніх цивілізацій – вже в третьому тисячолітті до нашої ери торговцям видавали певні суми грошей у формі позики або створювали “спеціальні каси” для захисту їхніх інтересів на випадок втрати вантажу під час перевезень. В епоху Середньовіччя страхування поступово поширювалося й на інші ризики. Воно

здійснювалося через гільдії (братства) та цехи. Згодом гільдії почали спеціалізуватися за окремими професіями. З'явилися й захисні гільдії, що виконували завдання охорони особи та майна від різних зазіхань. Принцип взаємодопомоги закріплювався у статуті гільдії.

Поступово формувався перелік страхових подій та уточнювався розмір внесків і виплат. Існують різні версії з приводу заснування першого страхового товариства. Так, у 1602 р. створене голландське Ост-Індське товариство. Страхові компанії Англії, Німеччини та Франції займались морським страхуванням, страхуванням на випадок пожежі, у сільській місцевості – страхуванням посівів від знищення або пошкодження. У ХІХ ст. у страховій справі з'являються картелі і концерни. Один із великих концернів був створений у Берліні в 1874 р. Він діяв як міжнародний і складався з 16 страхових товариств, а через 50 років цей концерн об'єднував уже 230 товариств. Одночасно з майновим розвивалося й особисте страхування, а саме: на випадок каліцтва, хвороби, втрати годувальника, іншого нещастя. Особливо інтенсивно розвиваються всі форми і види страхування у ХХ ст., а в сучасному капіталістичному світі страхування стало невід'ємним атрибутом ринкової економіки. Аналіз літературних джерел свідчить про те, що надання матеріальної допомоги громадянам у випадку хвороби здійснювалося ще в Древній Греції та Римській імперії.

Так, у рамках професійних колегій функціонував механізм збору та виплат при настанні страхового випадку (травма, тривале захворювання із втратою працездатності, каліцтво). Оскільки страхування – один із фінансових інструментів суспільства і є складовою частиною економіки розвинутих держав, цьому поняттю дається таке визначення: страхування – це економічні відносини, за яких страхувальник сплатою грошового внеску забезпечує собі чи третій особі в разі настання події, обумовленої договором або законом, суму виплат страховиком, який отримує певний обсяг відповідальності та для її забезпечення поповнює й ефективно розміщує резерви, здійснює превентивні заходи щодо зменшення ризику, в разі необхідності перестраховує частину останнього. Однією з перших країн, де було запроваджено медичне страхування, є Німеччина. Система медичного страхування створена тут ще в 1881 р. Основним принципом німецької системи медичного страхування є те, що уряд не бере на себе відповідальність за фінансування охорони здоров'я (за винятком деяких його сегментів), а лише надає умови для того, щоб необхідні фонди були

створені працівниками та роботодавцями, а також здійснює нагляд за функціонуванням усієї системи медичного страхування.

Основною функцією уряду стосовно медичного страхування є забезпечення відповідності діяльності страхових кас нормам закону, зокрема щодо виконання страхових програм. У зв'язку з цим держава надає медичному страхуванню обов'язкового характеру та визначає його головні умови (базові ставки страхових внесків, схему фінансування та організації медичної допомоги), бере участь у формуванні цін на медичні послуги, надає недержавним органам, страховим компаніям та асоціаціям лікарів значні повноваження в управлінні системою та право представляти інтереси застрахованих і медичних працівників. У Німеччині діє децентралізована система медичного страхування: ним займається близько 1200 страхових кас (страхових фондів), побудованих за професійним принципом (шахтарі, фермери, моряки та ін.), за територіальним принципом, та ерзац-каси. Територіальні страхові каси беруть на себе страхування тих категорій населення, що не охоплені страхуванням на підприємствах.

У Франції медичне страхування було запроваджено в 1910 р. спочатку у вигляді фондів взаємодопомоги, а починаючи з 1928 р. ці фонди були перетворені у страхові компанії. На сьогодні у Франції існує єдина ієрархія страхових кас, діє вертикальна система медичного страхування: могутня страхова організація – Національна страхова організація (національна каса страхування найманих робітників), що перебуває під контролем Міністерства соціального забезпечення та праці й охоплює 78% населення, має 129 місцевих відділень, кожне з яких відповідає за страхування в окремому регіоні і не конкурує з іншими. Місцеві відділення мають певну автономію, але в цілому підлягають адміністративному контролю з центру

Один із найвищих у світі життєвих рівнів має Швеція. Тут страхові закони про медичне страхування були видані в 1898 р. Загальне обов'язкове медичне страхування було запроваджено в 1955 р. Воно охоплювало всіх громадян віком від 16 років. Національна система соціального страхування – загальна та обов'язкова для всього населення країни. А медичне і стоматологічне страхування є його невід'ємними частинами. Управління всією системою виконується 26 регіональними бюро соціального страхування, нагляд за діяльністю яких виконує Національна Рада соціального страхування. Затрати на соціальне благо компенсуються за рахунок 25% бюджету центрального уряду, 26% затрат



покривають муніципальні та окружні ради і 48% – роботодавці. На охорону здоров'я та медичну допомогу 18% коштів виділяє уряд, 51% – місцеві органи влади, 31% – роботодавці. Однією з особливостей шведської системи страхування є делегування застрахованими до страховиків своїх юридичних прав з питань медичного страхування. У Великій Британії використовується система бюджетного фінансування охорони здоров'я, що зумовлює його державний характер із великим рівнем централізації управління. Закон про страхування, прийнятий у 1912 р., запровадив принцип обов'язковості та охопив обов'язковим медичним страхуванням третю частину населення Англії, Шотландії та Ірландії, практично всіх осіб, які працювали, та службовців за договором найму

Система медичного страхування в Японії складна та багатогранна. У 1984 р. відбулося злиття кількох програм, і сьогодні функціонують тільки дві: державна та суспільна. Страхуванню підлягають усі працівники на підприємствах із кількістю працюючих 5 та більше осіб, а також члени їх сімей. Сума страхового внеску нараховується зі стандартного заробітку, що визначається щомісячно. Потрібно констатувати, що у всіх державах використовуються ті чи інші форми й види медичного страхування – як добровільного, так і обов'язкового. Лише такі економічно розвинуті країни, як Велика Британія, Швеція, Канада, Австралія можуть дозволити собі мати державну систему фінансування охорони здоров'я, але навіть у них є системи медичного страхування.

**8. Complete the essential vocabulary table “Parts of Speech” incorporating active glossary extracted from translated article.**

<i>Nouns</i>	<i>Verbs</i>	<i>Adjectives</i>	<i>Adverbs</i>	<i>Other (Set Expressions, Phrasal Verbs, Idioms, Collocations)</i>
<i>Health</i>	<i>Recover</i>	<i>Medical</i>	<i>Highly</i>	<i>Warm Up</i>

**9.1. Speech etiquette in modern communication! Be creative in finding the most appropriate English equivalents to the frequently used idioms, phrases in today’s business environment.**

1. одержання нових ліків шляхом вирощування генетично модифікованих рослин.
2. період життя людини, коли вона не страждає від хронічних недуг.
3. косметична хірургія.
4. безкоштовне надання медичних послуг.
5. договір зі страховою.
6. захист здоров'я і працездатності.
7. охорона

здоров'я населення. 8. забезпечення більшої доступності. 9. страховий випадок. 10. стаціонарне лікування.

**9.2. Research activity: complete this list looking for as more as possible the newest expressions lately appeared in modern speaking on business.**

**10. Make a project on theme “Global Medicine and Health Issues: HealthCare and Medical Insurance” in three possible deliveries: a) presentation in front of audience with personal speech and comments; b) written report-analysis based on collective data from various sources; c) multimedia option presented by means of selected topical video.**

### SELF-ASSESSMENT MODULE#V

#### 1. Complete the communication quiz “How healthy Are You?”.

*Instructions. For each statement, write down (very often, often, sometimes, rarely or not at all) that best describes you. Please answer questions as you actually are (rather than how you think you should be), and don't worry if some questions seem to score in the "wrong direction."*

1. You watch enough medical dramas on TV.\_

---

2. You use some ointment to rub in to get rid of the inflammation.

---

3. You follow the doctor's prescription.

---

4. You lose weight if you are overweight.

---

5. Exercise is a proven way to improve your health. You walk a lot.

---

6. At work/university you walk around every hour.

---

7. You cook healthy food.

---

8. You limit your time in the sun.

---

9. You pay initial medical costs.

---

---

10. You use insurance broker services.

---

**2. Results Interpretation.** Write down your own profile as an insurance broker.

***Key points of communication quiz***

*You'll encounter some alphabet soup while shopping; the most common types of health insurance policies are HMOs, PPOs, EPOs or POS plans. The kind you choose will help determine your out-of-pocket costs and which doctors you can see. While comparing plans, look for a summary of benefits. Online marketplaces usually provide a link to the summary and show the cost near the plan's title. A provider directory, which lists the doctors and clinics that participate in the plan's network, should also be available. If you're going through an employer, ask your workplace benefits administrator for the summary of benefits.*

## **MODULE #VI GLOBAL TOURISM: INTERNATIONAL BENEFITS ALONG WITH THREATS**

**1. Open the group discussion by paraphrasing the quotations below. Which one do you agree with? Why?**

– “Travel isn’t always pretty. It isn’t always comfortable. Sometimes it hurts, it even breaks your heart. But that’s okay. The journey changes you; it should change you. It leaves marks on your memory, on your consciousness, on your heart, and on your body. You take something with you. Hopefully, you leave something good behind.” – *Anthony Bourdain*

– “Traveling – it leaves you speechless, then turns you into a storyteller.”  
*Ibn Battuta*

– “We travel, some of us forever, to seek other places, other lives, other souls.” – *Anais Nin*

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

– “Travel makes one modest. You see what a tiny place you occupy in the world.” – *Gustave Flaubert*

– “The man who goes alone can start today; but he who travels with another must wait till that other is ready.” – *Henry David Thoreau*

– “Broad, wholesome, charitable views of men and things cannot be acquired by vegetating in one little corner of the earth all of one’s lifetime.” – *Mark Twain*

– “Man cannot discover new oceans unless he has the courage to lose sight of the shore.” – *Andre Gide*

**2. Show what you know. Study the following vocabulary giving extensive explanations; come up with statements including some of them as well as try to add couple of your own to this list. Consider the presented tips for using lexis:**

– Look carefully through the list to make sure you know the words and are confident that you can use them in your written or spoken English.

– Look up the meaning of any new words and put them in a sentence. If you’re not sure your sentence is correct, post it in the comments section at the bottom of the page and we’ll check it for you.

– Make a handwritten note of any new words, ideally in a separate note pad that you carry with you. Whenever you have a few minutes – waiting for a bus, just before going to sleep, waiting for the kettle to boil – take out the list and look through, reminding yourself of the word and the meaning.

- Improving your vocabulary for IELTS takes practice, so try to use the new word(s) in any suitable situation over the next few weeks – using the new word will help you remember it!
- Write the new word a number of times – writing down vocabulary will help you remember it and will also help with spelling.

Airport check-in fly land landing plane take off destination journey passenger route travel travel agent trip camp go camping charger flight cruise excursion (youth) hostel hotel luggage motel package holiday self-catering holiday sightseeing go sightseeing suitcase tour tourism tourist vacation bus station car coach coach station lane motorbike motorway rail go by rail railway railway station road main road minor road boat crossing ferry port sail sea set sail ship voyage ABTA the Association of British Travel Agents agritourism in the countryside attraction enjoyable beauty countryside that attracts tourists Butlins groups of buildings containing restaurants, swimming pools, bars, places to sleep where people can spend their holiday a lot of free entertainment for visitors courier look after tourists on an organized holiday ecotourism the business of creating and selling holidays that give people the chance to learn about a natural environment, and cause as little damage to the environment as possible gondolier to take people for rides in a gondola in Venice guide guidebook a book for tourists that provides information about a place heritage centre a building where tourists and other visitors get information about a place and its people, including information about the natural features of the area high season World Health Organization (WHO) World Industry Council on the Environment (WICE) World Leisure and Recreation Association (WLRA) World Travel and Tourism Council (WTTC) Union of International Fairs (UIF) Pacific Asia Travel Association (PATA) Multinational Meetings Information Services BV Nordic Hotel and Restaurant Association

**3. Reading comprehension with deep analysis of its parts and content as well.**

**3.1. Read the article and translate it into Ukrainian.**

**3.2. Discuss the meanings of the highlighted words and phrases in the article.**

**3.3. Write the plan to the text and summarize it in a written form using the following linking devices:**

<i>First(ly)</i>	<i>Second(ly)/third(ly)</i>	<i>Conversely\On the contrary</i>
<i>First of all</i>	<i>In the second place</i>	<i>Even though\Although</i>
<i>For a start</i>	<i>Subsequently</i>	<i>In spite of\Despite</i>
<i>In the first place</i>	<i>Simultaneously</i>	<i>Differing from\In contrast\Instead</i>
<i>Initially</i>	<i>And then</i>	<i>In comparison</i>
<i>To begin/start with</i>	<i>Next</i>	<i>In reality</i>
<i>Let us</i>	<i>Formerly/previously</i>	<i>On the one hand\On the other hand</i>
<i>begin/start by</i>	<i>Both... and ...</i>	<i>Notwithstanding\Nonetheless\Nevertheless</i>
<i>First and foremost</i>	<i>Analogously</i>	<i>evertheless</i>
<i>First and most importantly</i>	<i>Equally</i>	<i>Still\Yet</i>
<i>Due to / due to the fact that</i>	<i>Likewise</i>	<i>Unlike</i>
<i>Owing to / owing to the fact that</i>	<i>Just like</i>	<i>Whereas\While</i>
<i>Because</i>	<i>Similarly</i>	<i>Summing up/to sum up</i>
<i>Because of</i>	<i>Correspondingly</i>	<i>To conclude/in summary</i>
<i>Since</i>	<i>In the same way</i>	<i>Finally</i>
<i>As</i>	<i>In the same manner</i>	<i>In short/in brief</i>
	<i>By the same token</i>	<i>On the whole</i>
	<i>Alternatively</i>	<i>Ultimately</i>
	<i>But\</i>	<i>Last/lastly</i>
	<i>However</i>	<i>Last of all</i>
		<i>Last but not the least</i>

***TOURISM INDUSTRY: EVERYTHING YOU NEED TO KNOW ABOUT TOURISM***

What is the tourism industry? So, what is the tourism industry? 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. It is vital to understand that the tourist industry is linked to movement to different locations, based not only on leisure, but also business and some additional travel motivators. With that being said, 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. As an example, this means that expatriates and long-term international students are not technically classed as tourists.

*The Tourist.* In simple terms, a tourist is a person travelling to another location, away from their usual social environment, for business, pleasure or social reasons. By most accepted definitions, to be classed as a tourist, a person needs to stay at that location for longer than 24 hours, but for no longer than one year. Tourists may be motivated to travel by a range of different factors, such as refreshment of body and mind, or the pursuit of excitement, entertainment or pleasure. Alternatively, travellers may be driven by cultural curiosity, self-improvement, business, or by a desire to visit friends and family, or to form new relationships.

While business travellers are usually classed as tourists, it is worth noting that many definitions of the word exclude those who travel with the intention of making an income in the place that they travel to.

*What Are the Benefits of the Tourism Industry?* 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.

*What Are 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.

2. *Airline Industry.* The airline industry plays a vital role in the modern travel industry, providing passengers with access to both domestic and overseas flights, allowing them to quickly reach their intended destinations via commercial aircraft. Airline services are generally divided into scheduled and chartered flights.

3. *Car Rental.* For many tourists, having access to a car is an important part of their tourist experience, ensuring they have the freedom to explore and travel freely. Car rental services provide this kind of access and often operate in close proximity to airports, or even in partnership with particular airlines or travel companies.

4. *Water Transport.* As the name suggests, the water transport sub-section is concerned with movement across water. This includes things like ocean liners and ferry transport, where the objective is usually to get passengers from A to B, but also includes cruise liners, where being on the cruise liner itself forms the main part of the travel experience.

5. *Coach Services.* Coach and bus services are an important part of the tourism industry, offering long distance travel, assisting airport passengers with travel to their accommodation, taking groups of tourists on day trips to local attractions or popular tourist destinations, and offering access to other nearby towns and cities.

6. *Railway.* Rail travel has played a key role in the tourism industry since the 19th century and continues to do so. Railways not only provide a means for travellers to get to their destination, but over ground and underground rail services also provide options for navigating many of the major towns and cities that tourists visit as well.

7. *Spacecraft.* A new element of the transport sector – and one that will become increasingly important in the years ahead – involves the use of spacecraft to carry tourists into space. Indeed, Virgin Galactic, recently sent the VSS Unity space plane into outer space and is planning to offer commercial flights to ‘space tourists’ in the near future.

8. *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 sub-section, there are a number of different components, ranging from the hotel industry to camping, hostels and cruises. These sub-sections are explained in greater detail below.

*Hotels.* Hotels are the most obvious and popular form of accommodation for tourists and the hotel industry is inextricably linked to the tourism industry. Put simply, hotels provide paid lodgings for guests. With that being said, aside from beds and other essential facilities, the services they provide can vary quite drastically.



*Shared Accommodation.* In more recent times, shared accommodation has emerged as a major option for tourists. One of the most popular services offering shared accommodation is Airbnb, where users are able to list spare rooms and rent them out to travellers on a short-term basis. These could be individual, private rooms, or common areas shared with others. Hostels. A hostel is typically a lower-priced accommodation option, suitable for those operating on a lesser budget, or those who are attempting to reduce their travel costs. It is a form of sociable accommodation, where multiple guests will rent beds in a shared space, typically with communal bathroom and kitchen facilities.

*Camping.* Camping is the practice of staying outdoors overnight, in a tent or similar type of shelter. While tourists may opt to camp in public areas, commercial camp sites are extremely popular and often more convenient. These commercial sites will typically charge for access, but will also provide additional facilities or utilities.

*Bed & Breakfast.* B&B accommodation offers a small number of rooms for guests and offers overnight stays and breakfast in the morning. In most cases, guests will have a private bedroom and bathroom, although bathroom facilities are sometime shared. The owners or hosts of these establishments will often live in the bed & breakfast too.

*Cruises.* Cruises also come under the accommodation sector, because cruise liners serve as a form of accommodation in their own right. Typically, on a cruise, travellers will be allocated their own cabin and the cruise itself will last a set length of time, with tourists staying on the cruise ship for the majority of the duration.

*Farmhouse Accommodation and Agri-Tourism.* Travellers are increasingly willing to stay in farmhouse accommodation, usually on a self-catering basis. This is linked to the idea of agri-tourism, where tourists visit farms, learn about the work that goes on there, and sometimes even participate in the daily work themselves as part of the travel experience.

*Time-Share Accommodation.* Finally, time-share accommodation, also known as vacation ownership accommodation, refers to accommodation where ownership or usage rights are divided between multiple individuals. These individuals are allotted their own time frame – typically a week or two weeks out of the year – where they have the right to use the property.

9. *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 socialise, meet new people and enjoy themselves.

*Restaurants.* Restaurants or eateries provide one of the main ways in which tourists eat food and socialise on their travels. This category includes everything from fast-food restaurants like McDonald's and KFC, through to family restaurants, and luxury restaurants offering high-end cuisine.

*Catering.* Catering is usually recognised as the provision of food services at more remote locations. Within this sub-section would be the various food and drink offerings found at hotels and other accommodation types, as well as on planes, cruise ships or trains. It also includes offerings at many tourist attractions or entertainment sites.

*Bars & Cafés.* Bars and cafés are an important part of the local economy in many travel destinations, offering tourists a more relaxed location to consume refreshments, drink alcohol and socialise with locals or other tourists. They tend to be smaller than restaurants and may have a theme, or serve a fairly general range of products.

*Nightclubs.* Nightclubs are one of the single most essential parts of the food and beverage sector, providing travellers with entertainment during the night and actually attracting many tourists to some destinations in the first place. Indeed, some travel hotspots base their entire industry around the nightlife that is on offer there.

*10. 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.

*Casino.* Casinos are an entertainment facility centred around gambling activities. The majority of these activities are games of chance, although casinos do also offer games where there is some element of skill involved. Additionally, casinos are commonly connected to hotels and may offer further entertainment, such as music or comedy performances.

*11. Tourist Information.* In the modern travel and hospitality industry, tourist information exists both online and offline. Examples of online tourist information include informational websites highlighting local attractions, tourist sites or facilities. Meanwhile, offline services include tourist information centres and literature produced by the tourist board.

12. *Shopping.* The retail industry and the travel industry are closely connected and most major tourist destinations will also provide shopping facilities. Shopping can even, in some cases, attract tourists in the first place, while the shopping sub-section of the entertainment sector also includes things like duty free shopping and local market trading.

13. *Tourist Guides & Tours.* Tourist guides provide tourists with access to organised tours of local attractions, landmarks, educational buildings and other places of interest. In doing so, they are able to offer assistance, expert insight, and context, often making the experience more enjoyable, convenient and worthwhile for the tourist(s).

14. *Connected Industries.* Finally, there are also a number of industries that are either directly or indirectly connected to the tourism industry. These include industries based on actually connecting customers with travel services, as well as industries based on providing customers with important information that can assist them on their travels. Some of the most notable related industries are detailed in greater depth below.

*Financial Services.* Financial services can be linked to the travel industry in a number of ways, with the most obvious being the provision of insurance products, which offer financial protection in emergency situations, or in cases where medical treatment is needed. Additionally, financial services may be connected to things like currency exchanges.

*Travel Agents.* Travel agents sell travel or tourism-related products to customers on behalf of suppliers. They generally receive a commission from suppliers and also offer travellers advice on the best travel products to suit their particular needs or preferences. Some travel agents also offer business travel services.

*Tour Operators.* Tour operators tend to sell package holidays, which combine multiple travel and tour services into a single product. A package holiday might, for example, include charging tourists for flights, airport transfers, a hotel stay, and services from a local rep. It could also include holiday experiences or a set itinerary.

*Online Travel Agencies (OTAs).* Online travel agencies, or OTAs, offer similar services to other travel agents, although these services are delivered over the internet, providing more of a self-service experience. Some of the most popular OTAs include Expedia, Booking.com, Kayak and lastminute.com. These OTAs may also double as metasearch engines.

*Tourism Organisations.* Tourism organisations are essentially organisations that exist to look out for the tourism industry and act on its behalf.

They may have influence over national tourism policies, might lobby governments in the interests of the tourism industry, and could also work to bring the various sectors together.

*15. Educational.* Finally, the travel industry also increasingly includes an educational component, with many people travelling to attend conferences or exhibitions, which are often centred around specialised topics. Additionally, schools and training programmes form part of this sub-section of the travel and hotel industry.

**4. Get acquainted with two scientific researches concerning advantages and disadvantages of internet communication skimming together with scanning two texts below. Prove the content comprehension with 10 questions for groupmates' discussion. Exchange the list of enquiries with other partners in form of dialogues and mini-presentations.**

*TEXT #1. GLOBALIZATION AND THE TOURISM INDUSTRY*

The current global recession is impacting the tourist industry worldwide and few places are immune. Countries, such as the UAE, which boasted about its immunity in April 2008, saw massive lay-offs in construction in its capital Dubai, only a few months later due to fewer tourist dollars. While international travel is down, local and regional travel is doing relatively better as people decide to travel closer to home.

Tourism is one of the largest industries worldwide, accounting for ten percent of the world GDP (\$7-8 trillion) and ten percent of the US GDP (\$1.2 trillion dollars). For many countries, such as the Bahamas and other island economies, it is the main source of income and employment. About 240 million people worldwide are employed in travel and tourism.

This analysis will address the impacts of tourism on culture, development, and the environment and will provide an in-depth case study of the impact tourism on the Polar Regions.

*Tourism and Culture.* Culture influences and is influenced by tourism. Many people choose to travel to learn about different cultures. Heritage travel allows visitors to historic and culturally-significant sites. Heritage travelers often gain opportunities to meet with local members of the community and learn about their customs and ways of life. Promotion of the heritage sites and the provision of translation and related educational services increases the likelihood that tourists will visit the heritage sites. Local cultures are often impacted by

tourists and many fear that contact changes the local culture. In response, many institutions promote sustainable tourism in which local cultures are preserved.

*Tourism and Development.* The U.N. World Tourism Organization states that tourism is one of the best ways for poor countries to earn foreign currency. Tourism is the second largest source of foreign dollars (after petroleum) for the world's 40 poorest countries.

Government and multilateral policies directly impact tourist activities. Government can encourage tourism through regulations, official statements, collaborations, and incentives across multiple governmental bodies. The United Nations World Tourist Organization (UNWTO) serves as a global forum for tourism policy issues. The UNWTO focuses on helping developing countries with sustainable tourism policies and provides technical and financial assistance to countries seeking to attract foreign tourists and educate tourism specialists.

There are different strategies for communities to use tourism to strengthen the economy. Community-based tourism is usually run by local residents who invite tourists to visit their local communities, including offering overnight accommodations. Sustainable Travel International notes that "Community-based tourism is socially sustainable tourism which is initiated and almost always operated exclusively by local people. Shared leadership emphasizing community well-being over individual profit, balances power within communities, and fosters traditional culture, conservation, and responsible stewardship of the land."

Others disagree with its effectiveness, J. Mitchell and P. Muckosy note that community-based tourism is not the answer to poverty alleviation since it does not reduce poverty on a large scale; they note that locals should connect to mainstream tourism whose benefits are well-documented (rather than develop alternative tourist options). In another article, J. Mitchell notes that governments should focus on strategies that increase the pie and increase the portion allotted to the poor and that governments should not neglect domestic tourism by the local middle class.

*Tourism and the Environment.* Increased ease of travel and disposable income has led to increased tourism around the world, especially to locations that were once remote and unreachable. A Washington Post article by Elizabeth Becker, "Don't Go There," discusses how tourism is harming the environment.

Becker notes: "Global tourism today is not only a major industry — it's nothing short of a planet-threatening plague. It's polluting land and sea, destroying wildlife and natural habitat and depleting energy and natural resources. From Asia to Africa, look-alike resorts and spas are replacing and

undermining local culture, and the international quest for vacation houses is forcing local residents out of their homes. It's giving rise to official corruption, wealth inequities and heedless competition. It's even contributing to human rights violations, especially through the scourge of sex tourism”.

Becker offers the example of Cambodia's Ankor Temples, which has become a major tourist destination for Asian tourists, bringing in nearly a million tourists and \$1 billion dollar in 2007. The Temples are sinking and the area's water tables are being stressed from the quantity of tourists. Other examples include the damage to the Caribbean's ocean ecosystem caused by cruise ships.

The International Ecotourism Society (IES) provides statistics that agree with Becker's assertion, such as the fact that 90 out of the 109 countries with coral reefs have reefs that have been damaged by cruise ship anchors and sewage, as well as by tourists breaking off the coral as a souvenir.

*Sustainable Tourism.* Sustainable tourism and ecotourism are two possible routes to address the myriad of environmental and social problems associated with tourism. The UNEP and the UNWTO list 12 principles of sustainable tourism: economic viability, local prosperity, employment quality, social equity, visitor fulfillment, local control, community well-being, cultural richness, physical integrity, biological diversity, resource efficiency, and environmental purity. Ecotourism has been growing 20 -34 percent annually and has become a priority of the United Nations Environment Programme (UNEP).

An article on Mediterranean policy and sustainable tourism notes how different government policies can affect sustainability. Rejuvenation policies that try to make an area more competitive in the international market, but usually only address the economic aspects of sustainable tourism. Quality Improvement policies can attract more high spenders, but are costly and may not improve the environmental aspects of sustainable tourism and can hurt the economy if the policies discourage mass tourism. Diversification strategies that create niche markets can be helpful, but should not be used if they require large-scale changes in the cultural and natural environment.

One challenge that specifically impacts the Mediterranean markets is the overdependence on tour operators that minimize the profits of local entrepreneurs. Tour operators can be beneficial as they help with marketing and are perceived as helping with enhance services and facilities. Some believe that these benefits can be better achieved by directly offering the services to the tourists; technology can help facilitate the shift. Others prefer collaboration with the tour operators to achieve sustainability.

While widely-touted as beneficial, a recent study by Minority Rights Group International notes that in certain areas, indigenous populations have been evicted to create ecotourism spaces; for example, 50 per cent of indigenous communities in Kenya have lost land in the name of ecotourism or other development initiatives. Minority Rights Group International calls for the following rights for indigenous peoples: “a recognition of indigenous collective land rights, the right to participation and development, the right to prior and informed consent.”<sup>14</sup> While offering many potential positive outcomes, ecotourism and sustainable tourism must make sure to keep in mind the needs of all local communities.

*Case Study: Polar Regions.* A UNEP report “Tourism in the Polar Regions: The Sustainability Challenge,”<sup>15</sup> highlights the impacts of tourism on the Polar Regions (Arctic areas and Antarctica). In Antarctica, ship-borne tourists increased 344 percent in the past 13 years and land-based tourists increased 917 percent in the past nine years. Visitors to the Arctic have grown tremendously as well. There are five tourist markets for the Polar Regions: 1) mass market, 2) sport fishing and hunting market, 3) ecotourism market, 4) adventure tourism market, and 5) culture and heritage tourism market.

Increased tourism has impacted the polar environment. The Polar Regions hold most of the world’s ice and snow and serve as a crucial habitat for migrating land, bird, and marine species, whose survival is dependent on the availability of food and nesting areas found only in these regions.

Global warming is changing the environment and making it easier for tourists to come. For example, the sea ice cover is being reduced for longer periods of time, which lengthens the tourist season and makes it easier for tourists to visit. Wildlife viewing and sports fishing are being impacted by decreasing wildlife habitat boundaries and changing migratory routes.

Other tourist impacts on the environment include: trampling of vegetation and forest tundra in accessible and highly trafficked spots; noise pollution from helicopter flights that scares local birds and could lead to dropped eggs; garbage, waste, and pollution from cruise ships and land-visitors; and disturbance of cetaceans, specifically in Antarctica.

Tourism provides both negative and positive outcomes for native Arctic people (there are no indigenous communities in Antarctica). Positive outcomes include much-needed income and jobs in the tourist industry, tax revenue from tourist fees, as well as opportunities to showcase and perpetuate local languages, traditional ceremonies, and artwork. Negative outcomes include the the costs to

upkeep of the tourism infrastructure, potential loss of lives associated with carrying out rescue operations, and violation of traditional customs.

Addressing the multiple of environmental, cultural, and economic impacts are difficult due to the scarcity of resources. There are not enough personnel to monitor the natural resources and the tourists, to collect and dispose of waste, to respond to emergency calls, and to implement appropriate sustainable, environmental measures. One tool that has been used effectively by the Arctic regions, and is being considered for Antarctica, is the use of licensed guides and special permits for recreation activities such as rafting, mountaineering and wildlife photograph, which benefit the recipient as well as the community, since many native peoples are employed as guides.

Policy decisions concerning the Arctic can be made by 1) supranational organizations, such as the United Nations; 2) Native peoples who have increasingly gained autonomy and self-rule, and 3) eight nations who lay claim to the lands (Canada, Denmark (including Greenland and the Faroe Islands), Iceland, Norway, Sweden, Finland, Russia, and the United States.)

Policy decisions for Antarctica are made only by supranational organizations, such as the Antarctic Treaty in 1966 and, more recently the May 2007 resolution that discouraged cruise ships with a capacity larger than 500 persons, required increased coordination amongst tour operators, and set passenger-to-guide ratios. For the most part the Antarctic is self-regulated, which requires the cooperation of scientists, tourists, and international organizations.

*Conclusion.* Tourism is inexplicably linked to global economic, social, environmental, and political trends. Both the public and private sphere set policies that impact global trends in tourism. Many look to sustainable tourism as the “end-all-and-be-all” to address all tourism-based challenges, but others note that mass tourism should not be neglected. Since the fate of the tourist industry is so interconnected with most global issues, managing tourism should be addressed by governments and international governance organizations.

**5. Translate in a written form into Ukrainian one of the passages taken from any of above texts.**

**6. Write a opinion essay based on topic “*Impact of Globalization on Tourism: Positive and Negative Outcomes*” applying the following linkers: to express opinion, in my opinion, personally, I think/ I believe (that I strongly believe that, it is clear (to me) that, I (completely) agree/disagree with, it seems**



*to me that, as I see it, in my view, from my point of view, as far I am concerned, I am sure/ convinced that, I (dis)agree with the statement, because my main reason is/another reason, one reason for is, many people say/ believe that, because, since, because of/ due to.*

**7. Broadly applying various possible modern translation techniques and appliances (paper Cambridge dictionary, on-line translation, on-line dictionaries) change the following into Ukrainian putting it in your own words. Comment on what you have read.**

### *8 ПЕРЕКОНЛИВИХ ПРИЧИН, ЩОБ ПОДОРОЖУВАТИ ЧАСТИШЕ*

Подорож – це завжди можливість відкрити щось нове та відпочити тілом й душею. Деякі люди народжуються з любов'ю до подорожей і проводять своє життя, шукаючи нові враження. Інші ж планують свої щорічні відпустки, вихідні, які проводять теж поза домівкою. Ваша подорож не обов'язково повинна бути тривалою. Провівши один день поза звичною атмосферою, досліджуючи нове місто, ви відкриєте в собі нові можливості, приховані вміння та наповнитесь незабутніми емоціями.

*Відпочинок.* Якщо ви перебуваєте далеко від щоденного стресу, ваше тіло і розум відпочиває. Окрім цього, ви отримуете новий досвід та вчитеся тримати свої думки подалі від щоденних проблем. Завдяки цьому ви можете зосередитись на тому, що бачите – пам'ятки, запахи, звуки та інше. Через кілька днів ви відчуєте, що ваше тіло починає розслаблятися.

*Відкриття нового.* Подорожі допомагають пробудити "внутрішню дитину", завдяки чому ви дивитесь на світ іншими очима. Зробіть те, що так і не зробили, наприклад, покатайтесь на гойдалці чи поплавайте. Перерви в роботі. Деякі з ваших ідей спадають на думку тоді, коли ви займаєтесь чимось іншим, окрім вашої роботи. Спробуйте забути про неї під час подорожі і зануртесь в новий досвід, який оточує вас.

*Час для близьких людей.* Через шум та постійний поспіх в сучасному світі, ми часто забуваємо про стосунки з сім'єю та близькими нам людьми. Подорожуючи разом, у вас з'являться спільні спогади, ви будете обмінюватись досвідом.

*Пошуки себе.* Коли ви перебуваєте поза межами звичного для вас світу, то починаєте бачити речі під іншим кутом, у вас з'являється натхнення, ви можете відновити інтерес до того, що давно уже забули, але так і не втілили в життя.

*Нові знання.* Самі подорожі створюють нові випробування для людини, а тому вона змушена розширювати свій набір навичок. Коли ви пробуєте щось нове, збільшуються ваші фізичні та психологічні здатності, а це з часом породжує більшу впевненість в собі.

*Час для роздумів.* Плануйте час, щоб під час подорожі нічого не робити. Посидіть на вершині гори, сходите на рибалку, погрійтесь на сонці або подрімайте. Дозвольте своєму розуму насолодитись моментом, коли ви відпочиваєте, і ви самі побачите, як з'являються свіжі ідеї.

*Зв'язок з природою.* Більшість людей проводять занадто багато часу в закритому приміщенні. Подорожі змушують вас вийти на вулицю, дихати свіжим повітрям і насолоджуватись здатностями природи заспокоювати.

### *СТАТТЯ №2 МІЖНАРОДНІ ТУРИСТИЧНІ ОРГАНІЗАЦІЇ*

Нині у світі нараховується близько 70 міжнародних організацій, які тією чи іншою мірою займаються проблемами розвитку туризму.

Всесвітня туристична організація — WTO (World Tourism organization — WTO). Це міжурядова організація, до складу якої входять близько 160 країн і територій, декілька асоційованих членів і понад 350 членів, які мають статус приєднаних і представляють турфірми, авіакомпанії тощо приватного сектору, навчальні інституції, туристичні асоціації та місцеві органи управління туризмом. WTO є спеціалізованою агенцією ООН і провідною міжнародною організацією у сфері туризму. Вона діє як глобальний форум з питань туристичної політики і практичне джерело туристичних ноу-хау.

Міжнародна асоціація повітряного транспорту — це всесвітня організація для всіх міжнародних авіаперевезень, заснована в 1919 р. і реорганізована після закінчення II світової війни у 1945р. Штаб-квартира знаходиться у Монреалі (Канада). Європейський центр — в Женеві (Швейцарія). IATA представляє собою професійну асоціацію авіаційних компаній, які здійснюють міжнародні рейси. Головна її функція - упорядкування міжнародного комерційного авіаційного сполучення, введення єдиних для всіх членів правил і процедур та встановлення погоджених тарифів, пасажирські авіаперевезення на міжнародних маршрутах.

Міжнародна організація цивільної авіації заснована відповідно до Чиказької конвенції про цивільну авіацію 1944 року, є спеціалізованою установою ООН, що займається організацією і координацією

міжнародного співробітництва держав у всіх аспектах діяльності цивільної авіації. Учасниками ІКАО є біля 190 держав, у тому числі на основі правонаступництва й Україна. СРСР вступив в ІКАО 10 листопада 1970 року. Штаб-квартира розташована у місті Монреаль (Канада).

ІКАО досліджує проблеми організації міжнародної цивільної авіації, повітряних трас, створення аеропортів і аеронавігаційних засобів, розробляє міжнародні стандарти для конструювання й експлуатації повітряних суден, правила з використання устаткування, засобів зв'язку і контролю над польотами; сприяє уніфікації митних, імміграційних і санітарних правил. У рамках ІКАО розробляються проекти міжнародних конвенцій.

Також є багато інших, зокрема: Всесвітня туристична організація; Всесвітня федерація асоціацій туристичних агентств; Міжнародна ліга організаторів туризму з діловими цілями; Міжнародна молодіжна туристична служба; Міжнародна рада музеїв; Міжнародна асоціація парків відпочинку і розваг ; Міжнародна академія туризму; Американське товариство туристичних агентств; Європейська туристична комісія; Асоціація туристичних агентств країн Тихоокеанського регіону; Конфедерація туристичних організацій країн Латинської Америки.

## 8. Complete the essential vocabulary table “Parts of Speech” incorporating active glossary extracted from translated article.

<i>Nouns</i>	<i>Verbs</i>	<i>Adjectives</i>	<i>Adverbs</i>	<i>Other (Set Expressions, Phrasal Verbs, Idioms, Collocations)</i>
<i>Tourism</i>	<i>Visit</i>	<i>Amazing</i>	<i>Quickly</i>	<i>Cover a lot of ground</i>

### 9.1. Speech etiquette in modern communication! Be creative in finding the most appropriate English equivalents to the frequently used idioms, phrases in today’s business environment.

1. в адміністративному порядку. 2. спека, як у пеклі, нестерпна (нестерпуча, страшенна) нудота (нудьга)). 3. як з воску вилити. 4. відкрив Америку! 5. Не їсться, не п’ється, і серце не б’ється, апетит приходить під час їжі. 6. Перший шматок з’їси усмак, а другий уже не так. 7. митець (мастак) у своєму ділі (у своїй справі). 8. продати з аукціону (з торгів, з молотка); цінувати, поцінувати. 9. наказати (наверзти, намолоти) сім мішків (три мішки) гречаної вовни; наказати на вербі груш; смаленого

дуба плести. 10. зчинити гвалт (галас, лемент, гармидер, рейвах), приводити, привести кого до банкрутства; завдавати, завдати кому банкрутства; вивернути кому кожуха.

**9.2. Research activity: complete this list looking for as more as possible the newest expressions lately appeared in modern speaking on business.**

**10. Make a project on theme “Popular Types of Tourism in Ukraine as well as around the Globe” in three possible deliveries: a) presentation in front of audience with personal speech and comments; b) written report-analysis based on collective data from various sources; c) multimedia option presented by means of selected topical video.**

### SELF-ASSESSMENT MODULE#VI

**1. Complete the communication quiz “What does it take to be an International Business Traveler?”.**

**Instructions.** *For each statement, write down the extensive reply that best describes you. Please answer questions as you actually are (rather than how you think you should be), and don't worry if some questions seem to score in the "wrong direction."*

**Tip:** *If you can't answer every question. Set aside an hour, fire up the Internet, and do your homework.*

1. What is the size of the country; population and area?

---

2. What are the top 3 or 5 cities, and why?

---

3. Who is the President?

---

4. What are the main political parties?

---

5. What are the official languages?

---

6. What is the ethnic makeup of the country?

---

7. What is the climate and weather throughout the year?

---

8. What are some of the important geographic features (rivers, mountains, lakes)?

---

9. What are the major religions?

---

10. What countries are neighbors?

---

11. What is the currency and exchange rate?

---

12. What are the countries biggest industries; national and export?

---

13. Who are your competitors, and how long have they been established in the country?

---

14. What are 3 significant issues affecting your industry in this country?

---

15. What are 3 significant national issues that are in the news in the last 2 weeks?

---

16. What national holidays or events will be celebrated during your visit?

---

**2. Results Interpretation.** Write down your own profile as an international business traveller.

***Key points of operating as a successful global tourism manager***

- *The June 5, 2006 issue of the Harvard Business School, Working Knowledge for Business Leaders has a wonderful article by Glenn Rifkin, regarding successful global manager's skills and the problems faced by corporate employees who must work in new cultures.*
- *From my experience working in Latin America and the Asia-Pacific regions, this article is dead-on in terms of identifying the "soft-skills" required for a successful international manager. I believe that many times these skills and abilities are overlooked, ignored, or minimized when evaluating a candidate for an overseas position.*
- *If you are working overseas, contemplating it as an option, or the person responsible for hiring international managers, don't miss these ideas.*
- *But why is it so difficult to develop effective global managers? The answers are as complex as the world's geographies. Each company has its own specific needs and challenges, and every country presents a unique and rapidly changing landscape in which work must be accomplished.*
- *But even so, there are steps companies and managers can take to better prepare for the challenges of managing globally. Our focus here is threefold: (1) to develop a clearer understanding of the challenges of managing people across borders; (2) to instill in new global managers an awareness of and an appreciation for the vast differences among the cultures in which they do business; and (3) to give global managers the tools and support they need to succeed.*

## **MODULE #VII GLOBAL ECO-LIFE STYLE: GREEN THEORY AND ENVIRONMENTAL ISSUES**

### **1. Open the group discussion by paraphrasing the quotations below. Which one do you agree with? Why?**

- Earth and water, if not too blatantly abused, can produce again and again for the benefit of all. *Stewart L. Udall.*
- Humans merely share the earth. We can only protect the land, not own it *Chief Seattle.*
- Conservation is like freedom It can only be maintained by constant vigilance. *Prince Philip.*
- The most alarming of all man’s assaults upon the environment is the contamination of air, rivers and sea with dangerous and even lethal chemicals. *Rachel Carson.*
- We cannot command nature except by obeying her *Francis Bacon.*
- Treat the Earth well. It wasn’t given to you by your parents, it was loaned to you by your children. *Lee Talbot.*
- Life exists in the universe only because the carbon atom possesses certain exceptional properties. *James Jeans.*

### **2. Show what you know. Study the following vocabulary giving extensive explanations; come up with statements including some of them as well as try to add couple of your own to this list. Consider the presented tips for using lexis:**

- Look carefully through the list to make sure you know the words and are confident that you can use them in your written or spoken English.
- Look up the meaning of any new words and put them in a sentence. If you’re not sure your sentence is correct, post it in the comments section at the bottom of the page and we’ll check it for you.
- Make a handwritten note of any new words, ideally in a separate note pad that you carry with you. Whenever you have a few minutes – waiting for a bus, just before going to sleep, waiting for the kettle to boil – take out the list and look through, reminding yourself of the word and the meaning.
- Improving your vocabulary for IELTS takes practice, so try to use the new word(s) in any suitable situation over the next few weeks – using the new word will help you remember it!

– Write the new word a number of times – writing down vocabulary will help you remember it and will also help with spelling.

Climate desertification endangered species environment global warming renewable energy pollution sustainable development waste carbon dioxide ecological problem awareness national security ecological risk distribution crucial mankind technological advancement dismiss the idea exploit an environment sustainable development privileged communities societies or nations capture share of the environment exploit technological advancement human society Green Theory henceforth collaborative research pillars of world contemporary world politics

**3. Reading comprehension with deep analysis of its parts and content as well.**

**3.1. Read the article and translate it into Ukrainian.**

**3.2. Discuss the meanings of the highlighted words and phrases in the article.**

**3.3. Write the plan to the text and summarize it in a written form using the following linking devices:**

<i>First(ly)</i>	<i>Second(ly)/third(ly)</i>	<i>Conversely\On the contrary</i>
<i>First of all</i>	)	<i>Even though\Although</i>
<i>For a start</i>	<i>In the second place</i>	<i>In spite of\Despite</i>
<i>In the first place</i>	<i>Subsequently</i>	<i>Differing from\In contrast\Instead</i>
<i>Initially</i>	<i>Simultaneously</i>	<i>In comparison</i>
<i>To begin/start with</i>	<i>And then</i>	<i>In reality</i>
<i>Let us begin/start by</i>	<i>Next</i>	<i>On the one hand\On the other hand</i>
<i>First and foremost</i>	<i>Formerly/previous ly</i>	<i>Notwithstanding\Nonetheless\Nevertheless</i>
<i>First and most importantly</i>	<i>Both... and ...</i>	<i>Still\Yet</i>
<i>Due to / due to the fact that</i>	<i>Analogously</i>	<i>Unlike</i>
<i>Owing to / owing to the fact that</i>	<i>Equally</i>	<i>Whereas\While</i>
<i>Because</i>	<i>Likewise</i>	<i>Summing up/to sum up</i>
<i>Because of</i>	<i>Just like</i>	<i>To conclude/in summary</i>
<i>Since</i>	<i>Similarly</i>	<i>Finally</i>
<i>As</i>	<i>Correspondingly</i>	<i>In short/in brief</i>
	<i>In the same way</i>	<i>On the whole</i>
	<i>In the same manner</i>	<i>Ultimately</i>
	<i>By the same token</i>	<i>Last/lastly</i>
	<i>Alternatively</i>	<i>Last of all</i>
	<i>But\</i>	<i>Last but not the least</i>
	<i>However</i>	



## *THE GREEN THEORY*

In the recent past, a lesser known but a vital topic in International Relations has been introduced which deals with the trans-boundary/inter-country ecological problem, known as Green Theory.

Green IR Theory is more radical in nature compared to other theories of IR and is inspired by factors outside the purview of IR Theory, thus increasing awareness on the ecological blindness of IR theory. It came as a movement against environmental problems which are the unforeseen byproduct of other acceptable practices. They are the stowaways of normal consumption. Green theory analysts look at real world environmental problems differently as compared to Realism or Neoliberalism or critical theory preachers. Realists assume constant struggle between the various member states of the global world and don't think environmental problems have any role in national security. Neo liberals do acknowledge environmental challenges and want to tweak the incentive structures in order to bring about cooperation amongst various countries. Critical theorists reject such solution designing which fails to take into consideration the social and economic structures of the country. Green theory analysts base their line of study on non-human nature, needs of future generations and ecological risk distribution.

Green Theory does contribute to our understanding the world politics and environmental issues by way of Green Political Theory which has three main features namely Eco centric ethics, Decentralization of Power and limits to Growth. These features reconstruct the world politics keeping the environment in clear view. Green Theory talks about the need of political transformation worldwide. It does try to address and respond to the environmental challenges by suggesting ecological modernization and a shared solution designing. But these solutions need to be propagated across the world on a global scale, which has not been seen yet.

Green theory suggests that through environmental governance around the globe, we should be targeting to respect all life forms and not only protect the current human society but also other forms of life which are crucial to main the balance of bio diversity which in turn is essential to human life survival only. Green theory's analysts argue on the fact that humans are the most complex and developed species on the mankind, henceforth it is our moral duty to respect all the other life forms coexisting along with us. Mankind should not be showing his human chauvinism where it would be destroying or using the earth's natural resources injudiciously for his own personal development leaving nothing for the other forms. As per Green theory, there have been environmental injustices

prevalent across the globe wherein few of the privileged communities, societies or nations try to capture the larger share of the environment and exploit it fully for their technological advancement and try to justify the same leaving very little share for the other under-developed or lesser privileged nations. This has been majorly found wherein the developed nations around the world leave a larger carbon footprint on the globe and then preach and force to reduce the carbon footprint of the developing and the under-developed nations of the world.

Therefore one of the basic aims of the Green Theory is to reduce the ecological risks across the world and also to ensure that fair share of the environment and resources are given to all the communities preventing the unfair distribution resources to lesser communities.

All the above discussed environmental problems and their probable solutions have been absorbed by the two approaches of International Relations theory (Neorealism and Neoliberalism) differently. On one hand, Neorealism scholars have mostly rejected this idea of ‘Green’ International Relations theory and dismissed the idea of environment conservation, but on the other hand, Neoliberals have embraced this idea. They have also conducted ground level research, working on empirical solutions to deal with these trans-boundary environmental concerns. They have conducted studies and researches to find out whether nations would be willing to cooperate and share on the idea of environmental protection and check their economic advancement keeping in mind the economic factors and resources being exploited. Thus they have primarily accepted this idea in International Relations observing, explaining and predicting actions of nations for the same.

Thus we can see that in order to implement the Green International Theory on actual basis, it is an absolute must that all the parties, nations and communities affected by the decisions and risks should also be a part of making the IR theory in one way or the other. Along with this Green theory scholars also emphasize that since environmental crisis is a shared problem, therefore the solution designing should also be a shared responsibility (Trainer, 1985). The nations need to conduct a collaborative research, build trusts and work on the common environmental goals to conserve the depleting resources and also maintain their technological advancement hand in hand. The Green International Relations theory has had significant changes in the recent past and is now and all together a new and a separate stream of this IR theory.

Green Political theory (GPT) came up with a strong criticism of Capitalism and communism, which were regarded by the Greens as two versions of industrialism, only differentiating in market and state roles. Greens

challenged industrialism which under the veil of modernization and progress, are exploiting the environment. Few of the other theories such as liberalism and orthodox Marxism developed on the fact that Earth's natural resources could sustain uncontrolled economic growth. They preached that Earth's resources could be used infinitely to increase the human growth and technological advancement of the mankind which were considered highly desirable. According to these theories, human domination is the key to advancement. On the contrary, Green political theory throws light on what social, psychological and ecological cost mankind is paying for this modernization and technological advancement.

There are three main features of Green politics, ecocentric ethics, decentralization of power and limits to growth. It is necessary to understand that Green politics is different from Environmentalism. Environmentalism accepts the existing social, political, economic and normative pillars of world politics and tries to understand environmental issues within those pillars whereas under Green Politics, these pillars are considered the reason as why environmental issues are there and thus look to challenge these pillars. Green International theory, by way of Green Political theory, concentrates on the need for political transformation worldwide. According to the green stance on World Politics, radical social changes are needed in order to address global environmental issues.

According to greens, Sustainable development is a misleading notion and according to them, sustainability explicitly requires reducing industrial and economic output, thus hindering the economic growth. They have developed arguments which prove that development is inherently anti-ecological. Development undermines sustainable practices and thus takes control of resources for industrial and economic use, and also increases inequality which produces social conflicts.

The examples stated above which show green consumerism, though show the involvement of citizens, do nothing to bring the main point in focus that unlimited production and consumption is not sustainable as discussed above. The strategy adopted by Body Shop, may be environment friendly but it will allow the consumers to spend albeit guilt free. The society at large still remains materialistic and thus is still vulnerable to diminishing resources.

One of the best known slogans inspired out of Green International Relations theory on World Politics is think globally, act locally. According to greens, which is clear in the above arguments, Global environmental issues happen on a global scale but can be handled by breaking down those very global

powers so as to act locally on them by creating small political economies and self-reliant communities. Thus decentralization comes out as the main focus of Greens in their political stance. The advantages are many. Self-reliant communities are more sensitive to the environmental problems around them and can act faster and this calls for small political communities. The formation of these communities ensures quick response and feedback in tackling the environmental degradation before they turn severe.

Green Political theory calls for reorganization of political economy and structure globally so as to intertwine the economic production and exchange which uses resources and thus transforms nature into it. It is against enclosures and commons but also wants to create where there are no commons. They depend for their sustenance on a sort of equality between the members of the community. Commons won't be called public spaces where rules governing them do not depend on the hierarchy of states.

Thus Green political theory forms its basis on decentralization. But there have been arguments against this very premise also. The foremost argument against this concept is that small scale, self-reliant communities would be self-interested and selfish to work in conducive cross-community atmosphere which would then defy the premise, think globally, act locally. This argument is refuted by greens by comparing it with sovereign states and establishing the fact that effects on other communities would have to be taken into account in decisions.

Citizens of the nations can definitely think globally and act locally for the environment conservation and norms can be developed which can help nature directly or indirectly. Holistic health is also a part of the Green theory wherein public health and health promotion are given the highest priority in this theory. Thus it is clear from the above argument that green international theory, in the form of Green Political theory calls for a different structure of politics in the world. It calls for decentralizing the world political communities rather than a global political leadership. This involves disintegration of economic, social and political pillars of existing global economy. The World Politics should be in favour of mixed locations of communities. According to green's theory ecology concept, how the current power structure need to be changed to create sustainable societies is the current flavour of contemporary world politics.

**4. Get acquainted with two scientific researches concerning advantages and disadvantages of internet communication skimming together with scanning two texts below. Prove the content comprehension with 10 questions for groupmates' discussion. Exchange the list of enquiries with other partners in form of dialogues and mini-presentations.**

*TEXT #1. ENVIRONMENT ISSUES AND BUSINESS*

Our planet is plagued by environmental issues that are depleting our natural resources and putting an enormous strain on our livelihoods. If left unchecked, many of these issues will impact businesses directly and indirectly. In many instances, they are already doing so. Some of the primary environmental issues that are affecting businesses today include pollution, waste disposal, water quality, and water supply issues, and climate change. Pollution is one of the world's biggest environmental issues. The business impact due to pollution stretches far and wide, with just one example pointing to how pollution affects the health of people which then impacts medical costs and loss of productivity. Heavily polluted areas, for example, have a difficult time hiring and retaining workers. Waste disposal is another issue, with improper disposal resulting in foul smells, leaching into water supplies, and air pollution. Climate change is a global issue with serious implications including environmental, social, economic, and political. Factors like coastal flooding can have a major impact on businesses, leading to operational disruption and losses for organizations. Climate change can also create a higher demand for energy as the temperatures get warmer and there is a higher demand for air conditioning use.

This means higher costs overall to businesses. Higher demand for energy also translates into increased use of natural resources like water and fossil fuels, which can then turn into a lack of resources for companies to turn into products. Climate change also has negative impacts on the agricultural sector, which directly impacts the population in regards to food availability and safety. The impact of environmental issues on water supplies can result in harm to agriculture, a decrease in productivity, and higher costs. Environmental issues that we face today make it clear that solving as many of these complex issues as we can best serve all sectors. It will also require the cooperation of all sectors. Environmental issues affect every individual, community, organization, and country. We must all become environmental stewards to keep the economy moving, surviving, and thriving.

The environmental factors that are affecting business will continue to affect production and the economy. Such issues as major storms, loss of resources, inflation, and scarcity of food and water – are creating serious detriments. However, solving these complex issues requires the cooperation of individual sectors. It is apparent that the environmental crisis we are facing calls on all business leaders to consider the environmental impact that their companies have and also calls on business leaders to take action to ensure that they meet all compliance needs and regulations. Though the situation is difficult, environmental issues also present an opportunity for businesses to step up and show their employees and markets where they stand and what they are willing to do to mitigate the risks. Employees, for example, perform better when they are healthy. The Occupational Safety and Health Administration (OSHA) regulates work environments and most businesses do not have an issue with meeting OSHA standards. Businesses, however, should remain aware of current events and how they may affect their employees. An example is if the employees of a company are working outside and there are extremely high temperatures. The break times required by OSHA may not be sufficient enough for the health, safety, and wellbeing of employees.

The cultural demands of consumers are another area that presents an opportunity concerning businesses and environmental issues. Consumers are increasingly opting to align themselves with companies that have a strong positive environmental mission. Business leaders taking action to mitigate risks involved with environmental issues and promoting sustainable practices will benefit the company. Marketing campaigns are being used as a platform to inform the public of the efforts companies are making to address environmental issues. They are also being used to inform the public of efforts that are planned for the future

**5. Translate in a written form into Ukrainian one of the passages taken from any of above texts.**

**6. Write a opinion essay based on topic “Environment impact on Business” applying the following linkers:** *to express opinion, in my opinion, personally, I think/ I believe (that I strongly believe that, it is clear (to me) that, I (completely) agree/disagree with, it seems to me that, as I see it, in my view, from my point of view, as far I am concerned, I am sure/ convinced that, I (dis)agree with the statement, because my main reason is/another reason, one reason for is, many people say/ believe that, because, since, because of/ due to.*

**7. Broadly applying various possible modern translation techniques and appliances (paper Cambridge dictionary, on-line translation, on-line dictionaries) change the following into Ukrainian putting it in your own words. Comment on what you have read.**

*НАВКОЛИШНЄ СЕРЕДОВИЩЕ ТА ЗЕЛЕНИЙ БІЗНЕС*

Лише декілька прикладів бізнесу у світі може бути описано як повністю зелений бізнес. Це – варіанти бізнесу, які не створюють впливу на довкілля. Однак багато представників бізнесу – великого, середнього й малого – зробило важливі кроки на шляху до мінімізації впливу їхньої діяльності на довкілля. Окремі з них перейшли до безвідходного виробництва, у якому всі матеріали або повністю використовуються в бізнесі, або проходять вторинну переробку. Інші – послуговуються замкненою системою водокористування, у якій було ліквідовано скидання стічних вод.

У деяких видах бізнесу використовуються лише вторинні (перероблені) матеріали у виробничому процесі. У всіх цих і в багатьох інших випадках власники бізнесу дійшли таких висновків, результатами яких стали рішення щодо інвестицій та операційної діяльності, які значно знизили їхній вплив на довкілля. Бізнес може запроваджувати «зелену» стратегію в межах своїх інтересів, щоб бути «зеленим» бізнесом. Для багатьох видів бізнесу це просто означає, що зелена стратегія збільшить доходи – або шляхом зменшення витрат, або шляхом збільшення продажу, або за допомогою поєднання цих двох факторів.

Інші власники бізнесу можуть вирішити, що довгострокова життєздатність їхньої діяльності залежить не лише від прибутку, а й від зосередження на соціальних і екологічних показниках. Вони можуть затвердити зелену стратегію в рамках «потрійного критерію», який охоплює не тільки фінансові, а й соціальні та екологічні показники. Усе більше представників бізнесу вважає за потрібне реагувати на попит клієнтів на «зелені» продукти та послуги. У таких випадках вони навмисно орієнтують свої продукти й послуги, а також технологію та спосіб, за допомогою яких виробляють і постачають ці продукти та послуги, на дотримання вимог своїх клієнтів, які часто мають бажання платити радше за зелені, ніж за традиційні продукти чи послуги.

Таким чином, слід зазначити, що міжнародні природоохоронні організації відіграють величезну роль на даному етапі розвитку

суспільства. Їхнє створення було викликано катастрофічними змінами в навколишнім середовищі, вони були покликані захистити природу й, по суті, повинні врятувати насамперед самої людини.

За допомогою всіх міжнародних природоохоронних організацій людина захищає насамперед себе від результатів власної діяльності. Адже голосні заяви про те, що наближається глобальна катастрофа й що якщо ми не вживемо заходів по порятунку навколишнього середовища, то життя на планеті загине, м'яко говорячи, не відповідають дійсності. Що б не трапилося, життя на планеті не загине. Адже наша Земля за 5 мільярдів років свого існування переживала й не такі катастрофи. І трапиться зараз навіть ядерна війна, то Життя, пускай у вигляді бактерій і суперечка, однаково збережеться. І через сотні мільйонів років знову відродиться в не меншому, чим зараз розмаїтості. Але людина цього вже не побачить. Таким чином, якщо ми хочемо вижити, то в першу чергу ми повинні подбати про навколишній нас світ, а зробити це ми можемо лише спільно. І першими кроками в цьому напрямку і є діяльність різних міжнародних природоохоронних організацій. Зараз у світі існує величезна кількість різних організацій, об'єднань, форумів, які ставлять перед собою ціль захистити природу.

Однак, як не дивно, ми, найчастіше, навіть не представляємо чим займається та або інша організація, а багато хто ніколи навіть не чули про більшість із них. А в літературі можна зустріти лише дві крайності: або простої згадування назви який або організації, або повна характеристика діяльності який або з них. Людина є продуктом природи, її частиною, разом з розвитком природи відбувається розвиток людини. Для забезпечення свого існування він одержує від природи все необхідне: повітря, яким він дихає, воду їжу, одяг, - не говорячи про задоволення вищих потреб - духовних і естетических. Людина, таким чином, вступає в цілеспрямовану, усвідомлену взаємодію із природою, виступаючи споживачем її багатств.

На ранніх етапах розвитку ця взаємодія носила обмежений у територіальному відношенні характер і зміни в природному середовищі були незначними. Прогрес науки й техніки, що супроводжує розвиток людського суспільства в другій половині XIV і особливо в XX сторіччі, з однієї сторони дозволили людині значно перебороти залежність від природи й забезпечити зростаючі потреби, але, з іншого боку, різко збільшився вплив на природне середовище. У цей час для задоволення власних потреб людство одержує з надр планети 25 тонн різної сировини



в рік у розрахунку не 1 жителя. Для сільськогосподарських потреб використовується близько 25-30% суши, а разом із продуктивним лісом - 50-55%, тобто практично людиною освоєні всі зручні землі планети, споживання ж промислових рибних ресурсів у світовому океані підходить до межам біологічних можливостей.

Поряд із цим, у навколишнє середовище надходить усе більше й більше різних шкідливих речовин, у результаті різних аварій і катастроф наноситься непоправний збиток природі. Індустріалізація й збільшення масштабів використання природних ресурсів, викликані епохою капіталізму, поставили перед людиною нові серйозні завдання в області охорони природи. Прагнення до збагачення, конкуренція, захоплення колоній штовхали до безжалісного винищування лісів, промислових тварин, хижацькому використанню корисних копалин.

Екологічні проблеми сьогодення не є результатом тільки сучасного етапу розвитку. У них, як у дзеркалі, відбивається весь шлях людського розвитку, орієнтований на досягнення економічного прогресу. Зростання економічного виробництва розглядався як єдиний засіб задоволення інтересів і життєвих потреб населення. Донедавна тенденції економічного розвитку визначали лінії поведження в сфері екології, сприяючи негативним змінам у навколишнім середовищі.

**8. Complete the essential vocabulary table “Parts of Speech” incorporating active glossary extracted from translated article.**

<i>Nouns</i>	<i>Verbs</i>	<i>Adjectives</i>	<i>Adverbs</i>	<i>Other (Set Expressions, Phrasal Verbs, Idioms, Collocations)</i>
<i>Environment</i>	<i>Protect</i>	<i>Modern</i>	<i>Mostly</i>	<i>Give Up</i>

**9.1. Speech etiquette in modern communication! Be creative in finding the most appropriate English equivalents to the frequently used idioms, phrases in today’s business environment.**

1. складання планів дій на різних рівнях.
2. економічний прогрес.
3. глобальна катастрофа.
4. продукт природи.
5. навколишнє середовище.
6. довкілля.
7. екологічний ризик.
8. сільськогосподарське призначення.
9. фактори довкілля.
10. правосуддя з питань, що стосуються довкілля .

**9.2. Research activity: complete this list looking for as more as possible the newest expressions lately appeared in modern speaking on business.**

**10. Make a project on theme “Green Theory: Environmental Issues Coverage” in three possible deliveries: a) presentation in front of audience with personal speech and comments; b) written report-analysis based on collective data from various sources; c) multimedia option presented by means of selected topical video.**

### **SELF-ASSESSMENT MODULE#VII**

**1. Complete the communication quiz “Environment in Your Personal Life?”.**

*Instructions. For each statement, write down (very often, often, sometimes, rarely or not at all) that best describes you. Please answer questions as you actually are (rather than how you think you should be), and don't worry if some questions seem to score in the "wrong direction."*

1. You focus on protecting the environment and do whatever it can achieve the goals.

---

2. You think about the environment and stop the activities which create harmful effects.

---

3. You are really into the statistics of protecting environment.

---

4. You do all to improve the conditions of environment.

---

5. You save money by going green and go for sustainability.

---

6. You contribute to sustainability and circular economy.

---

7. People hit the print button without really considering why. What about you?

---

8. You are for electronic signature.

---

9. You deal with climate treaty negotiations and understand the main environmental issues.

---

---

10. You try not to buy palm oil from companies that destroy rainforest.

---

**2. Results Interpretation.** Write down your own profile as a struggler against environmental pollution.

***Key points of communication quiz***

*Environmental rules your business should follow: Comply with legislation regarding emissions into the air. Store waste safely and securely, make sure it is treated appropriately, ensure it is collected by an authorised organisation (such as your local authority or a licensed private waste contractor) and complete a waste transfer note or consignment note when waste is handed over. Manage your business waste for recycling by separating paper, card, plastic, metals and glass prior to collection. Most food businesses also need to separate food waste for recycling. Ensure you do not cause a statutory nuisance which could affect someone's health or annoy your neighbours. This covers things like producing noise, smoke, fumes, gases, dust, odour, light pollution or accumulating rubbish. Get permission from your water company before you allow trade effluent such as waste chemicals, detergents, cooling or cleaning water to enter the sewerage system. Register with the National Packaging Waste Database, or join an approved compliance scheme if you handle more than 50 tonnes of packaging and have a turnover of more than £2 million. You must then provide evidence that you're recovering and recycling a set amount of packaging waste. Make sure that you comply with restrictions on the storage and use of hazardous substances. Ensure that any hazardous waste your business produces is correctly classified and described, and is either disposed of or recovered at an appropriately authorised facility. Notify the relevant enforcing authority and take steps to prevent the damage if your business activities pose an imminent threat to the environment. If your business activities cause actual environmental damage, you must take remedial action to repair the damage.*

## **MODULE #VIII. GLOBAL ECONOMY: POVERTY AND WEALTH**

**1. Open the group discussion by paraphrasing the quotations below. Which one do you agree with? Why?**

– “Before you speak, listen. Before you write, think. Before you spend, earn. Before you invest, investigate. Before you criticize, wait. Before you pray, forgive. Before you quit, try. Before you retire, save. Before you die, give.”  
*William A. Ward*

– “It is not the man who has too little, but the man who craves more, that is poor.” *Seneca*

– “Money is only a tool. It will take you wherever you wish, but it will not replace you as the driver.” *Ayn Rand*

– “Time is more valuable than money. You can get more money, but you cannot get more time.” *Jim Rohn*

– “The person who doesn't know where his next dollar is coming from usually doesn't know where his last dollar went.” *Unknown*

– “Expect the best. Prepare for the worst. Capitalize on what comes.”  
*Zig Ziglar*

– “It doesn't matter about money; having it, not having it. Or having clothes, or not having them. You're still left alone with yourself in the end.”  
*Billy Idol*

**2. Show what you know. Study the following vocabulary giving extensive explanations; come up with statements including some of them as well as try to add couple of your own to this list. Consider the presented tips for using lexis:**

– Look carefully through the list to make sure you know the words and are confident that you can use them in your written or spoken English.

– Look up the meaning of any new words and put them in a sentence. If you're not sure your sentence is correct, post it in the comments section at the bottom of the page and we'll check it for you.

– Make a handwritten note of any new words, ideally in a separate note pad that you carry with you. Whenever you have a few minutes – waiting for a bus, just before going to sleep, waiting for the kettle to boil – take out the list and look through, reminding yourself of the word and the meaning.

– Improving your vocabulary for IELTS takes practice, so try to use the new word(s) in any suitable situation over the next few weeks – using the new word will help you remember it!

– Write the new word a number of times – writing down vocabulary will help you remember it and will also help with spelling.

Asset turnover ratio bailout balance of payment bank rate base rate broad money to reserve money call money rate capacity cost capital account capital adequacy ratio capital market catch up effect ceteris paribus clearing price consumer price index consumer surplus contagion contractionary policy core inflation cost benefit analysis cost push inflation countervailing duties credit default swaps cross elasticity of demand crowding out effect currency deposit ratio deadweight loss debt equity ratio deflation depreciation depression dividend signaling due date rate ease of doing business exchange rate fair trade price fallout risk gross domestic saving gross national product human development index imperfect competition indifference curve inferior goods investment banking invisible hand labour market law of demand law of supply labor liquid asset liquidity liquidity trap macroeconomics marginal standing facility market capitalization mark to market microeconomics monetary policy money supply monopoly moral hazard net national income non performing assets paradox paradox of thrift efficiency payments banks percentage point perfect competition phillips curve poverty trap preferences price ceiling price floor price mechanism principle agent problem privatization producer surplus production gap production possibility frontie... profitability index property tax proportional tax management by walking around marginal standing facility margin trading market market challenger market concentration market development marketing intelligence marketing mix market leader markets market share mark to market mark up mars orbiter mission matrix organization maturity profile maven memory corruption mibor microeconomics mid and small cap funds minimum guarantee minimum viable product misrepresentation mitigation

**3. Reading comprehension with deep analysis of its parts and content as well.**

**3.1. Read the article and translate it into Ukrainian.**

**3.2. Discuss the meanings of the highlighted words and phrases in the article.**

**3.3. Write the plan to the text and summarize it in a written form using the following linking devices:**

<i>First(ly)</i> <i>First of all</i> <i>For a start</i> <i>In the first place</i> <i>Initially</i> <i>To begin/start with</i> <i>Let us begin/start by</i> <i>First and foremost</i> <i>First and most importantly</i> <i>Due to / due to the fact that</i> <i>Owing to / owing to the fact that</i> <i>Because</i> <i>Because of</i> <i>Since</i> <i>As</i>	<i>Second(ly)/third(ly)</i> <i>In the second place</i> <i>Subsequently</i> <i>Simultaneously</i> <i>And then</i> <i>Next</i> <i>Formerly/previously</i> <i>Both ... and ...</i> <i>Analogously</i> <i>Equally</i> <i>Likewise</i> <i>Just like</i> <i>Similarly</i> <i>Correspondingly</i> <i>In the same way</i> <i>In the same manner</i> <i>By the same token</i> <i>Alternatively</i> <i>But\</i> <i>However</i>	<i>Conversely\On the contrary</i> <i>Even though\Although</i> <i>In spite of\Despite</i> <i>Differing</i> from\In contrast\Instead <i>In comparison</i> <i>In reality</i> <i>On the one hand\On the other hand</i> <i>Notwithstanding\Nonetheless\Nevertheless</i> <i>Still\Yet</i> <i>Unlike</i> <i>Whereas\While</i> <i>Summing up/to sum up</i> <i>To conclude/in summary</i> <i>Finally</i> <i>In short/in brief</i> <i>On the whole</i> <i>Ultimately</i> <i>Last/lastly</i> <i>Last of all</i> <i>Last but not the least</i>
--	---	---

**5 TRENDS IN THE GLOBAL ECONOMY – AND THEIR IMPLICATIONS FOR ECONOMIC POLICYMAKERS**

The Global Competitiveness Report 2019 is a much-needed economic compass, building on 40 years of experience of benchmarking the drivers of long-term competitiveness and integrating the latest learnings about the factors of future productivity. The Global Competitiveness Index 4.0 is organized into 12 pillars: institutions; infrastructure; ICT adoption; macroeconomic stability; health; skills; product market; labour market; financial system; market size; business dynamism; and innovation capability. The index has a scoring system ranging from 0 to 100, with the frontier (100) corresponding to the goal post for each indicator.

Singapore is the nation closest to the competitiveness frontier. Among large economies, the United States ranks highest and continues to be an

innovation powerhouse. Among the BRICS, China ranks highest. The lowest places in the rankings are occupied by African economies who have not yet crossed the halfway mark to the competitiveness frontier.

The Index results and country scorecard are designed to help countries assess their performance against their own history as well as compare to others in their region or income group. However, the report also tells us more about developments in the global economy that policymakers, business and individuals must understand and proactively manage.

What are the top five trends in the global economy as revealed by the Global Competitiveness Index 4.0 in 2019 and what are the implications for policymakers?

*1. The last 10 years saw global leaders take rapid action to mitigate the worst of the financial crisis, but this alone has not been enough to boost productivity growth.*

Since the Great Recession, policymakers have kept the global economy afloat primarily through ultra-loose and unconventional monetary policy. But despite the massive injection of liquidity – the world’s four major central banks alone injected \$10 trillion between 2008 and 2017 – productivity growth has continued to stagnate over the past decade.

An over-reliance on monetary policy may have contributed to reducing productivity growth by encouraging capital mis-allocation, with banks becoming less interested in lending to businesses, favouring firms that are not credit-constrained, and prioritizing fee-generating and trading activities instead. There is no compensability between the 12 levers of competitiveness– a sound financial system cannot compensate for poor physical infrastructure, just as ICT adoption cannot compensate for the lack of an entrepreneurial and innovation ecosystem. Countries must pursue all 12 avenues but create their own sequencing strategy to balance and focus efforts, taking advantage of cheaper capital and technology. As the adage goes, “fix the roof while the sun is shining”, and policymakers have a narrowing window before a predicted slowdown.

*2. With monetary policy running out of steam, policymakers must revisit and expand their toolkit to include a range of fiscal policy tools, reforms and public incentives.*

Exclusive – and perhaps excessive – reliance on monetary policy has also meant that fiscal policy has been largely underutilized, as reflected in a steady decline in public investments globally. Despite the very low borrowing costs, the public sector has not stepped up investments (government expenditure as a

share of total gross fixed capital formation in the US was 18.3% in 1995, and 15.7% in 2016; in France it was 21% in 1995 and 15.4% in 2016) – partly due, in some advanced economies, to concerns about the sustainability of public debt (public debt to GDP ratios have reached 237% in Japan, 121% in Portugal and 132% in Italy).

If indeed “hysteresis” has permanently lowered the growth path, then investment-led stimulus could be an appropriate action to re-start growth in stagnating advanced economies, especially fiscal policy that prioritizes investments in infrastructure, human capital, R&D and green procurement, complemented by structural reforms that make it easier to innovate and enable responsible and inclusive businesses to thrive.

*3. ICT adoption and promoting technology integration is important but policymakers must in parallel invest in developing skills if they want to provide opportunity for all in the era of the Fourth Industrial Revolution.*

While many advanced and emerging markets are embracing the new technologies of the Fourth Industrial Revolution, finding a balance between technology integration, human capital investments and the innovation ecosystem will be critical to enhancing productivity in the next decade. With the right skills and training, workers can become the agents embracing, driving and realizing the potential of technology, rather than being displaced by it. Investing in people can no longer be an afterthought – it is a fundamental building block of growth and resilience in the Fourth Industrial Revolution. Additionally, while scientific publications, patent applications, expenditure and research institutions are all well-established aspects of developing innovation capability, they are not enough.

*4. Competitiveness is still key for improving living standards, but policymakers must look at the speed, direction and quality of growth together at the dawn of the 2020s.*

Sustained economic growth remains a critical pathway out of poverty and a core driver of human development and living standards. Yet, it is not enough on its own as we look towards solutions for the two greatest challenges of the next decade: building shared prosperity and managing the transition to a green economy. Data in the report shows a marked rise in market concentration in advanced and emerging economies (business leaders assessment of market competition over the past 10 years decreased by 15% in the US and 12% in Germany) as well as growing income inequality (for example, the share of income of top decile over the past 10 years grew from 43% to 47% in the US, from 36% to 41% in China and from 32% to 35% in Germany).



When it comes to climate, of the 10 ecological factors that can destabilize the planet's ecosystem, three have already exceeded their “limit”. The traditional prevailing view has been that equality or sustainability must come at the price of growth. We find the opposite to be true – a lack of shared prosperity and environmental sustainability corrodes productivity growth. Moreover, there is a clear moral case for focusing not just the speed of growth but also its direction (environmentally sustainable) and quality (generating shared prosperity).

*5. It is possible for an economy to be growing, inclusive and environmentally sustainable – but more visionary leadership is needed to place all economies on such a win-win-win trajectory.*

The perceived trade-offs between economic, social and environmental factors may emerge from a short-term and narrow view of growth but can be mitigated by adopting a holistic and longer-term approach to growth. Some economies are already succeeding in doing so, for example, Sweden, Denmark and Finland have not only become among the world's most technologically advanced, innovative and dynamic economies in the world, they are also providing better living conditions and better social protection, are more cohesive, and more sustainable than their peers at a similar level of competitiveness.

However, most countries have very different results on social and environmental factors for the same level of current competitiveness. For instance, on the environmental front, while Sweden and the United States' both score above 80/100 on competitiveness, Sweden increased its reliance on renewable energy by 13% over the past 15 years while the US by only 3%; similarly, on the social policy front, although Denmark and the United Kingdom are at comparable levels of competitiveness, it takes two generations for a low-income individual to achieve the mean income in Denmark, and five years in the UK. The low scores of most economies on the “future orientation of the government” measure indicates that economic policymakers are falling short of the expectations of their populations when it comes to building a new economy and society.

**4. Get acquainted with two scientific researches concerning advantages and disadvantages of internet communication skimming together with scanning two texts below. Prove the content comprehension with 10 questions for groupmates' discussion. Exchange the list of enquiries with other partners in form of dialogues and mini-presentations.**

*TEXT #1. MONEY'S ROLE IN SOCIETY*

*Modern Society.* Often times, people say that they can live without money. They define money as just one of the tools that enhances peoples living environment. However, in real life money is a very important matter in peoples lives. Although the people in history might have lived through the exchange of goods and not relying to the value of money itself, modern society today could not function without money. Money plays a huge role in the society in variety of ways such as in business, at people's job, and even in education. Money helps people achieve a better quality of education, larger chance of business success, and higher work output.

*Higher quality of education.* People value education highly in their lives and a quality education is dependent on the amount of money spent on this type of investment. Every single person in this world has to invest their money on education for them to gain learning. These learning would not just count the education they receive in school but other extracurricular activities such as learning how to play the piano, art, and even dancing. Most of the time, for people to have talents such as playing the piano, they have to devote their money to a teacher who has a high piano professional degree. Similarly, at school, people would also like to be taught by a teacher with higher degree of profession in their field. It is believed that teachers who have been highly educated can provide better teaching to their students. The high quality of education brings oneself a higher possibility to succeed in the future society. This is because when people are exposed to high quality of learning they tend to be taught higher educated materials from a well-educated teacher. A higher quality of education also means that one would study in a well structured environment with other educated friends. They would also have a better chance of meeting people with more authority which would contribute to their networking in future career.

*In Business World.* Money also plays a significant role both in our society and in worldwide business. In the business world, most interactions that people have involve a huge amount of money. One common example of a worldwide business is investment. In the field of investment, people put a lot of their money into a particular market and as the market gets bigger and builds a higher reputation, the worth of money invested grows larger. In this investment, people earn a lot of money but often times they lose all of their fortune. The money they gain from the investment is usually used to build up ones new business or even to invest in different markets. The importance of these businesses in our world is that it helps our economy to function well. These businesses help factories operate properly which in turn allows supply to meet the demands of the consumers. In fact, it is the factories and markets who provides the people with the goods that they need. The society will lose its order if the different types of business happening around the world stops. If one business stops other business will get affected and ultimately the supply would not meet the demands of people.

*Quality of living.* Even in a smaller scale in business, wages and salaries are important matters when it comes to human. The wages are the proof of peoples effort and devotion to the work they do. The wages vary from one to another depending on the kind of job people do and the position they occupy in the company. People use the earnings they get from their work in many ways. They buy the necessary things that they need to sustain their living such as home, food, and car. As mentioned in the earlier paragraph, these wages are also used to attain high quality of education. There are huge differences between people who work and earn wages and people who do not. People who can earn their livings mostly live a life filled with what they want to have. They eat nutritious food which helps sustain body health and use cars to transport them to wherever they want to go. On the other hand, people who do not have a job and earn nothing often have hard times sustaining their life. They have nothing to support their health. They also do not have a permanent shelter where they could rest on. These people could not live properly because they could not afford any of it. These illustrate a contrasting example of people who earn wages and who do not. Wages are a hugely significant matter for one to maintain certain quality of life. Therefore, the importance of money within humans life could not be doubted.

## TEXT#2. CAN WE AGREE THAT MONEY IS IMPORTANT?

*“Money does not buy happiness.”* How many times have you heard this? Lots of times, I am willing to bet. Our culture sends us two very conflicting messages about money. The first, a message that tells us money is everything. Celebrity culture, the rich and famous, Wall Street greediness, the twinge of jealousy we feel when we see a house bigger than ours, a car newer than our car. Then, there’s the completely opposite message, the one that treats wealth – and the wealthy – with suspicion, that works hard to teach us NOT to envy them, to see the limitations that wealth has and the potential trouble it can cause. In some families, it gets to the point of feeling that money is somehow dirty, that it’s not a proper topic for conversation, that flaunting what you’ve got is tacky and that being poor is almost a virtue.

*It’s not having what you want. It’s wanting what you’ve got.* Wealth consists not in having great possessions but in having few wants” is one of my favorite quotes. Having few wants is probably the best insurance against greediness, because it’s human nature to keep wanting more, and the more you have, the more you want.

It’s a simple psychological process: you have the basics (shelter, food, clothes) and are fairly happy, although you do worry about dealing with emergency situations; you become wealthier, and you enjoy the extra luxuries very much for a few months, but then it becomes your new “normal.” Now, surrounded by wealthier people, you look around, and you feel unhappy. They have more than you. You want more. But when you get more, you’re unhappy again.

It’s a never-ending cycle and this is what explains why so many ultra-wealthy celebrities keep doing commercials. They have so much, but they always want more. They never get to a point where, if offered a million dollars for doing a commercial, they simply say, “You know what? No, thank you. I have enough.”

*Money is an important tool.* Another quote that I like: **“Money on its own is neither good nor bad. It is a means to an end.”** Again, this is not to say that money is not important. It is to say that money is not “dirty,” but money is also not everything. Money is a tool that enables you to protect yourself, to build yourself and your family a better life, and to give back to your community.

Money is important because having money means that you will not be destitute. It means that you are not dependent on being employed, living paycheck to paycheck and having to put up with abuse by your boss because you badly need your job.

Money is important because it enables you to have more control over your life, more freedom to carve out your own path and less constraints on your choices. How many of us are stuck in a career or in a job we hate, but cannot afford to lose, because losing our job would mean losing our house and our health insurance? My own mother, a brilliant young woman with a bright future and scholarships to the best universities, back in the sixties, had to give up her dreams, forget about college and start working as a clerk because her parents were so poor and needed her to support them. It's a sad story of an unrealized potential, and the only reason she did not realize her potential was that her parents were poor.

Money is important because it means being able to give your children the best – the best education, the best health care, the best start in life. Of course, when it comes to kids, money can also greatly spoil them, so it's up to wealthy parents to find a way to give their kids the best, while still teaching them the value of money and not giving them so much excess that their view on life is forever skewed.

Money is important because it means less financial worries. Sure, the wealthy worry too – they worry about losing their fortune, for example. But this is not the same as worrying about being able to put food on the table.

Money is important because it enables you to give back to your community, to pick the charities and causes you believe in and support them.

Money is important because having money means that life is not a constant effort at keeping your head above the water. Having money enables you to live life to the fullest, enjoy adventures and textures and tastes, make the most of the ~80 years you've got. This paragraph, more than any of the above paragraphs, is about luxuries – money buys you a more comfortable lifestyle – but is that such a bad thing? Humans are hardwired to seek warmth, safety and comfort, and having money is a great way to get those.

**5. Translate in a written form into Ukrainian one of the passages taken from any of above texts.**

**6. Write a opinion essay based on one of the topics “*Money matters, but money isn't everything*” or “*Why do we live in a money-oriented society?*” applying the following linkers: *to express opinion, in my opinion, personally, I think/ I believe (that I strongly believe that, it is clear (to me) that, I (completely) agree/disagree with, it seems to me that, as I see it, in my view, from my point of view, as far I am concerned, I am sure/ convinced that, I***

*(dis)agree with the statement, because my main reason is/another reason, one reason for is, many people say/ believe that, because, since, because of/ due to.*

**7. Broadly applying various possible modern translation techniques and appliances (paper Cambridge dictionary, on-line translation, on-line dictionaries) change the following into Ukrainian putting it in your own words. Comment on what you have read.**

### *ЯК СТАТИ МІЛЬЙОНЕРОМ ДО 25 РОКІВ - 7 ПОРАД*

*Марк Цукерберг, засновник Фейсбуку, заробив свій перший мільйон у 22 роки, сер Річард Бренсон, власник корпорації Virgin – у 23. Аби поповнити їхні ряди, потрібно багато працювати і багато думати.*

*Вік — це всього лише число. Він не визначає твої знання або ймовірність успіху. Використовуй молодість собі на благо, а не як виправдання для невдачі. Якщо ти повіриш, що зможеш зробити — ти це зробиш.*

*Тим більше, людям приємно дивитися на працюючого, успішного і молодого підприємця. Залучай у команду кращих своїм ентузіазмом.*

*Інвестуй у себе. Найбільш надійні інвестиції – у власне майбутнє. Читай хоча б 30 хвилин щодня, слухай подкасти та аудіокниги, поки їдеш у транспорті, і постійно шукай наставників. Ти не повинен знати та вміти все. Але стань різнобічною, розвинуеною особистістю, яка може підтримати розмову на будь-які теми. Споживай знання як повітря, постав навчання головним пріоритетом. Зараз море можливостей безкоштовного навчання в зручний для тебе час. Зареєструйся на Edx, Coursera або Prometheus, щоб дізнатися все про все від кращих університетів.*

*А щоб не перегоріти, потіш себе в розумних межах. Незабутніми враженнями, приємним спілкуванням. Це теж досвід, який в майбутньому сформує образ життя успішної людини. Наприклад, щотижневий масаж — чудовий спосіб розслабитися після напруженої роботи і підтримати здоровий тонус. Здоров'я тобі ще згодиться.*

*Скороти кількість щоденних рутинних рішень. Здатність приймати рішення — це обмежений ресурс. Незалежно від твоїх твердих намірів і психічної стійкості настане момент, коли ти втомишся робити вибір.*

*Цей момент можна відстрочити, якщо запланувати прості повсякденні завдання заздалегідь і довести їх до автоматизму. Наприклад, вибери, в чому ти будеш ходити на роботу на тиждень вперед, що їсти на сніданок.*

*Розвивай психологічну витривалість.* Різниця між посереднім результатом і стрімким успіхом — здатність продуктивно працювати багато годин поспіль. Вона особливо важлива на фінальній стадії проекту. Сконцентрованість має першочергове значення і її потрібно розвивати, щоб бути конкурентоспроможними з тими, хто почав це робити на десятиліття раніше від тебе.

Відстежуй моменти, коли починаєш відволікатися, аналізуй кожен день в пошуках можливостей для оптимізації процесів. Звичайні техніки розвитку уваги тобі не допоможуть, лише усвідомлення вищої мети. Наприклад, заробити мільйон до 25 років.

*Мрій по-крупному.* Якщо у тебе досі немає цілей на найближчі рік, 5, 10 років, склади список прямо зараз. Перечитуй щоранку з питанням, що я можу зробити, щоб досягти їх раніше. Постановка цілей може стати як двигуном, так і гальмом твого прогресу, якщо неправильно розставиш пріоритети. Будь уважний і старанний, щоб знайти найкоротший шлях до успіху.

*Будь послідовним і методичним.* Плануй роботу і дотримуйся плану. Намагайся автоматизувати рутинні завдання. Склади шаблони листів, звітів, використовуй програмне забезпечення для обробки, зберігання і синхронізації даних. Щоб оптимізувати процес, тобі доведеться витратити більше часу спочатку, але потім ти повернеш його сповна.

*Вір у себе.* Якщо не ти, то хто? Втілюй свої мрії. Для провалу легко знайти виправдання. Але за кожною успішною людиною стоять труднощі, які вона пододала. Не опускай руки, поки не будеш впевнений, що зробив все для вирішення проблеми. А потім подумай ще. Якщо ти ще не знаєш, з чого почати — почни з обіцянки працювати над собою кожен день. Це база для розвитку кар'єри. Розділяй складні задачі на прості кроки. Успіх — це не кінцева мета, а щоденна робота.

**8. Complete the essential vocabulary table “Parts of Speech” incorporating active glossary extracted from translated article.**

<i>Nouns</i>	<i>Verbs</i>	<i>Adjectives</i>	<i>Adverbs</i>	<i>Other (Set Expressions, Phrasal Verbs, Idioms, Collocations)</i>
<i>Capital</i>	<i>Invest</i>	<i>Economic</i>	<i>Gradually</i>	<i>Make a profit</i>

**9.1. Speech etiquette in modern communication! Be creative in finding the most appropriate English equivalents to the frequently used idioms, phrases in today’s business environment.**

1. білий слон.
2. голубі фішки.
3. почесні гості.
4. спостерігач за акулами.
5. гроші «гарячі».
6. угода джентльменська
7. втеча від грошей.
8. голод грошовий.
9. інвестиційний лист, цінні папери, митне законодавство, закон єдиної ціни.
10. повітряна яма, шокова терапія, спляча красуня, ведмежі обійми, жирний кіт.

**9.2. Research activity: complete this list looking for as more as possible the newest expressions lately appeared in modern speaking on business.**

**10. Make a project on theme “Digital Cash: Advantages and Disadvantages” in three possible deliveries: a) presentation in front of audience with personal speech and comments; b) written report-analysis based on collective data from various sources; c) multimedia option presented by means of selected topical video.**

**SELF-ASSESSMENT MODULE#VIII**

**1. Complete the entrepreneur quiz: “Is Starting a Business Right for You?”.**

*Instructions. For each statement, write down the full reply that best describes you. Please answer questions as you actually are (rather than how you think you should be), and don't worry if some questions seem to score in the "wrong direction."*

1. The following is closest to describing my ideal workday  
\_\_\_\_\_
2. When there’s a big challenge at work, I am most likely to  
\_\_\_\_\_
3. Problems get me excited to solve them!  
\_\_\_\_\_
4. I am at my best when  
\_\_\_\_\_
5. If I didn’t know where my next paycheck was coming from, I would  
\_\_\_\_\_
6. The following best describes my attitude toward customers  
\_\_\_\_\_



7. If an irate customer left a negative online review, my reaction would be

---

8. As an entrepreneur, if the bank told me “no” to a business loan, I would

---

9. If the trash can in my startup needed emptying and I had no money to hire staff, I would

---

10. I can’t wait to get to work in the morning, when it’s something I adore

---

**2. Results Interpretation.** Write down your own profile as an entrepreneur.

***Key points of the entrepreneur psychology***

- |  |
|--|
| <ol style="list-style-type: none"><li>1. People often wonder if they would be successful as an entrepreneur. After all, startups are not for the faint of heart. It takes more than a good business idea to be successful in a startup. You need guts. Passion. A positive can-do attitude. That’s where an entrepreneur quiz comes in.</li><li>2. The simple fact is, not all of us have entrepreneurial personalities. What if it turns out you are one of those people NOT suited to start a business? It doesn’t mean you can’t be successful in life. It just may be better for you to take a different career path.</li><li>3. Many people would rather know what they are good at, up front, before they spend a lot of time pursuing a career. And that is the idea behind this entrepreneur quiz. Based on two decades of experience starting and running small businesses, we wanted to illustrate how entrepreneurs think and what makes them tick. The questions below help you walk in the shoes of a startup entrepreneur for a few short minutes. A score of 70% or more is good.</li></ol> |
|--|

**MODULE # IX. GLOBAL JUSTICE:  
INTERNATIONAL LAW AND SOCIETY**

**1. Open the group discussion by paraphrasing the quotations below. Which one do you agree with? Why?**

- Justice will not be served until those who are unaffected are as outraged as those who are. *Benjamin Franklin.*
- In matters of truth and justice, there is no difference between large and small problems, for issues concerning the treatment of people are all the same. *Albert Einstein.*
- There may be times when we are powerless to prevent injustice, but there must never be a time when we fail to protest. *Elie Wiesel.*
- Where justice is denied, where poverty is enforced, where ignorance prevails, and where any one class is made to feel that society is an organized conspiracy to oppress, rob and degrade them, neither persons nor property will be safe. *Frederick Douglass.*
- Justice that love gives is a surrender, justice that law gives is a punishment. *Mahatma Gandhi.*
- The more laws, the less justice. *Marcus Tullius Cicero.*
- Law and justice are not always the same. When they aren't, destroying the law may be the first step toward changing it. *Gloria Steinem.*

**2. Show what you know. Study the following vocabulary giving extensive explanations; come up with statements including some of them as well as try to add couple of your own to this list. Consider the presented tips for using lexis:**

- Look carefully through the list to make sure you know the words and are confident that you can use them in your written or spoken English.
- Look up the meaning of any new words and put them in a sentence. If you're not sure your sentence is correct, post it in the comments section at the bottom of the page and we'll check it for you.
- Make a handwritten note of any new words, ideally in a separate note pad that you carry with you. Whenever you have a few minutes – waiting for a bus, just before going to sleep, waiting for the kettle to boil – take out the list and look through, reminding yourself of the word and the meaning.
- Improving your vocabulary for IELTS takes practice, so try to use the new word(s) in any suitable situation over the next few weeks – using the new word will help you remember it!

– Write the new word a number of times – writing down vocabulary will help you remember it and will also help with spelling.

Acquit affidavit aid and abet allegation appeal appearance argument arrest assault attorney capital crime case case law chambers circumstantial evidence claim complainant complaint confess confession constitution constitutional law continuance contract counsel court crime criminal cross-examination custody jail judge judiciary jurisdiction jurisprudence jury justice paralegal pardon parole party perjury petition plaintiff plea plea bargain power of attorney precedent preliminary hearing prison probable cause probate probation prosecute prosecutor proxy testimony theft title tort transcript trial trust trustee vacate venue verdict voir dire

**3. Reading comprehension with deep analysis of its parts and content as well.**

**3.1. Read the article and translate it into Ukrainian.**

**3.2. Discuss the meanings of the highlighted words and phrases in the article.**

**3.3. Write the plan to the text and summarize it in a written form using the following linking devices:**

<i>First(ly)</i>	<i>Second(ly)/third(ly)</i>	<i>Conversely\On the contrary</i>
<i>First of all</i>	<i>In the second place</i>	<i>Even though\Although</i>
<i>For a start</i>	<i>Subsequently</i>	<i>In spite of\Despite</i>
<i>In the first place</i>	<i>Simultaneously</i>	<i>Differing from\In contrast\Instead</i>
<i>Initially</i>	<i>And then</i>	<i>In comparison</i>
<i>To begin/start with</i>	<i>Next</i>	<i>In reality</i>
<i>Let us</i>	<i>Formerly/previously</i>	<i>On the one hand\On the other hand</i>
<i>begin/start by</i>	<i>Both... and ...</i>	<i>Notwithstanding\Nonetheless\Nevertheless</i>
<i>First and foremost</i>	<i>Analogously</i>	<i>Still\Yet</i>
<i>First and most importantly</i>	<i>Equally</i>	<i>Unlike</i>
<i>Due to / due to the fact that</i>	<i>Likewise</i>	<i>Whereas\While</i>
<i>Owing to / owing to the fact that</i>	<i>Just like</i>	<i>Summing up/to sum up</i>
	<i>Similarly</i>	<i>To conclude/in summary</i>
	<i>Correspondingly</i>	<i>Finally</i>
	<i>In the same way</i>	<i>In short/in brief</i>
	<i>In the same manner</i>	<i>On the whole</i>
	<i>By the same token</i>	<i>Ultimately</i>
	<i>Alternatively</i>	<i>Last/lastly</i>
	<i>But\</i>	<i>Last of all</i>
	<i>However</i>	<i>Last but not the least</i>

## *PART 1 "WHY DO WE NEED THE LAW?"*

Almost everything we do is governed by some set of rules. There are rules for games, for social clubs, for sports and for adults in the workplace. There are also rules imposed by morality and custom that play an important role in telling us what we should and should not do. However, some rules – those made by the state or the courts -- are called "laws". Laws resemble morality because they are designed to control or alter our behavior. But unlike rules of morality, laws are enforced by the courts; if you break a law – whether you like that law or not -- you may be forced to pay a fine, pay damages, or go to prison.

Why are some rules so special that they are made into laws? Why do we need rules that everyone must obey? In short, what is the purpose of law?

If we did not live in a structured society with other people, laws would not be necessary. We would simply do as we please, with little regard for others. But ever since individuals began to associate with other people – to live in society – laws have been the glue that has kept society together. For example, the law in our country states that we must drive our cars on the right-hand side of a two-way street. If people were allowed to choose at random which side of the street to drive on, driving would be dangerous and chaotic. Laws regulating our business affairs help to ensure that people keep their promises. Laws against criminal conduct help to safeguard our personal property and our lives.

Even in a well-ordered society, people have disagreements and conflicts arise. The law must provide a way to resolve these disputes peacefully. If two people claim to own the same piece of property, we do not want the matter settled by a duel: we turn to the law and to institutions like the courts to decide who is the real owner and to make sure that the real owner's rights are respected.

We need law, then, to ensure a safe and peaceful society in which individuals' rights are respected. But we expect even more from our law. Some totalitarian governments have cruel and arbitrary laws, enforced by police forces free to arrest and punish people without trial. Strong-arm tactics may provide a great deal of order, but we reject this form of control. The legal system should respect individual rights while, at the same time, ensuring that society operates in an orderly manner. And society should believe in the Rule of Law, which means that the law applies to every person, including members of the police and other public officials, who must carry out their public duties in accordance with the law.

In our society, laws are not only designed to govern our conduct: they are also intended to give effect to social policies. For example, some laws provide

for benefits when workers are injured on the job, for health care, as well as for loans to students who otherwise might not be able to go to university.

Another goal of the law is fairness. This means that the law should recognize and protect certain basic individual rights and freedoms, such as liberty and equality. The law also serves to ensure that strong groups and individuals do not use their powerful positions in society to take unfair advantage of weaker individuals.

However, despite the best intentions, laws are sometimes created that people later recognize as being unjust or unfair. In a democratic society, laws are not carved in stone, but must reflect the changing needs of society. In a democracy, anyone who feels that a particular law is flawed has the right to speak out publicly and to seek to change the law by lawful means.

## *PART 2 "LAW AND SOCIETY"*

When the world was at a very primitive stage of development there were no laws to regulate life of people. If a man chose to kill his wife or if a woman succeeded in killing her husband that was their own business and no one interfered officially.

But things never stay the same. The life has changed. We live in a complicated world. Scientific and social developments increase the tempo of our daily living activities, make them more involved. Now we need rules and regulations which govern our every social move and action. We have made laws of community living.

Though laws are based on the reasonable needs at the community we often don't notice them. If our neighbor plays loud music late at night, we probably try to discuss the matter with him rather than consulting the police, the lawyer or the courts. When we buy a TV set, or a train ticket or loan money to somebody a lawyer may tell us it represents a contract with legal obligations. But to most of us it is just a ticket that gets us on a train or a TV set to watch.

Only when a neighbor refuses to behave reasonably or when we are injured in a train accident, the money wasn't repaid, the TV set fails to work and the owner of the shop didn't return money or replace it, we do start thinking about the legal implications of everyday activities.

You may wish to take legal action to recover your loss. You may sue against Bert who didn't pay his debt. Thus you become a plaintiff and Bert is a defendant. At the trial you testified under oath about the loan. Bert, in his turn, claimed that it was a gift to him, which was not to be returned. The court after

the listening to the testimony of both sides and considering the law decided that it was a loan and directed that judgment be entered in favor of you against Bert.

Some transactions in modern society are so complex that few of us would risk making them without first seeking legal advice. For example, buying or selling a house, setting up a business, or deciding whom to give our property to when we die.

On the whole it seems that people all over the world are becoming more and more accustomed to using legal means to regulate their relations with each other. Multinational companies employ lawyers to ensure that their contracts are valid whenever they do business.

**4. Get acquainted with some of the distinguished scientific researches concerning advantages and disadvantages of internet communication skimming together with scanning two texts below. Prove the content comprehension with 10 questions for groupmates' discussion. Exchange the list of enquiries with other partners in form of dialogues and mini-presentations.**

*PART #1. WHAT ARE THE DIFFERENT TYPES OF CRIMES?*

Crimes are defined by criminal law, which refers to a body of federal and state rules that prohibit behavior the government deems harmful to society. If one engages in such behavior, they may be guilty of a crime and prosecuted in criminal court.

In today's society, criminal behavior and criminal trials are highly publicized in the media and commonly the storyline in hit television shows and movies. As a result, people may consider themselves well-informed on the different types of crimes. However, the law can be quite complicated.

There are many different types of crimes but, generally, crimes can be divided into four major categories, personal crimes, property crimes, inchoate crimes, and Statutory Crimes.

Personal Crimes – “Offenses against the Person”: These are crimes that result in physical or mental harm to another person.

Property Crimes – “Offenses against Property”: These are crimes that do not necessarily involve harm to another person. Instead, they involve an interference with another person's right to use or enjoy their property.

Inchoate Crimes – “Inchoate” translates into “incomplete”, meaning crimes that were begun, but not completed. This requires that a person take a

substantial step to complete a crime, as opposed to just “intend” to commit a crime.

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

## *PART #2 THE MAIN CLASSIFICATIONS AND PUNISHMENTS OF CRIMINAL OFFENSES AROUND THE WORLD*

In the United States, there are three primary classifications of criminal offenses — felonies, misdemeanors, and infractions. Each classification is distinguished from each other by the seriousness of the offense and the amount of punishment for which someone convicted of the crime can receive.

*Criminal offenses* are further classified as property crimes or personal crimes. Elected officials on the federal, state, and local levels pass laws that establish which behavior constitutes a crime and what the punishment will be for someone who is found guilty of those crimes.

Felonies are the most serious classification of crimes, punishable by incarceration of more than a year in prison and in some cases, life in prison without parole or capital punishment. Both property crimes and person crimes can be felonies. Murder, rape, and kidnapping are felony crimes. Armed robbery and grand theft can also be felonies.

Not only can the person who committed the crime be charged with a felony, so can anyone who aided or abetted the felon before or during the crime and anyone who became accessories to the crime after it was committed, such as those who help the felon avoid capture.

Most states have different classifications of felonies, with increasing penalties for the most serious crimes. Each class of felony crimes has minimum and maximum sentencing guidelines.

Crimes that are classified as felonies include: aggravated assault, animal cruelty, arson, drug distribution, elder abuse, felony assault, grand theft, kidnapping, manslaughter, manufacturing of drugs, murder, rape, tax evasion, treason.

Most states also classify felonies by capital felony, followed by first through fourth degree, depending on the severity.

Although each state varies when determining the degree of a felony, most states with capital felony define it as a crime, such as murder, that qualifies for the death penalty or life without parole. Common first-degree felonies include arson, rape, murder, treason, and kidnapping; Second-degree felonies can include arson, manslaughter, drug manufacturing or distribution, child pornography, and child molestation. Third and fourth-degree felonies can include pornography, involuntary manslaughter, burglary, larceny, driving under the influence, and assault and battery.

**Prison Sentences for Felonies.** Each state determines the prison sentence handed down for felony crimes based on guidelines determined by the degree of the crime. Class A is usually used to classify the most serious felonies, such as first-degree murder, rape, involuntary servitude of a minor, kidnapping in the first degree, or other crimes that are considered to be heinous. Some Class A felonies carry the toughest penalties, such as the death penalty. Each state has its own set of classifications of criminal laws.

A Class B felony is a classification of crimes that are severe, yet not the most serious of crimes. Because a Class B felony is a felony, it carries tough penalties, such as a lengthy prison sentence and extreme fines. Here is an example of Texas and then Florida's felony sentencing guidelines.

**What Is a Misdemeanor?** Misdemeanors are crimes that do not rise to the severity of a felony. They are lesser crimes for which the maximum sentence is 12 months or less in jail. The distinction between misdemeanors and felonies lies within the seriousness of the crime. Aggravated assault (beating someone with a baseball bat, for example) is a felony, while simple battery (slapping someone in the face) is a misdemeanor.

But some crimes that are usually treated as misdemeanors in the courts can rise to the level of a felony under certain circumstances. For example, in some states, possession of less than an ounce of marijuana is a misdemeanor, but possession of more than an ounce is considered possession with intent to distribute and is treated as a felony.

Likewise, an arrest for driving under the influence is usually a misdemeanor, but if anyone was hurt or killed or if it is not the driver's first DUI offense, the charge can become a felony.

**What Is an Infraction?** Infractions are crimes for which jail time is usually not a possible sentence. Sometimes known as petty crimes, infractions are often punishable by fines, which can be paid without even going to court.

Most infractions are local laws or ordinances passed as a deterrence to dangerous or nuisance behavior, such as setting speed limits in school zones, no



parking zones, traffic laws, or anti-noise ordinances. Infractions can also include operating a business without the proper license or improperly disposing of trash.

Under some circumstances, an infraction can rise to the level of a more serious crime. Running a stop sign might be a minor infraction, but not stopping for the sign and causing damage or injury is a more serious offense.

Capital Crimes. Capital crimes are those which are punishable by death. They are, of course, felonies. The difference between other classes of felonies and capital felonies is the fact that those accused of capital crimes can pay the ultimate penalty, the loss of their life.

### *PART#3 INTERNATIONAL STATISTICS ON CRIME AND JUSTICE*

*Trends in intentional homicide.* Whilst country and regional homicide rates can be used for cross-national comparison only with caution, somewhat greater confidence may be placed in the analysis of yearly trend data. As long as factors such as approaches to police data recording remain constant, then changes over time can be effectively followed, irrespective of absolute levels. In so far as intentional homicide has been used as a proxy indicator for forms of violent crime, and even crime in general, such information is important in determining patterns of crime and emerging threats. The underlying dataset used in this chapter contained sufficient information for calculation of yearly trend data for some 88 countries in the Americas, Asia, Europe and Oceania. This set of countries is smaller than that used in figure 1. Whilst many countries have a value for at least one recent year available, far fewer are able to report a consistent time series. Figures 6 to 9 show average intentional homicide rates in these 88 countries, organized by subregion. Overall averages for countries in the Americas, Asia and Oceania, and Europe regions are also shown.

The overall global homicide rate was estimated at 7.6 per 100,000 population in 2004, corresponding to some 490,000 violent deaths in that year. 'Latest available year' data shows that, despite significant difference between criminal justice and public health data in some subregions, the highest homicide rates are likely in Southern Africa, Central America and the Caribbean subregions. Based on criminal justice data, these subregions show rates between 20 and 30 per 100,000 population. The lowest global homicide rates are found in Western Europe, Southern Europe, Oceania, Eastern Asia and Northern Europe subregions. Both criminal justice and public health data show rates under 3 per 100,000 population in these subregions.

The majority of countries for which trend data is available show decreasing or stable homicide trends over the period 2003 – 2008. Overall

regional rates based on data from these countries show decreasing trends. At the subregional level however, increasing subregional rates are seen in the Caribbean and Central America. Such increases are likely due to a relatively limited set of countries that show increasing homicide rates including Guatemala, Venezuela, Jamaica, Belize, Trinidad and Tobago, and Honduras. Increasing rates in these countries may be linked in particular to the challenges of organized crime, drug trafficking and gang activity.

*Trends in drug-related crime.* In addition to comparison of levels of total recorded drug-related offences and recorded drug trafficking offences, a second productive approach to analysis concerns examination of trends in drug crime. Whilst absolute levels of police recorded drug-related crime and drug trafficking may be particularly challenging to interpret, changes over time may nonetheless be more accurately followed. Even trends monitoring, however, is dependent upon the maintenance over time of equivalent police-recording systems within a country. Long-term trends monitoring further requires consistent periodic reporting by Member States at the international level.

Over a ten year period, the number of Member States for which data on drug-related crime is available for each year is comparatively small, with the majority of countries located in Central and Eastern Europe. Despite this limited subset of countries, analysis of national level data on drug-related crime shows a clear emerging picture. Figure 3 shows trends in drug-related crime compared to trends in robbery for 20 countries (Canada, Belarus, Bulgaria, Czech Republic, England and Wales, Finland, Germany, Hungary, Japan, Latvia, Lithuania, Mauritius, Poland, Portugal, Republic of Moldova, Romania, Russian Federation (robbery only), Slovakia, Slovenia, and Switzerland) for the period 1995 to 2008 as reported to the UNCTS. The median of the rates of each crime type was calculated for each year, followed by ‘normalization’ to a starting value of 100 for the year 1995. As such, the figure shows percentage change for each subsequent year, compared to the initial year.

*Possible measures of attrition.* In only a small minority of all criminal offences committed an offender will be convicted. In every step between the commitment of a crime and the conviction of the offender(s) some attrition can and will occur.

a) Firstly, the crime must be recognized and considered as a crime by someone, either the offender, the victim, a witness or the police. This is not always the case: when a dead body is found it could be labelled an accident while in fact it was a homicide. But also for other crimes (e.g. fraud, domestic

violence) the offender and sometimes even the victim could well be convinced that what happened was not a crime at all.

b) The next step is that the crime must be brought to the attention of the police, usually by a victim reporting the crime. From Crime Victim Surveys it is known that, depending on the type of crime, only about half of the crimes are actually reported to the police.

c) Then, the crime has to be registered by the police. Again, although in many countries the police are obliged to register every crime, this does not happen in practice. This could be because the crime is not considered serious enough by the police. Or because the police will not do anything about that particular crime anyhow.

d) After a crime is registered and by this registration formally entered the criminal justice system an offender will be found or not. As we will see in this paragraph on average for every two crimes registered one offender is found.

There is a statistical complication here: the counting unit changes now from crime to offender. Since a crime can be committed by more than one offender (and possibly for some crimes more than one offender is actually found), one cannot say that half of the crimes are 'solved'. Indeed it is possible, and for some countries this actually occurs, that the number of offenders found is larger than the number of crimes registered.

e) Not all offenders that are found will be prosecuted. Both police and prosecution can decide not to continue proceedings against an offender, either for technical reasons (not enough evidence) or policy reasons. And, in some countries and under specific conditions, the police can end a procedure with some sanction for the offender.

f) After a prosecution against an offender has started, not all offenders will be brought before a penal court. As in the preceding step, the prosecutor can end a procedure as well, either with or without any consequences for the offender.

g) Not all offenders brought before a judge will get a conviction. Although in practice this is a small percentage in most countries not all alleged offenders will be found guilty.

**5. Translate in a written form into Ukrainian one of the passages taken from any of above texts.**

**6. Write a opinion essay based on topic “The Main Determinants of Committing Crime by Modern Person” applying the following linkers: to express opinion, in my opinion, personally, I think/ I believe (that I strongly believe that, it is clear (to me) that, I (completely) agree/disagree with, it seems to me that, as I see it, in my view, from my point of view, as far I am concerned, I am sure/ convinced that, I (dis)agree with the statement, because my main reason is/another reason, one reason for is, many people say/ believe that, because, since, because of/ due to.**

**7. Broadly applying various possible modern translation techniques and appliances (paper Cambridge dictionary, on-line translation, on-line dictionaries) change the following into Ukrainian putting it in your own words. Comment on what you have read.**

*СТАТТЯ №1 КРИМІНОЛОГІЧНА ХАРАКТЕРИСТИКА  
ЗЛОЧИННОСТІ НЕПОВНОЛІТНІХ У СУЧАСНІЙ УКРАЇНІ*

Про сучасний стан злочинності неповнолітніх свідчить насамперед досить високий її рівень. До 2004 р. щороку в Україні реєструвалося 31-33 тис. злочинів, вчинених неповнолітніми. У 2005 р. їх кількість скоротилася до 26,5 тис, а у 2006 р. – до 20 тис (на 24,9 %). Відповідно скоротилася і кількість неповнолітніх, виявлених ж таких, що вчинили ці злочини: у 2004 р. до 26,4 тис, у 2005 р. – до 22,7 тис. осіб, а у 2006 р. – навіть до 17 тис. За даними на рік питома вага злочинів, вчинених неповнолітніми становить відповідно 4,8 % та 7,9 % від загальної кількості злочинів усіх видів, розкритих у той же період. У 2015 9,3%

Так, за статистичними даними МВС, неповнолітні скоїли на 20,6 % злочинів більше, ніж у минулому навчальному році. Найтривожніша ситуація – у Донецькій, Запорізькій, Сумській областях та АР Крим. Зросла на 29 % кількість злочинів, скоєних неповнолітніми повторно, що свідчить про недостатній рівень індивідуальної корекційної роботи з підлітками, які вже скоювали протиправні дії.

Протягом останніх років у структурі злочинності неповнолітніх відбувалися помітні зміни. Насамперед зростала, починаючи з 2005 р., частка злочинів, які за сучасної кваліфікації віднесені до тяжких та особливо тяжких. Серед злочинів неповнолітніх дві третини становили крадіжки, в тому числі кожна четверта – з квартир, кожна п'ята – зі складів, баз, магазинів, інших торгових точок. Майже кожним десятим злочином був грабіж, близько 5 % – хуліганство, 3 % – незаконне заволодіння

автотранспортом. Стрімко зростала питома вага неповнолітніх, притягнутих до кримінальної відповідальності за вчинення злочинів у сфері наркообігу, у тому числі переважно без мети збуту наркотиків. Підвищена активність неповнолітніх у вчиненні окремих видів злочинів засвідчувалася зростанням за цими видами питомої ваги осіб цього віку серед усіх вікових категорій, що їх вчинили.

Даючи кримінологічну характеристику злочинів, які вчиняли неповнолітні, слід зазначити, що згадані злочини, у тому числі тяжкі, майже у 3 рази частіше вчинялися у містах, ніж у сільській місцевості.

Що стосується місця вчинення злочинів неповнолітніми, то давно вже відмічено тенденцію його переміщення з вулиць, громадських установ до приміщень, зокрема до помешкань сім'ї, сусідів інших осіб, а також до складів, комор, гаражів, будівельних майданчиків, місць розташування виробництв, навчальних закладів торгових точок, особливо з продажу алкогольних напоїв. До 80 % злочинів неповнолітніх вчинені неподалік від місця проживання, роботи або навчання. Значну частину, особливо у літній період, становлять злочини, вчинені в місцях відпочинку, "на природі", в курортній місцевості, у приміському транспорті.

Значна кількість злочинів вчиняється неповнолітніми, що перебувають у стані алкогольного сп'яніння або наркотичного збудження. За даними О. Г. Кальмана, у такому стані було вчинено до 90 % насильницьких і до 70 % корисливих злочинів. Як вже зазначалось вище, майже половину злочинів неповнолітні вчиняли у складі групи, а крадіжок, грабежів, хуліганств, вимагань та зґвалтувань – до 75-80 %. Однак склад та інші якісні характеристики злочинних груп неповнолітніх значно відрізняються залежно від виду та ситуації вчинення групового злочину. Заздалегідь сплановані злочини, зокрема крадіжки з квартир, товаросховищ, баз, складів, а також розбої, вчинені у зазначених місцях, здійснювали, як правило, добре організовані невеликі групи (до 3 осіб), що діяли більш-менш тривалий час. Ситуативні групові злочини, які по деяких видах останніх, зокрема зґвалтуваннях, викраденнях автотототранспорту, грабежах становлять більше їх половини, а хуліганських проявів – понад 73 %, частіше вчиняли більш чисельні групи (до 5-7, а іноді й до 10 і більше осіб), без чіткої попередньої організації та тривалої підготовки і згуртування. Останнім часом опубліковані цікаві висновки фахівців у галузі етології та еволюційної психології щодо біологічних та соціальних передумов підліткового гуртування, особливо ситуативного, ж прояву генетичної програми розвитку загалом зграйних

істот, що мотивується, здебільшого підсвідомо, прагненням отримати прихильність та схвалення подібних істот.

Узагальнюючи стан злочинності неповнолітніх слід зазначити, що в останні роки зміни зазнали тенденції розвитку злочинності неповнолітніх. Так відзначається зменшення загальної кількості злочинів, але на цьому фоні зростає злочинна активність; втягується у злочинну діяльність все більша кількість підлітків; збільшується питома вага тяжких і особливо тяжких злочинів; зростає кількість планованих злочинів; структура злочинності неповнолітніх поповнилася новими видами злочинів; неповнолітні злочинці стають основним джерелом поповнення організованої злочинності; зростання суспільної небезпечності злочинів.

Все це означає, що на сучасному етапі актуальним є питання розробки дієвої системи профілактики злочинності неповнолітніх, а також її своєчасного попередження. Причому така система повинна включати виховні, інформаційні, організаційні та спеціально – юридичні засоби.

### *СТАТТЯ №2 ЕТИЧНІ ПИТАННЯ В ЮРИДИЧНОМУ БІЗНЕСІ*

Етика – це набір моральних принципів, які змушують людей поводитися так, а не інакше. Юристи приймають рішення, що пов'язані з етичними питаннями, щодня, коли думають, як захистити, як представити інтереси клієнта. Корпоративні юристи, котрі працюють у великих фірмах, в своїй практиці також повинні діяти етично.

*Конфлікт інтересів.* Юристи не можуть надавати послуги у тих справах, по яких у них існує конфлікт інтересів. Наприклад, працюючи в одній фірмі, вони не повинні представляти клієнтів, котрі мають протилежні інтереси.

Юридичні фірми – це великі організації, які представляють сотні клієнтів. У зв'язку з цим багато з них використовують спеціальні комп'ютерні програми, за допомогою яких перевіряють, чи немає у них конфлікту інтересів по кожній конкретній справі.

На сьогодні правил етики юриста в Україні ніхто не приймав, а от для адвокатів вони існують. Минулого року Рада адвокатів України розглянула на своєму засіданні питання стосовно конфлікту інтересів для адвоката і надала відповідні рекомендації.

У своєму роз'ясненні РАУ зазначила, що в межах Закону України «Про адвокатуру та адвокатську діяльність» під конфліктом інтересів необхідно розуміти суперечність між особистими інтересами адвоката та його професійними правами і обов'язками, наявність якої може вплинути

на об'єктивність або неупередженість при виконанні адвокатом його професійних обов'язків, а також на здійснення чи нездійснення ним дій під час ведення адвокатської діяльності.

У роз'ясненні йдеться про те, що адвокатське об'єднання (АО) є стороною договору про надання юридичної допомоги. Від імені АО такий договір підписується його учасником, уповноваженим на це довіреністю або статутом об'єднання. При цьому укладати договір про надання правової допомоги у разі наявності конфлікту інтересів заборонено. Законом на адвоката покладено зобов'язання відмовитися від виконання договору, укладеного АО, зокрема, у випадку, якщо:

- адвокат брав участь у відповідному провадженні, і це є підставою для його відводу згідно з процесуальним законом;

- виконання зобов'язання може суперечити інтересам адвоката, членів його сім'ї або близьких родичів, адвокатського бюро або адвокатського об'єднання, засновником, учасником якого він є, професійним обов'язкам адвоката, а також у разі наявності інших обставин, які можуть призвести до конфлікту інтересів;

- адвокат надає правову допомогу іншій особі, інтереси якої можуть суперечити інтересам особи, яка звернулася щодо укладення договору про надання правової допомоги.

На неприпустимість конфлікту інтересів вказують також приписи правил адвокатської етики. Як бачимо, це питання врегульовано на рівні закону. Тим не менше, запитання у адвокатів виникають.

*Фінансове питання.* Юридичний бізнес, як і будь-який інший, ведеться з метою отримання прибутку. Та на відміну від правил стосовно ціноутворення на юридичні послуги, що існують на Заході, в Україні це питання ніяк не врегульовано. В США, наприклад, у правилах адвокатської етики зазначається, як адвокати повинні поводитися з фінансами клієнтів і вести фінансові розрахунки з ними. Якщо замовник заплатив на рахунок юрфірми кошти для надання йому послуг, ці гроші не можуть піти ні на що інше. При цьому юристи ні в якому разі не повинні змішувати власні фінанси з грошима клієнта. Коли адвокат працює в юридичній фірмі, управління фінансуванням та забезпечення того, щоб юристи правильно управляли фінансами клієнтів, зазвичай доручають працівникам бухгалтерії.

Та так відбувається на Заході. В Україні ж все по-іншому – ніяких етичних обмежень у фінансових питаннях практично немає. Часто заплачені клієнтом кошти йдуть на інші потреби, а не на представництво

його інтересів, у зв'язку з чим бувають і конфлікти. З іншого боку, трапляються випадки, коли юристи працюють «у кредит», якщо у клієнта тимчасово немає коштів на те, щоб розплатитись за послуги, а згодом виявляється, що кошти у нього закінчилися взагалі, і ніхто юристу не заплатить.

Тут виникає ще одне питання: чи судитись у такому випадку з клієнтом? Деякі юристи судяться. Але в таких випадках є ризик, що між клієнтами про юриста піде недобра слава, і інші клієнти звертатися за послугами до такої юрфірми не захочуть.

*Етика в конкуренції.* Нерідко юристи стикаються з етичними проблемами і в ході своєї діяльності. Причому у співробітника і партнера юрфірми та особи, яка практикує самостійно, в ці проблеми відрізняються. Всі вони виступають представниками своїх клієнтів і виконують довірені їм обов'язки. Кожен з них несе відповідність як професіонал у юридичній сфері. Однак обов'язки юриста перед фірмою, особливо необхідність підкорятися фірмі, відрізняється від обов'язків і відповідних конфліктів між партнерами чи приватно практикуючими юристами.

Швидкість, з якою юристи переходять з фірми в фірму, останнім часом все збільшується. Ця тенденція відображає зміну структури юридичної практики, загальну економічну нестабільність у країні, попит з боку клієнтів на фірми з більш глибокою спеціалізацією розвиток технологій, а також зниження витрат клієнтів на юридичні послуги. Щоразу, коли юрист змінює фірмову приналежність, перед ним, його старою фірмою та фірмою, до якої він перейшов, виникає цілий спектр актуальних етичних проблем. Зокрема, постає багато питань щодо комунікацій з клієнтами, власності та передачі файлів тощо.

*Правила.* Варто ще раз нагадати, що в Україні правил професійної етики юристів немає. Такі правила офіційно передбачені для суддів, адвокатів, нотаріусів, проте юридичні послуги громадянам у нас надають усі, кому не лінь, тож можна зробити висновок, що ніхто в нашій країні не захищений від неетичної поведінки таких людей.

Цікаво, що ще в 2001 р. одне з професійних об'єднань Спілки юристів України прийняло Основні засади професійної етики юристів України. Документ є узагальненням моральних стандартів поведінки, що базуються на визнаних загальнолюдських цінностях і основних принципах професійної діяльності юристів, які конкретизуються кодексами етики, правилами поведінки та дисциплінарними статутами окремих



професійних груп юристів і морально зобов'язують усіх юристів України дотримуватися їх при здійсненні своєї професійної діяльності.

*Етика в мережі.* Минулого року дуже активно обговорювалося звернення одного з адвокатів до РАУ щодо дій іншого адвоката, який критично висловлювався про своїх колег у соцмережах. У зверненні говорилося, що іменитий адвокат принижував молодого колегу словами «адвокатішка» і нецензурною лайкою. Це питання викликало активну дискусію в соцмережах. Дехто вважав, що в інтернеті можна вільно висловлювати будь-які свої думки, і ніхто не має права це обмежувати. Інші ж спеціалісти відстоювали думку, що адвокати завжди і всюди мають поводитися стримано.

Наразі питання етики юриста в Україні залишається відкритим – вочевидь, для його вирішення нам доведеться чекати кращих часів

## 8. Complete the essential vocabulary table “Parts of Speech” incorporating active glossary extracted from translated article.

<i>Nouns</i>	<i>Verbs</i>	<i>Adjectives</i>	<i>Adverbs</i>	<i>Other (Set Expressions, Phrasal Verbs, Idioms, Collocations)</i>
<i>Felonies</i>	<i>Assault</i>	<i>International</i>	<i>Deliberately</i>	<i>Accused of</i>

### 9.1. Speech etiquette in modern jurisdiction! Be creative in finding the most appropriate English equivalents to the frequently used proverbs, sayings, idioms, idiomatic expressions, phrases in today’s legal sphere.

1. глас народу – глас божий; життя прожити – не поле перейти; на віку – як на довгій ниві. 2. ніхто не може бути суддею у своїй власній справі; собака на сні; п’яте колесо до воза; ні риба ні м’ясо; сьома вода на киселі; сліпе правосуддя. 3. суворий закон, але це ж закон; хай загине світ, але здійсниться правосуддя. 4. байдики бити; баляси точити; задніх пасти. 5. узи шлюбу; подвійне право; надання законної сили. 6. добрий день; до побачення. 7. правда твоя; що на вербі груші, на осиці – кислиці. 8. на вовка помовка, а зайці кобилу з’їли. 9. згідно зі статтею. 10. свідомо неправдиві свідчення.

### 9.2. Research activity: complete this list looking for as more as possible the newest expressions lately appeared in modern speaking on law.

**10. Make a project on theme “Global Justice: Barriers and Opportunities” in three possible deliveries: a) presentation in front of audience with personal speech and comments; b) written report-analysis based on collective data from various sources; c) multimedia option presented by means of selected topical video.**

### **SELF-ASSESSMENT MODULE#IX**

**1. Complete the communication quiz “Do you have the skills, traits and values of a good lawyer? Take this quiz to find out”.**

*Instructions. For each statement, write down the answer that best describes you. Please answer questions as you actually are (rather than how you think you should be), and don't worry if some questions seem to score in the "wrong direction."*

1. When it comes to assessing the emotional state of a client or absorbing what a client says in an interview, are male lawyers or female lawyers likely to perform better?

---

2. When a lawyer represents a client whose welfare he or she cares about deeply, what becomes more likely?

---

3. What emotional state is most likely to prompt courageous moral actions (doing the right, but difficult, thing)?

---

4. What character strength, when demonstrated at an early age, is most predictive of success decades later in school and in careers?

---

5. What famous lawyer said: "As a peacemaker, the lawyer has a superior opportunity of being a good person. There will be business enough."

---

6. In a survey of clients of legal services, what did clients say they wanted most from their lawyers?

---

7. When a Gallup poll asked 1,000 Americans to rank various professions by their "honesty and ethical standards," what percentage of respondents thought lawyers' honesty and ethics ranked either "high" or "very high"?

---

8. According to a recent study, what reduction in cheating might be expected if billing sheets included the statement: "All the billing time indicated is a true and honest reflection of actual hours billed" and had a signature line?

---

9. In an article published in 1936, Clarence Darrow suggested defense lawyers should try to exclude potential jurors if they were:

---

10. According to a study by two professors at the University of California at Berkeley, high first-year law school grades and LSAT scores are negatively correlated with which lawyer competencies?

---

**2. Results Interpretation.** Write down your own profile as a modern lawyer.

***Key points of building a better lawyer quiz***

1. *Female lawyers are better at both assessing the emotional states of other people and listening. In general, women score higher on tests of empathy than do men, more quickly identify emotional states from clues, and interrupt conversations less frequently. Brain imaging shows that when women are shown partial emotional clues, their brains light up in defined places, whereas the same clues set off a crazed flurry of activity in male brains.*

2. *Studies show that empathy only leads to pro-social action when that action comes at little personal cost. Courageous moral action is far more likely to be prompted by strong emotions such as anger, disgust, guilt and shame—especially if the person having those emotions has a strong life-structuring code. Moral courage enables good lawyers to do the right thing, even when that comes with risks.*

3. *Clients say they most want to be treated with respect, receive regular communication from their lawyers, have a relationship based on trust, and feel they are being shown empathy and compassion. Most clients also say lawyers today are “less caring and compassionate” than they once were.*

## **MODULE # X. GLOBAL DIPLOMACY: GENERAL OVERVIEW AND SOME PECULIARITIES OF INTERNATIONAL RELATIONS ON BUSINESS**

**1. Open the group discussion by paraphrasing the quotations below. Which one do you agree with? Why?**

- Some see private enterprise as a predatory target to be shot, others as a cow to be milked, but few are those who see it as a sturdy horse pulling the wagon. *Winston Churchill.*
- Being tactful in audacity is knowing how far one can go too far. *Jean Cocteau.*
- Good counsel has no price. *Giuseppe Mazzini.*
- Peace, commerce, and honest friendship with all nations, entangling alliances with none. *Thomas Jefferson.*
- All politics are based on the indifference of the majority *James Reston.*
- If a free society cannot help the many who are poor, it cannot save the few who are rich. *John F. Kennedy.*
- Morality in government begins with officials using words as honestly as possible to describe the truth. *David Gergen.*

**2. Show what you know. Study the following vocabulary giving extensive explanations; come up with statements including some of them as well as try to add couple of your own to this list. Consider the presented tips for using lexis:**

- Look carefully through the list to make sure you know the words and are confident that you can use them in your written or spoken English.
- Look up the meaning of any new words and put them in a sentence. If you're not sure your sentence is correct, post it in the comments section at the bottom of the page and we'll check it for you.
- Make a handwritten note of any new words, ideally in a separate note pad that you carry with you. Whenever you have a few minutes – waiting for a bus, just before going to sleep, waiting for the kettle to boil – take out the list and look through, reminding yourself of the word and the meaning.
- Improving your vocabulary for IELTS takes practice, so try to use the new word(s) in any suitable situation over the next few weeks – using the new word will help you remember it!

– Write the new word a number of times – writing down vocabulary will help you remember it and will also help with spelling.

Accession accreditation adversary bilateral note interactive letter boycott conspiracy courtesy delegation diplomacy proclaim connection surround rogue state sovereignty collaboration conquer embassy espionage hindsight instructions intimidation memorandum revenue blue collar workers negotiation partnership reconnaissance treaty urgency advocacy dignitarian geopolitics sphere of influence allegiance

**3. Reading comprehension with deep analysis of its parts and content as well.**

**3.1. Read the article and translate it into Ukrainian.**

**3.2. Discuss the meanings of the highlighted words and phrases in the article.**

**3.3. Write the plan to the text and summarize it in a written form using the following linking devices:**

<i>First(ly)</i>	<i>Second(ly)/third(ly)</i>	<i>Conversely\On the contrary</i>
<i>First of all</i>	<i>In the second place</i>	<i>Even though\Although</i>
<i>For a start</i>	<i>Subsequently</i>	<i>In spite of\Despite</i>
<i>In the first place</i>	<i>Simultaneously</i>	<i>Differing from\In contrast\Instead</i>
<i>Initially</i>	<i>And then</i>	<i>In comparison</i>
<i>To begin/start with</i>	<i>Next</i>	<i>In reality</i>
<i>Let us begin/start by</i>	<i>Formerly/previously</i>	<i>On the one hand\On the other hand</i>
<i>First and foremost</i>	<i>Both... and ...</i>	<i>Notwithstanding\Nonetheless\Nevertheless</i>
<i>First and most importantly</i>	<i>Analogously</i>	<i>Still\Yet</i>
<i>Due to / due to the fact that</i>	<i>Equally</i>	<i>Unlike</i>
<i>Owing to / owing to the fact that</i>	<i>Likewise</i>	<i>Whereas\While</i>
<i>Because</i>	<i>Just like</i>	<i>Summing up/to sum up</i>
<i>Because of</i>	<i>Similarly</i>	<i>To conclude/in summary</i>
<i>Since</i>	<i>Correspondingly</i>	<i>Finally</i>
<i>As</i>	<i>In the same way</i>	<i>In short/in brief</i>
	<i>In the same manner</i>	<i>On the whole</i>
	<i>By the same token</i>	<i>Ultimately</i>
	<i>Alternatively</i>	<i>Last/lastly</i>
	<i>But\</i>	<i>Last of all</i>
	<i>However</i>	<i>Last but not the least</i>

## *DIPLOMATIC PECULIARITIES*

*Diplomacy* is the art and practice of conducting negotiations between representatives of states. It usually refers to the conduct of international relations through the intercession of professional diplomats with regard to a full range of topical issues. Diplomacy entails influencing the decisions and conduct of foreign governments and officials through dialogue, negotiation, and other nonviolent means.

Diplomacy is the main instrument of foreign policy, which consists of the broader goals and strategies that guide a state's interactions with the rest of the world. International treaties, agreements, alliances, and other manifestations of foreign policy are usually negotiated by diplomats prior to endorsement by national politicians. Diplomats may also help shape a state's foreign policy in an advisory capacity.

Since the early 20th century, diplomacy has become increasingly professionalized, being carried out by accredited career diplomats supported by staff and diplomatic infrastructure, such as consulates and embassies. Subsequently, the term "diplomats" has also been applied to diplomatic services, consular services and foreign ministry officials more generally.

*Diplomatic immunity*. The sanctity of diplomats has long been observed. This sanctity has come to be known as diplomatic immunity. While there have been a number of cases where diplomats have been killed, this is normally viewed as a great breach of honour. Genghis Khan and the Mongols were well known for strongly insisting on the rights of diplomats, and they would often wreak horrific vengeance against any state that violated these rights. Diplomatic rights were established in the mid-17th century in Europe and have spread throughout the world. These rights were formalized by the 1961 Vienna Convention on Diplomatic Relations, which protects diplomats from being persecuted while on a diplomatic mission. If a diplomat does commit a serious crime while in a host country he or she may be declared as persona non grata (unwanted person). Such diplomats are then often tried for the crime in their homeland.

*Diplomatic communications* are also viewed as sacrosanct, and diplomats have long been allowed to carry documents across borders without being searched. The mechanism for this is the so-called "diplomatic bag" (or, in some countries, the "diplomatic pouch"). While radio and digital communication have become more standard for embassies, diplomatic pouches are still quite common and some countries, including the United States, declare entire shipping

containers as diplomatic pouches to bring sensitive material (often building supplies) into a country. In times of hostility, diplomats are often withdrawn for reasons of personal safety, as well as in some cases when the host country is friendly but there is a perceived threat from internal dissidents. Ambassadors and other diplomats are sometimes recalled temporarily by their home countries as a way to express displeasure with the host country. In both cases, lower-level employees still remain to actually do the business of diplomacy. Diplomatic recognition.

*Diplomatic recognition* is an important factor in determining whether a nation is an independent state. Receiving recognition is often difficult, even for countries which are fully sovereign. For many decades after its becoming independent, even many of the closest allies of the Dutch Republic refused to grant it full recognition. Diplomacy is an instrument of good governance it should adjust itself to meet the new challenges, to become more relevant, open and agile, to modify its methods and to fully utilise opportunities offered by the technological revolution. So far the pace of its transformation has not always been adequate.

**4. Get acquainted with two scientific researches concerning advantages and disadvantages of internet communication skimming together with scanning two texts below. Prove the content comprehension with 10 questions for groupmates' discussion. Exchange the list of enquiries with other partners in form of dialogues and mini-presentations.**

#### *TEXT #1. MODERN DIPLOMACY*

Modern diplomacy is currently experiencing fundamental changes at an unprecedented rate, which affect the very character of diplomacy as we know it. These changes also affect aspects of domestic and international politics that were once of no great concern to diplomacy. Technical developments, mainly digitization, affect how the work of the diplomat is understood; the number of domestic and international actors whose activity implicates (or is a form of) diplomacy is increasing; the public is more sensitive to foreign policy issues and seeks to influence diplomacy through social media and other platforms; the way exchange between states, as well as the interchange between government and other domestic actors, progresses is influencing diplomacy's ability to act legitimately and effectively; and finally, diplomats themselves do not necessarily need the same attributes as they previously did.

These trends, reflecting general societal developments, need to be absorbed by diplomacy as part of state governance. Ministries of Foreign Affairs, diplomats and governments in general should therefore be proactive in four areas.

1. Diplomats must understand the tension between individual needs and state requirements, and engage with that tension without detriment to the state.
2. Digitization must be employed in such a way that gains in efficiency are not at the expense of efficacy.
3. Forms of mediation should be developed that reconcile the interests of all sides allowing governments to operate as sovereign states, and yet simultaneously use the influence and potential of other actors.
4. New and more open state activities need to be advanced that respond to the ways in which emotionalized publics who wish to participate in governance express themselves.

Diplomacy in its multilayered meaning represents a formulation and implementation of foreign politics, technique of foreign politics, international negotiations and professional activity, which is being performed by the diplomats. Diplomacy can be simply defined as a primary method with which foreign politics is realized and as normal means of communication in international relations. Diplomacy is responsible for managing the relations between countries and countries and other actors through the assistance of advice, design and realization. The public diplomacy is widening its field of traditional diplomatic activities: from the sphere of high politics on the diverse issues and aspects of daily life and from the closed sphere of governments and diplomats on new actors and target groups, i.e. different individuals, groups and institutions, which are joining international and intercultural communication activities and have influence on the political relations.

### *TEXT# 2 HOW TO BE DIPLOMATIC?*

Diplomacy is an art that evolved initially to deal with problems in the relationships between countries. The leaders of neighbouring states might be touchy on points of personal pride and quickly roused to anger; if they met head on, they might be liable to infuriate each other and start a disastrous war. Instead, they learnt to send emissaries, people who could state things in less inflammatory ways, who wouldn't take the issues so personally, who could be more patient and emollient. Diplomacy was a way of avoiding the dangers that come from decisions taken in the heat of the moment. In their own palaces, two kings might be thumping the table and calling their rivals by abusive names; but



in the quiet negotiating halls, the diplomat would say: ‘my master is slightly disconcerted’.

We still associate the term diplomacy with embassies, international relations and high politics but it really refers to a set of skills that matter in many areas of daily life, especially at the office and on the landing, outside the slammed doors of loved ones’ bedrooms.

Diplomacy is the art of advancing an idea or cause without unnecessarily inflaming passions or unleashing a catastrophe. It involves an understanding of the many facets of human nature that can undermine agreement and stoke conflict, and a commitment to unpicking these with foresight and grace.

In the workplace, there is always a need for decorum, or formal politeness. But so often, we face problems at work that make us want to be impolite computer failures and broken equipment, theft of food from the break room refrigerator, missed deadlines, customers that fail to pay, and so on. The list of upsetting things could go on and on. Work is stressful—that’s why you get paid to do it.

If you’ve been working for at least a few years, you’ve probably learned the art of being diplomatic when you speak. In diplomatic speech, you discuss problems in a polite way that doesn’t cause people to get even more upset than they already are. One tricky thing about diplomatic is that it’s different in different languages.

**5. Translate in a written form into Ukrainian one of the passages taken from any of above texts.**

**6. Write an opinion essay based on topic “*The Role of Diplomacy in Business Environment*” applying the following linkers: *to express opinion, in my opinion, personally, I think/ I believe (that I strongly believe that, it is clear (to me) that, I (completely) agree/disagree with, it seems to me that, as I see it, in my view, from my point of view, as far I am concerned, I am sure/ convinced that, I (dis)agree with the statement, because my main reason is/another reason, one reason for is, many people say/ believe that, because, since, because of/ due to.***

**7. Broadly applying various possible modern translation techniques and appliances (paper Cambridge dictionary, on-line translation, on-line dictionaries) change the following into Ukrainian putting it in your own words. Comment on what you have read.**

### *РОЛЬ ДИПЛОМАТІЇ В СУЧАСНОМУ СВІТІ*

Поняття «дипломатія» походить із Стародавнього Риму, де дипломатами спочатку називали осіб, які мали диплом — рекомендаційну, або вірчу, грамоту, що видавалася сенатом офіційним посланникам, яких направляли у провінції імперії чи за кордон.

Класичне визначення дипломатії міститься в Оксфордському словнику англійської мови: Дипломатія — це здійснення міжнародних відносин шляхом переговорів; сукупність засобів, що їх використовують посланники з метою забезпечення переговорного процесу; праця або мистецтво дипломата. Англійський дипломат Е. Сатоу уточнює: дипломатія — це застосування розуму і такту з метою розвитку офіційних відносин між урядами незалежних держав.

Таким чином, дипломатія безпосередньо належить до сфери зовнішньої політики і по своїй суті є одним із головних і найбільш ефективних засобів її здійснення. Дипломатія — це діяльність щодо ведення переговорів, підписання міжнародних угод, вивчення основних тенденцій та перспектив розвитку як регіональних, так і глобальних міжнародних відносин.

Отже, критеріальними ознаками дипломатії є:

1. належність до сфери міжнародних відносин, сфери зовнішньої політики держави;
2. застосування переговорів як основного інструмента облаштування мирними засобами міждержавних стосунків;
3. наявність інституту державних службовців-дипломатів, які безпосередньо ведуть переговори і виконують всі інші функції, передбачені статутом дипломатичної служби кожної держави.

Щодо третьої складової кадрового забезпечення дипломатії надзвичайно влучними є слова відомого французького фахівця в цій галузі Жюля Камбона, який стверджував: «Я не знаю діяльності більш різноманітної, ніж професія дипломата. В усякому разі немає такої професії, де було б так мало твердих правил і так багато того, що засновано на традиції; де для успіху потрібна була б надзвичайна наполегливість, і де б сам успіх такою мірою залежав від випадку; де б потрібна була сувора

дисциплінованість, і де особа повинна була б мати твердий характер та незалежність у міркуваннях».

Роль дипломатії як знаряддя зовнішньої політики держави завжди була надзвичайно великою. Адже навіть між варварськими племенами існували більш-менш стабільні відносини, відбувалися переговори, укладалися угоди і союзи як економічного, так і військово-політичного характеру. Багатий матеріал для розуміння витоків дипломатії, як одного із видів державної діяльності, дає історія Стародавнього Єгипту. В одній із гробниць було знайдено зображення міністерства закордонних справ, його канцелярії та архіву, яке датується 1400 р. до н. е. Це свідчить про те, що Давній Єгипет підтримував різнобічні стосунки із сусідніми державами, а значить проводив активну дипломатичну діяльність. Тому не випадково, що перший міжнародний договір, відомий історії, було виявлено саме в Єгипті.

Ще повільнішими темпами відбувалося утворення перших зовнішньополітичних відомств. Щоправда, вже в XIII ст. в Іспанії, Франції, а згодом і в Англії при монархах з'являються секретарі, які поряд із внутрішніми справами відали зовнішніми зносинами. Проте, по-перше, це дійсно були лише секретарі, які ретельно виконували волю своїх володарів, а, по-друге, вони тривалий час поєднували виконання як зовнішньополітичних, так і внутрішньополітичних функцій. Лише наприкінці XVIII ст. в переважній більшості європейських монархій визначаються особливі статс-секретарі з іноземних справ і формуються спеціальні дипломатичні відомства та інститути.

Історію сучасної, тобто класичної, дипломатії можна поділити на три великі етапи, кожен з яких, у свою чергу, ділиться на окремі періоди та півперіоди. Початком першого етапу вважається Віденський конгрес 1815 р. та Аахенський протокол 1818 р., які вперше встановили поділ на класи дипломатичних агентів («Положення щодо дипломатичних агентів»), заклали правила і традиції дипломатичного церемоніалу та протоколу. Саме на цьому етапі формуються класичні правила геополітики та дипломатії.

Початок другого етапу в історії дипломатії збігається із завершенням Першої світової війни 1914—1918 рр. та облаштуванням повоєнного світу Версальською системою мирних угод, одним із головних наслідків яких було утворення Ліги Націй. Хоча й на цьому етапі дипломатії не вдалося врятувати людство від вселенської катастрофи

1939—1945 рр., вона стала більш зрілою, набула певних усталених міжнародно-правових форм.

Саме на цьому етапі ухвалено цілу низку конвенцій, які заклали основи сучасного дипломатичного та консульського права. Так, у 1911 р. було прийнято Каракаську конвенцію про консульські функції, у 1928 р.— Гаванську конвенцію про консульських чиновників. Водночас було прийнято «кодекс Бустаманте» (1928), названий за іменем його основного укладача — відомого кубинського вченого-міжнародника, професора А. Бустаманте. Цей документ став важливим колективним міжнародним договором, який регулював функції консула. На сьогодні кодекс ратифікували більшість країн Центральної та Південної Америки.

Третій етап охоплює другу половину ХХ ст. Даний період різко відрізняється від усіх попередніх цивілізаційних спіралей розвитку людства. Ця нова якість базується на принципово нових технологіях і нормах економічного та соціально-політичного розвитку суспільства, нових інформаційних системах, гігантських змінах (на жаль, негативних) у природному навколишньому середовищі. До того ж якісно нові політичні трансформації відбулися наприкінці 80-х — початку 90-х років, коли світова теорія і практика тоталітаризму зазнали історичної поразки і перед людством надзвичайно гостро постало питання — як жити далі в цих нових умовах, щоб утримати рівновагу, не скотитись у провалля загального хаосу?

Зазначимо, що саме на цьому етапі остаточно формується міжнародно-правовий кодекс дипломатії, «правила гри» стають універсальними і чітко визначеними. З прийняттям Статуту ООН у 1945 р.. Конвенції про привілеї та імунітети ООН у 1946 р.. Віденської конвенції про дипломатичні зносини в 1961 р., Віденської конвенції про консульські зносини в 1963 р.. Конвенції про спеціальні місії 1969 р., Конвенції про представництво держав у їхніх відносинах з міжнародними організаціями універсального характеру в 1975 р. та цілої низки інших міжнародно-правових актів світова дипломатія отримала цивілізаційний інструментарій для ведення своїх справ у нових історичних умовах.

З огляду на ці обставини професія дипломата в наш час набула ще більшої ваги. Дипломатія стала надзвичайно значущою, впливовою, відповідальною як за двосторонні, так і глобальні міждержавні стосунки. Класичний образ дипломата, виведений Бомарше, який вклав в уста Фігаро такий наказ дипломату: Прикидатися, начебто не знаєш того, про що насправді знаєш, і ніби знаєш те, чого не знаєш, вслуховуватися в те,

чого не розумієш, і не чути того, що розумієш, робити великий секрет із того, що не є таємницею, і усамітнитися з пером наготові, щоб зробити глибокодумний вигляд у той час, як у голові нічого немає, удавати з себе важливу персону, насаждати шпигунів та утримувати зрадників, відклеювати печатки та перехоплювати листи і намагатися виправдати ницість засобів величчю мети»,— не є вже актуальним, хоча деякі риси в цій характеристиці професії дипломата, звичайно, якщо сприймати їх з певною долею іронії, залишаються незмінними і в наш час.

Отже, роль дипломатії, а відтак й дипломата, з огляду на об'єктивні обставини, в наш час незмірно зросла. Саме він — Дипломат — у складних умовах сьогодення покликаний знаходити ефективні формули компромісу, розблоковувати конфлікти, попереджати негативний розвиток подій, давати урядам і прези

**8. Complete the essential vocabulary table “Parts of Speech” incorporating active glossary extracted from translated article.**

<i>Nouns</i>	<i>Verbs</i>	<i>Adjectives</i>	<i>Adverbs</i>	<i>Other (Set Expressions, Phrasal Verbs, Idioms, Collocations)</i>
<i>Diplomacy</i>	<i>Collaborate</i>	<i>Diplomatic</i>	<i>fluently</i>	<i>From first to last</i>

**9.1. Speech etiquette in modern communication! Be creative in finding the most appropriate English equivalents to the frequently used idioms, phrases in today’s business environment.**

1. людина, яка виступає за гідне, пристойне суспільство і сама є взірцем поведінки в ньому. 2. дипломатичний корпус. 3. виглядати на всі сто. 4. час летить 5. неформальна зустріч між дипломатами під час масових заходів. 6. зміна керівництва 7. імітація розмови по телефону для відвертання уваги. 8. жінка на керівній посаді. 9. необхідно підписати. 10. величезний розкішний будинок.

**9.2. Research activity: complete this list looking for as more as possible the newest expressions lately appeared in modern speaking on business.**

**10. Make a project on theme “Diplomacy: General Overview and Some Peculiarities” in three possible deliveries: a) presentation in front of audience with personal speech and comments; b) written report-analysis based on collective data from various sources; c) multimedia option presented by means of selected topical video.**

**SELF-ASSESSMENT MODULE#X**

**1. Complete the communication quiz “How Diplomatic Are You?”.**

*Instructions.* For each statement, write down (very often, often, sometimes, rarely or not at all) that best describes you. Please answer questions as you actually are (rather than how you think you should be), and don't worry if some questions seem to score in the "wrong direction."

1. You're no stranger to confrontation, but you do try to keep things in perspective.

---

2. You possess an abiding interest in and passion for the art and craft of diplomacy and international relations.

---

3. You are a tough and effective negotiator.

---

4. You keep an eye on the prize.

---

5. You strive for a win –win outcome, that way you will increase your chance of negotiating problematic situations successfully.

---

6. You take control of a situation rather than becoming out of control.

---

7. You catch yourself at the moment your gut reaction wants to take over.

---

8. You have a wide range of skills to successfully complete their mission.

---

9. You study abroad and volunteer. It can both help you land a diplomacy position by shaping you into a well-rounded individual who has an appreciation for different cultures.

---

10. You possess the skills to interact with a broad range of people, including the media, private sector, and civil society.

---

**2. Results Interpretation.** Write down your own profile as a diplomat.

***Key points of communication relate to diplomatic talents quiz***

- *Diplomacy is the means by which States throughout the world conduct their affairs in ways to ensure peaceful relations. The main task of individual diplomatic services is to safeguard the interests of their respective countries abroad. This concerns as much the promotion of political, economic, cultural or scientific relations as it does international commitment to defend human rights or the peaceful settlement of disputes.*
- *Diplomacy takes place in both bilateral and multilateral contexts. Bilateral diplomacy is the term used for communication between two States, while multilateral diplomacy involves contacts between several States often within the institutionalised setting of an international organisation.*
- *Negotiation is the one of most important means of conducting diplomacy, and in many cases results in the conclusion of treaties between States and the codification of international law. The aim of such international treaties is primarily to strike a balance between State interests. is intended.*

## REFERENCES

1. Ахманова О.С. Словарь лингвистических терминов / О.С. Ахманова. – М.: Изд-во «Советская энциклопедия», 1969. – 608 с.
2. Балабанов И. Т. Экономика туризма: учеб. пособие / И. Т. Балабанов, А. И. Балабанов. – М.: Финансы и статистика, 2000. – 176 с.
3. Виноградов В.В. Об основных типах фразеологических единиц в русском языке / Виктор Владимирович Виноградов // Лексикология и лексикография: избранные труды. – М.: «Наука», 1977. – 312 с.
4. Вознюк Т.М. Методика вивчення англійських ідіом студентами закладів вищої освіти. / Т.М. Вознюк // Молодий вчений. – 2017. – № 2. – С. 39-42.
5. Гальперин И.Р. Очерки по стилистике английского языка / Илья Романович Гальперин. – М.: Изд-во литературы на иностранных языках, 1958. – 457 с.
6. Гринев-Гриневиц С. В. Терминоведение: учеб. пособие для студ. высш. учеб. заведений / С. В. Гринев-Гриневиц. – М.: Издательский центр (Академия), 2008. – 302 с.
7. Житнікова К. В. Фразеологічні одиниці в англійській терміносистемі менеджменту та маркетингу: семантико-прагматичний аспект (на матеріалі часопису «Journal of World Business»): автореф. дис. канд. філол. наук: 10.02.04 / К. В. Житнікова. – К., 2008. – 22 с.
8. Загородній А. Г. Фінансово-економічний словник / А. Г. Загородній, Г. Л. Вознюк. – Л.: Вид-во Львівської політехніки, 2011. – 844 с.
9. Камінська В.С. Теоретичні дослідження фразеологічних одиниць у сучасній лінгвістиці // Науковий часопис НПУ імені М.П. Драгоманова, 2011. – С. 122-128.
10. Куценко В. А. Культура: испытание рынком / В. А. Куценко // Социально-политические науки. – 1991. – №12. – С. 12-17
11. Лейчик В. М. Номенклатура – промежуточное звено между терминами и собственными именами/ В. М. Лейчик // Вопросы терминологии и лингвистической статистики. – Воронеж: Изд-во Воронежского ун-та, 1974. – С. 13–24.
12. Методика навчання іноземних мов у середніх навчальних закладах: Підручник / кол. авторів під керівн. С.Ю. Ніколаєвої. – К.: Ленвіт, 1999. – 320 с.



13. Посібник з аудіювання [Текст]: книга для викладачів / Авт.-уклад.: Т.М. Гусак, Н.О. Мірошніченко; Міністерство освіти України, Київський Національний економічний університет. – К.: КНЕУ, 2000. – 144 с.
14. Пінковська Г.В. Роль сфери культури у соціально – економічному розвитку регіонів країни. [Електронний ресурс]. – Режим доступу: <http://dspace.nbuv.gov.ua/bitstream/handle/123456789/92116/01-Pinkovska.pdf?sequence=1>– Загол. з екрану.
15. Посібник з аудіювання: книга для студентів / Авт.-уклад.: Т.М. Гусак, Н.О. Мірошніченко; Міністерство освіти України, Київський Національний економічний університет. – К.: КНЕУ, 2000. – 160 с.
16. Продан Ю. П. Поняття «термін-фразема» у лінгвістиці / Ю. П. Продан // Термінологічний вісник: зб. наук. пр. – К.: Інститут української мови НАНУ, 2013. – Вип. 2(1). – С. 116–121.
17. Реформатський А. А. Что такое термин и терминология / А. А. Реформатський // Вопросы терминологии (Матер. Всесоюз. терминологического совещания). – М.: Изд-во АН СССР, 1961. – С. 46–54.
18. Родзевич Н. С. Поняття термін, терминологія і номенклатура в працях радянських і зарубіжних учених / Н. С. Родзевич // Лексикографічний бюлетень. – К., 1963. – Вип. 9. – С. 6–12.
19. Сурмін Ю. П. Майстерня вченого: [підручник для науковця] / Ю. П. Сурмін. – К.: Навчально-методичний центр “Консорціум з удосконалення менеджмент-освіти в Україні”, 2006. – 302 с.
20. Шанский Н.М. Фразеология современного русского языка / Н.М. Шанский. – М.,1985. – 160 с.
21. Шиленко О. А. Фразеологізація в англійській фаховій мові економіки / О. А. Шиленко // Вісник Житомирського держ. ун-ту ім. Івана Франка: наук. часопис. – 2010. – Вип. 49. – С. 228–231.
22. Як стати мільонером до 25 років - 7 порад (2016). Режим доступу: <https://news.finance.ua/ua/news/-/380465/yak-staty-miljonerom-do-25-rokiv-7-porad>– Загол. з екрану. – [In Ukrainian]
23. Accountants (1996) A Uniform System of Accounts, 9th rev. edn, New York: Hotel Association of New York City Inc.
24. Albert, M. (1991) Capitalisme contre Capitalisme, Paris: Seuil.
25. Ayto J. A Century of New Words. – London, Oxford: Oxford University Press, 2007. – 250 p.
26. Baker, M.J. (ed.) (1990) Macmillan Dictionary of Marketing and Advertising, 2nd edn, London: The Macmillan Press.

27. Barrett, D. (1997) 'Annual statistical table on global mission: International Bulletin of Missionary Research.
28. Best 75 Travel Quotes To Inspire Your Wanderlust (Ultimate List) (2020). Available at: <https://expertvagabond.com/best-travel-quotes/>– Загол. з екрану. – [In English].
29. Brown, J.S. and Duguid, P. (1991) Organizational learning and communities of practice: toward a unified view of working, learning, and innovation, Organization Science.
30. Chui, A.C.W., Lloyd, A.E. and Kwok, C.C.Y. (2002) The determination of capital structure: is national culture a missing piece to the puzzle? Journal of International Business Studies.P. 99-127.
31. Clark, A.N. (1990) The New Penguin Dictionary of Geography, London: Penguin Books.
32. Collin, P.H. (1994) Dictionary of Hotels, Tourism and Catering Management, Teddington: Peter Collin Publishing.
33. Cowie A.P. Oxford Dictionary of English Idioms / A.P. Cowie, R. Mackin, I.R. McCaig: Oxford University Press. – 2008. – 685 p.
34. Crystal, D. (ed.) (1994) The Cambridge Biographical Encyclopaedia, Cambridge: Cambridge University Press.
35. Cultural Quotes (2020). Available at:<https://www.brainyquote.com/topics/culture-quotes> - Загол. з екрану. – [In English].
36. Digital Cash: Advantages and Disadvantages (2015) Available at: <https://www.managementstudyguide.com/digital-cash-advantages-and-disadvantages.htm>– Загол. з екрану. – [In English].
37. Entrepreneur Quiz: Is Starting a Business Right for You? (2019) Available at: <https://smallbiztrends.com/2019/10/entrepreneur-quiz.html> – Загол. з екрану. – [In English].
38. Essential Strategies to Help You Become an Outstanding Student (2019). Available at: <https://www.thoughtco.com/strategies-to-become-outstanding-student-3194404>– Загол. з екрану. – [In English].
39. Eurostat (1990) General Industrial Classification of Economic Activities within the European Communities (NACE), Luxembourg: Office for Official Publications of the European Community.
40. Evans, G and Newnham, R. (1998). The Penguin Dictionary of International Relations. London: Penguin.

41. Five trends in the global economy – and their implications for economic policymakers (2019). Available at: <https://www.weforum.org/agenda/2019/10/global-competitiveness-report-2019-economic-trends-for-policymakers/> – Загол. з екрану. – [In English].
42. Forty Six Inspiring Quotes on Money and Wealth (2020) Available at: <https://www.positivityblog.com/quotes-on-wealth-and-money/> – Загол. з екрану. – [In English].
43. Frechtling, D.C. (2001) *Forecasting Tourism Demand: Methods and Strategies*, Oxford: Butterworth–Heinemann.
44. Gibson, C.B. (1999) Do they do what they believe they can? Group-*efficacy beliefs and group performance across tasks and cultures*, *Academy of Management Journal*. P. 138-152.
45. Harrison, J.S., Hitt, M.A., Hoskisson, R.E. and Ireland, R.D. (2001) Resource complementary in business combinations: extending the logic to organizational alliances, *Journal of Management*. P. 679-690.
46. Healey, D. (1989). *The Time of My Life*. London: Penguin.
47. Hennart, J.-F. and Zeng, M. (2002) Cross-cultural differences and joint venture longevity, *Journal of International Business Studies*. P. 699-716.
48. Hitt, M.A., Tyler, B.B., Hardee, C. and Park, D. (1995) Understanding strategic intent in the global marketplace, *Academy of Management Executive*. P.12-19.
49. Hofstede, G. (1991) *Cultures, Organizations: Software of the Mind*, London: McGraw-Hill
50. Hofstede, G., Neuijen, B., Ohayv, D.D. and Sanders, G. (1990) Measuring organizational cultures: a qualitative and quantitative study across twenty cases, *Administrative Science Quarterly*. P. 286-316.
51. Huan, T.C. and O’Leary, J.T. (1999) *Measuring Tourism Performance*, Champaign, IL: Sagamore Publishing International Association of Hospitality.
52. Human Rights Watch (2015). *World Report: Egypt*. Available at: [www.hrw.org/world-report/2015/country-chapters/Egypt](http://www.hrw.org/world-report/2015/country-chapters/Egypt) – Загол. з екрану. – [In English].
53. International Labour Organisation (1993) *International Standard Classification of Occupations*, Geneva: ILO.
54. Jeffries, D. (2001) *Governments and Tourism*, Oxford: Butterworth–Heinemann.
55. Jordan, A.T. (1990) Organizational culture and culture change: a case study, *Studies in Third World Societies*. P. 209-226.

56. Khan, M., Olsen, M. and Var, Turgut (1993) VNR's Encyclopaedia of Hospitality and Tourism, New York: Van Nostrand Reinhold
57. Lane, H.W. and Beamish, P.W. (1990) Cross-cultural cooperative behavior in joint ventures in LDC's, *Management International Review* 30(special issue). P. 87-102.
58. Lave, j. and Wenger, E. (1991) *Situated Learning: Legitimate Peripheral Participation*, Cambridge: Cambridge University Press.
59. Law And Justice Quotes (2018). Available at: <https://www.azquotes.com/quotes/topics/law-and-justice.html>– Загол. з екрану. – [In English].
60. Legal Terms Vocabulary Word List (2020). Available at: <https://www.enchantedlearning.com/wordlist/legal.shtml>– Загол. з екрану. – [In English].
61. Lockwood, A. and Medlik, S. (eds) (2001) *Tourism and Hospitality in the 21st Century*, Oxford: Butterworth–Heinemann.
62. Lyles, M.A. and Salk, J.E. (1996) Knowledge acquisitions from forging parents in international joint ventures: an empirical examination in the Hungarian context, *Journal of International Business Studies* 27(5).P. 877-903.
63. Mathieson, A. and Wall, G. (1982) *Tourism: Economic, Physical and Social Impacts*, Harlow: Longman.
64. McGlinchey, S. (2017) *International Relations*. Bristol, England: E-International Relations.
65. Medlik, S. (1997) *Understanding Tourism*, Oxford: Butterworth–Heinemann.
66. Medlik, S. and Ingram, H. (2000) *The Business of Hotels*, 4th edn, Oxford: Butterworth–Heinemann.
67. Metelka, C.J. (1990) *The Dictionary of Hospitality, Travel and Tourism*, 3rd edn, Albany, NY: Delmar Publishers.
68. Middleton, V.T.C. and Clarke, J.R. (2001) *Marketing in Travel and Tourism*, 3rd edn, Oxford: Butterworth–Heinemann.
69. Morrison, J. (2006), *The International Business Environment*, palgrave Macmillan.
70. National Center for Education Statistics [Електронний ресурс]. – Режим доступу: [http://www.nces.ed.gov/programs/digest/d07/tables/dt07\\_005.asp](http://www.nces.ed.gov/programs/digest/d07/tables/dt07_005.asp) – Загол. з екрану. – [In English].
71. Office for National Statistics (1992) *Standard Industrial Classification of Economic Activities 1992*, London: The Stationery Office.

72. Office for National Statistics (2000) Standard Occupational Classification, London: The Stationery Office.on International Trade
73. On the Influence of World Religions (2020). Available at: <https://jpia.princeton.edu/sites/jpia/files/2006-11.pdf> - Загол. з екрану. – [In English].
74. Page, S.J. (1994) Transport for Tourism, London: Routledge.
75. Pallister, J. and Isaacs, A. (1996) Oxford Dictionary of Business, 2nd edn, Oxford: Oxford University Press.
76. Parkhe, A. (1991) Interfirm diversity, organizational learning, and longevity, *Journal of International Business Studies* 22(4). P. 579-601.
77. Park, S.H. and Ungson, G.R. (1997) The effect of national culture, organizational complementarity, and economic motivation on joint venture dissolution, *Academy of Management Journal* 40(2). P. 279-307.
78. Pothukuchi, V., Damanpour, F., Choi, J., Chen, C.C. and Park, S.H. (2002) 'National and organizational culture differences and international joint venture performance', *Journal of International Business Studies*. P. 243-265.
79. Parry, M. (1997) Chambers Biographical Dictionary, Edinburgh: Chambers Harrap Publishers.
80. Pass, C., Lowes, B. and Davies, L. (2000) Collins Dictionary of Economics, 3rd edn, Glasgow: Harper Collins Publishers.
81. Reber, A.S. (1995) Penguin Dictionary of Psychology, 2nd edn, London: Penguin Books.
82. Salk, J.E. and Shenkar, O. (2001) Social identify in an international joint venture: an exploratory case study, *Organization Science*. P. 161-178.
83. Scarrott, M. (ed.) (1999) Sport, Leisure and Tourism Information Services, A Guide for Researchers, Oxford: Butterworth–Heinemann.
84. Sirmon, D.G., and Lane, P.J. (2004), A model of cultural differences and international alliance performance, *Journal of international Business Studies*. P. 306-319.
85. Small, J. and Witherick, M. (1989) A Modern Dictionary of Geography, 2nd edn, London: Edward Arnold.
86. Smith, S.L.J. (1989) Tourism Analysis: A Handbook, Harlow/New York: Longman/Wiley.
87. Statistical Office of the United Nations (1990) International Standard Industrial Classification of All Economic Activities (ISIC), 3rd revision, New York: United Nations.
88. Sullivan, E. (1992) The Marine Encyclopaedic Dictionary, 3rd edn, London: Lloyds of London Press.

89. Swarbrooke, J. (2001) *The Development and Management of Visitor Attractions*, 2nd edn, Oxford: Butterworth–Heinemann.
90. Swarbrooke, J. and Horner, S. (1999) *Consumer Behaviour in Tourism*, Oxford: Butterworth–Heinemann.
91. Syrratt, G. (1995) *Manual of Travel Agency Practice*, 2nd edn, Oxford: Butterworth–Heinemann.
92. Terpstra, V. and David, K. (1991) *The Cultural Environment of International Business* (Cincinnati: South-Western Publishing Co.).
93. *The Main Classifications of Criminal Offenses* (2019). Available at: <https://www.thoughtco.com/types-of-criminal-offenses-970835> – Загол. з екрану. – [In English]
94. *Top 10 Barriers to Education Around the World* (2019). Available at: <https://www.globalcitizen.org/en/content/10-barriers-to-education-around-the-world-2/>– Загол. з екрану. – [In English].
95. *Top 10 Benefits of Education Include Poverty Reduction* (2018). Available at: <https://www.borgenmagazine.com/top-10-benefits-of-education/>– Загол. з екрану. – [In English].
96. *Top 4 Benefits of Higher Education* (2014). Available at: <http://www.goodchoicesgoodlife.org/choices-for-young-people/the-benefits-of-higher-education/>– Загол. з екрану. – [In English].
97. Torkildsen, G. (1994) *Leisure Management A to Z: A Dictionary of Terms*, Harlow: Longman.
98. *Tourism Industry; Everything You Need to Know About Tourism* (2019). Available at: <https://www.revfine.com/tourism-industry/>– Загол. з екрану. – [In English].
99. Trice, H.M. and Beyer, J.M. (1993) *The Culture of Work Organizations*, Englewood Cliffs, NJ: Prentice-Hall.
100. Trompenaars, F. (1994) *Riding the Waves of Culture* (New York: Irwin).
101. United Nations Office on Drugs and Crime, *International Homicide Statistics* (2009). Available at: <http://www.unodc.org/unodc/en/dataandanalysis/ihs.html> – Загол. з екрану. – [In English].
102. Van Maanen, j. and Barley, S.R. (1984) *Occupational communities: culture and control in organizations*, *Research in Organizational Behavior* 6. P. 287-365.
103. Vernoff, E. and Shore, R. (1987) *The International Dictionary of 20th Century*, London: Sidgwick & Jackson.

104. Vocabulary for the study of Religion online (2020). Available at: [https://brill.com/fileasset/downloads\\_products/35688\\_Preview\\_Sample\\_Articles.pdf](https://brill.com/fileasset/downloads_products/35688_Preview_Sample_Articles.pdf) - Загол. з екрану. – [In English]
105. Weber, Y., Shenkar, O. and Raveh, A. (1996) National and corporate culture fit in mergers/acquisitions: an exploratory study, *Management Science* 42. P. 1215-1227
106. What Are the Different Types of Crimes? (2018). Available at: <https://www.legalmatch.com/law-library/article/what-are-the-different-types-of-crimes.html>– Загол. з екрану. – [In English].
107. Wise old sayings (2020). Available at: <http://www.wiseoldsayings.com/culture-quotes/> - Загол. з екрану. – [In English].
108. Youell, R. (1996) *Complete A–Z Leisure Travel and Tourism Handbook*, London: Hodder & Stoughton.

**Навчальне видання**

ВАСИЛИШИНА Наталія Максимівна  
СКИРДА Тетяна Сергіївна

**ПЕРЕКЛАД ЯК МІЖКУЛЬТУРНА КОМУНІКАЦІЯ:  
АНГЛІЙСЬКА ↔ УКРАЇНСЬКА МОВИ**

*Практикум для студентів денної форми навчання  
галузі знань 0302 Міжнародні відносини*

Видавництво «ПРІНТ-ЛАЙН»

КИЇВ, 2020

176