

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
УМАНСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ САДІВНИЦТВА

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НАВЧАЛЬНО-МЕТОДИЧНИЙ ПОСІБНИК ДЛЯ
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ОНР ДОКТОР ФІЛОСОФІЇ З ДИСЦИПЛІНИ
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ДОСЛІДЖЕННЯХ ТА ДІЛОВИХ
КОМУНІКАЦІЯХ ”

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Комісаренко Н.О., Бечко Я.В. Навчально-методичний для самостійної роботи здобувачів ОНР доктор філософії з дисципліни “Іноземна мова в наукових дослідженнях та ділових комунікаціях” Умань: ФОП «Масловатий», 2020. 20 с.

Навчально-методичний посібник для самостійної роботи містить комплексні і комунікативно-орієнтовані завдання з дисципліни “Іноземна мова в наукових дослідженнях та ділових комунікаціях” для здобувачів ОНР доктор філософії спрямовані на розвиток умінь і навичок у всіх видах мовленнєвої діяльності, а також на вдосконалення навичок двостороннього перекладу, вмінь використовувати різноманітні засоби читання для подальшої роботи з інформацією, навичок реферування і анотування тексту.

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UNIT 1.

TACTIC SUGGESTIONS TO POSTGRADUATE STUDENTS ON WRITING ESSAYS

Завдання 1. Прочитайте текст та заповніть пропуски запропонованими словами та словосполученнями:

Have you ever found yourself in a situation when you are sitting with the pen in your hand trying to start writing? You begin your paper by writing the first sentences, with the blind hope that it will somehow generate a second, which will in turn generate third... No ideas, no clever thoughts, words have disappeared... You hate the lesson, you hate the teacher, you are going to hate the whole world.

Don't despair! The instruction given below will help you to write a composition without any difficulties. And from now onwards essay will become your strong point.

The basic structure of the essay is extremely simple. It has three parts: an introduction, a body, and a conclusion.

The introduction, i.e. the first paragraph, is a short paragraph whose

a) _____ is to give the reader a general idea of the subject of the composition. It should attract the reader's b) _____ so that he/she wants to continue reading.

The main body usually consists of two or more paragraphs and its purpose is to develop points related to the c) _____ of the composition. The number of paragraphs and the way you divide them depends on the specific d) _____ of the composition. Each paragraph should deal with points related to the same topic. Whenever you e) _____ a new topic, you should begin a new paragraph. For example, in a "for and against" essay the main body should have two paragraphs: one discussing the points for, and another discussing the f) _____ against.

Main body paragraphs should begin with topic sentences. A topic sentence includes or g)_____the main topic of the paragraph and gives the reader an idea of what the paragraph will be about. The topic sentences should be followed by supporting sentences which provide examples, h)_____, reasons, justifications and/or evidence to support the topic sentence.

The conclusion is a short final paragraph in which you can summarize the main idea of the subject restate your opinion in different i)_____, make general comments, express your feeling, etc.

TIPS FOR EXPRESSING ONE'S OPINION

1. *In my opinion; to my mind; to my way of thinking; I'm convinced that; it strikes me that; it's my firm belief that; I 'm inclined to believe that; as far as I am concerned; I think that.*
2. *First of all; in the first place; firstly... secondly... thirdly... finally; to begin with I d like to say that.*
3. *What is more; furthermore; apart from this; in addition (to this); moreover; besides; not to mention the fact that...; not only... but also.*
4. *With reference to; according to.*
5. *Because; owing to the fact that; due to the fact that; on the grounds that; since; for this reason.*
6. *Thus, therefore, so. consequently, as a result, as a consequence...*
7. *Indeed, naturally, clearly, obviously, of course, needless to say.*
8. *It is the fact that; in fact; as a matter offact; the fact of the matter is (that); actually, in practice.*
9. *For instance; for example; particularly /in particular / especially.*
10. *As a rule, generally, in general, on the whole.*
11. *To a certain extent / degree; to some extent / degree; in a sense / way.*
12. *To the best of my knowledge; as far as I know...*
13. *It is popularly believed that; some (many) people argue that: most people feel that; some people point out that; contrary to popular belief..*

14. *Yet; however; nevertheless; but; even; even so; still; nonetheless; although; even though; regardless of the fact that; in spite of the fact that; despite the fact that; while.*

15. *Opponents of ... argue /claim / believe that..., while it is true that in fact..., the fact that ... contradicts the belief/ idea that...*

16. *Neither... nor; either...or; apart from/ but / except (far)...*

17. *In other words; that is to say; to put it another way; similarly; likewise; in the same way.*

18. *On the one hand...; on the other hand; alternatively...*

19. *On condition that; only if; as long as. in case; otherwise.*

20. *Finally; all in all; taking everything into account / consideration; on the whole; all things considered; in conclusion; therefore I feel that; to sum up.*

Subject, attention, purpose, summarizes, words, details, topics, points, discuss.

Завдання 2. *Дайте відповіді на запитання:*

1. What is the basic structure of the essay?
2. What is the purpose of *the introduction*?
3. What is the purpose of *the main body*?
4. Does a topic sentence include the main topic of the paragraph and give the reader an idea of what the paragraph will be about?
5. What is the purpose of *the conclusion*?

Завдання 3. *Виберіть правильну відповідь*

1. She was happy *because/while* it was her anniversary.
2. Alice was waiting *for/to* her husband because she wanted to talk to him.
3. I *am going to work/will work* hard from now on.
4. She would like *to invite/invite* many people for this ceremony.

5. There *is/are* a lot of small businesses in the city.

Завдання 4. *Виберіть правильну відповідь*

1. All risks are
 - a. Avoidable
 - b. Transferable
 - c. Reducible
 - d. Predictable
2. Many businesses have been started when someone with _____ has been stuck in a dead end job.
 - a. Adequate finances
 - b. Good credit
 - c. An entrepreneurial attitude
 - d. A supportive family
3. Insurance coverage should be selected on the basis of
 - a. Cost alone from the agent
 - b. Service alone from the agent
 - c. Reputation of the agent
 - d. The agent and company reputation

UNIT 2.

HOW TO WRITE AND DELIVER A REPORT

Завдання 1. *Прочитайте текст та заповніть пропуски запропонованими словами та словосполученнями:*

Reports can serve a wide variety of purposes and so have a number of different formats. Most written reports, however, follow the same basic pattern, regardless of the subject or a)_____ . This pattern is:

- 1) the preliminary page;
- 2) the introduction;
- 3) the body of the report;
- 4) the conclusion, recommendations or main findings;
- 5) acknowledgements;
- 6) appendix.

Before your report itself starts, you need to provide certain information, and this should be done in the preliminary pages. These pages should be:

a) *The title page*, which gives the title of the b)_____, the date it was written and distribution.

b) *A summary*. If the report is a long one, it is a good idea to provide a brief summary (no more than 150 words), giving the gist of what the report contains, and the main c)_____, recommendations.

c) *A table of contents*. This is also only necessary if the report is a long one and should be on the page itself. In it you should list the major d)_____ and the pages on which they appear.

In your introduction give the background to the report itself:

- why it is written;
- what it is about;
- who it is intended for;
- the investigative and other methods used.

The body of the report is the largest part. There you set out all the e)_____ information – what you have discovered during your investigation, the facts on which you base your arguments, the details that you have been asked to provide. An analytical report should usually develop a logical argument, building up to a conclusion or f)_____.

In an investigative or analytical report, you may discover several possible solutions to the problem you have been investigating. You may, of course, only recommend one solution, but you should give all the possibilities in your conclusion, with their advantages and g)_____. Your report is to contain both a conclusion and recommendations, then put them in two separate sections. Always give your reason for recommending a particular course of action.

If you need to acknowledge the help of other people or if you have referred to their written work you need to separate acknowledgements section. If you have referred to publications then it is customary to give the following information:

- in the case of *books*: the author, the h)_____, the publisher, the year of publication;
- in the case of *magazine or journal articles*: the author, the title of the article, the title of magazine or journal, the volume and number (or date) of the particular issue, and the year of publication.

Make the body of your report as short and interesting as possible, so that you keep the reader's attention. But sometimes it becomes of real importance to prove solutions or investigation with long tables or something like this. So it's a good idea not only to mention just the main i)_____ in the report itself, but reproduce the tables in the appendix. Here are some useful advice to a speaker:

1. Regardless of your topic you should take into consideration the audience's background and the range of their knowledge in this particular field.

2. Don't try to cover too wide a field in your talk: one main idea consistently and methodically developed will ensure the understanding and appreciation of the audience. Arrange your j)_____ so as to support this main idea.

3. There are two ways of delivering your speech: talking or reading. If you decided on the first way, a previously prepared outline or notes on the cards will be good guides during your presentation. They will help you to keep the order of points and not forget something important. You may also write down your speech word for word but don't try to learn it by heart. Instead, practice delivering the

information the speech contains in parts. After that go over the entire speech until you can speak freely.

4. If you read the text, make the rhythm and pace of your talk closer to those of natural speech. To keep up contact with the audience don't forget to look up regularly.

5. Emphasize the most important points, changing the tone and rate of your speech and making deliberate pauses. This will help you to hold the attention of the audience.

6. You ought to remember that your listeners don't have the opportunity to come back to what has been already said. They can't stop at a puzzling idea and think it over. For this reason, don't neglect repetition, specifications, internal summaries, etc.

7. If your speech exceeds the time allowed, don't be tempted to speed up your delivery. Think over in advance which parts of the text can be left out.

8. You are to talk to the audience as if you were talking to a group of your very good friends. Make your listeners feel that you are talking to each other individually.

Conclusions, report headings, features, relevant, title arguments, disadvantages, recommendations, aim.

Завдання 2. *Дайте відповіді на запитання:*

1. What is the basic pattern of the written report?
2. What information should be provided in the preliminary pages?
3. Should an analytical report develop a logical argument?
4. Is the body of the report the largest part of the report?
5. What are the ways of delivering your speech?

Завдання 3. Виберіть правильну відповідь

1. They need *some/any* money for starting up their own business.
2. Is there *much/many* traffic in your city?
3. Money *are/is* very important for starting up a business.
4. Where is Jack? He is in *a/the* kitchen.
5. Marry *bought/buy* a new house in the countryside.

Завдання 4. Виберіть правильну відповідь

1. Sales taxes are taxes assessed on
 - a. Park entrance fees
 - b. Salaries and wages
 - c. Most purchases
 - d. A person's income
2. Most public schools are supported by
 - a. Excise taxes
 - b. Income taxes
 - c. User taxes
 - d. Property taxes
3. The corporate form of organization is the best when
 - a. One person wants to control everything
 - b. People want to do business with limited liability
 - c. Two people want to start a business
 - d. A group wishes to buy at an advantage

UNIT 3.
WRITING A SUMMARY

Завдання 1. Прочитайте текст та заповніть пропуски запропонованими словами та словосполученнями:

A summary is a condensed version of someone else's work. A good summary concentrates on the factual a)_____ contained in the original document and does not contain personal opinions or evaluations. During college you will often need to write summaries of books, book chapters, b)_____ and, as a useful study technique, portions of your class notes. Summarizing forces you to think carefully about the ideas and c)_____ in anybody of information. When you write summaries, you call on your ability to comprehend, analyze, synthesize, and evaluate information – all important thinking d)_____. Developing your summarizing skills will prime you for e)_____ in college and beyond.

When you write your summary, make sure that you do the following:

1. State the source you are summarizing and its main f)_____ in your opening sentence.
2. Include essential information – names, dates, g)_____, and places.
3. Leave out examples and descriptive details.
4. Write each important idea in one clear sentence.
5. Arrange your ideas in the most h)_____ order.
6. Conclude with a sentence that ties all your points together and brings the i)_____ to an effective end.
7. Read your summary to a friend. Does he or she j)_____ the main idea of the selection? If so, you've succeeded.

The abstract is a summary that presents an overview of an article or a report. Many journals publish abstracts of all the articles in an issue. If you are looking for information on a particular subject, an abstract can help you determine whether the article is worth reading in its entirety. In addition, many collections of abstracts are

available in databases that you can search using keywords. When you are asked to write an abstract of a paper or project, follow the guidelines below.

Guidelines for Writing an Abstract

- Using a copy of the paper, highlight key information.
- Begin with the thesis statement (article's purpose).
- Summarize key points in the order they appear in the paper.
- Include only essential information, methods, and results.
- Limit the length of your abstract to one paragraph of 100-150 words.
- Avoid technical terminology, specific quotations, and interpretations.

Information, skills, success, times, concepts, logical, idea, understand, summary, lectures.

Завдання 2. *Дайте відповіді на запитання:*

1. What is a summary?
2. Does a summary include essential information – names, dates, times, and places?
3. Does a summary include examples and descriptive details?
4. What is an abstract?
5. What is the length of an abstract?

Завдання 3. *Виберіть правильну відповідь*

1. Have you met *anything/anybody* nice at the party?
2. Nowy Swiat is *a/the* most popular shopping street.
3. You can *buy/to buy* everything in a big store.
4. Do you really enjoy *shopping/ to do shopping* in this supermarket?
5. Polish manufacturers *are producing/ produce* high quality goods.

Завдання 4. *Виберіть правильну відповідь*

1. The partnership form of organization is the best when
 - a. One person is the manager
 - b. A group wishes to sell their produce advantageously
 - c. Business liability is considered
 - d. Two or more persons want to cooperate to form a business venture
2. Entrepreneurs are usually the people who
 - a. Like working set hours
 - b. Like working for someone else
 - c. Are independent and believe they can do the job better
 - d. Like risky investments
3. Businesses are classified frequently on their
 - a. Type of product or service
 - b. Number of owners
 - c. Sales force
 - d. Sales volume

UNIT 4.

ON-LINE ETIQUETTE

Завдання 1. *Прочитайте текст та заповніть пропуски запропонованими словами та словосполученнями:*

Nowadays many people all over the world prefer to a)_____ via e-mail with friends, family and business colleagues rather than by phone. They feel that this is a faster and more b)_____ way of exchanging ideas.

And indeed, e-mail does offer several ways for people to communicate including discussion groups, BBS's or bulleting boards, and chat channels. Discussion groups are normally formed around a specific theme of interest to

certain c)_____and everybody in the group takes turns in the conversation. BBS's are electronic bulleting boards where people can post messages on specific subject. Finally, chat channels enable users to communicate in real-time by interactive conversation similar to having a d)_____call on the phone. Of course the only difference is that you're typing the message on the computer rather than speaking on the phone.

Just like in any other type of communication, be it by phone, fax, or mail, e-mail users follow certain rules of e)_____. One of the most basic rules of on-line etiquette is to be brief and to the point. In that way you save both your precious time and money. In trying to be brief and quick, an on-line type was created. There are a number of different acronyms that might be f)_____to a person who's just beginning to use e-mail, but since they are so frequently used, they're easy to learn. Some of the most common are:

<i>AAMOF</i>	<i>As A Matter Of Fact</i>
<i>BBFN</i>	<i>Bye Bye For Now</i>
<i>BTW</i>	<i>By The Way</i>
<i>CMIW</i>	<i>Correct Me If I'm Wrong</i>
<i>EOL</i>	<i>End Of Lecture</i>
<i>IAC</i>	<i>In Any Case</i>
<i>IMHO</i>	<i>In My Humble Opinion</i>
<i>OTOH</i>	<i>On The Other Hand</i>
<i>TYVM</i>	<i>Thank You Very Much</i>
<i>ASAP</i>	<i>AS Soon As Possible</i>

When joining a g)_____group for the first time it is advisable

to observe what's going on, for a while before actually jumping into participate in the conversation. However, eventually you should h)_____actively, because lurking without participating is considered rude. It is also considered rude to place offensive or inappropriate messages. This behavior is known as “flaming” and may make some members of the group quite i)_____. Another, inappropriate behavior is to place the same message several times on different areas of a board. This is known as “spamming” and it wastes the time and money of people who want to retrieve messages.

There are several typing rules to follow. Using all uppercase letters is known as “shouting” and it can be considered rude if used j)_____. On the other hand, using all lowercase is known as “mumbling”.

E-mail users personalize their messages by adding written clues known as “Smiles” or “emoticons” to express their mood and emotions. Smiles are symbols used to communicate your mood by indicating facial expressions. Tilt your head to the left and you see the face:

:-) Smile	:-(Crying
:-(Frowning	:-/ Undecided
: Indifferent	:-D Laugh
:-> Sarcastic	:-X No comment
;-) Winking	

Conference, participate, confusing, inappropriately, etiquette, convenient, angry, communicate, individuals, discussion.

Завдання 2. Дайте відповіді на запитання:

1. Is communication via e-mail a faster and more convenient way of exchanging ideas?

2. Do chat channels enable users to communicate in real-time?
3. What is a “flaming” behavior?
4. What is “shouting”?
5. What is “mumbling”?

Завдання 3. *Виберіть правильну відповідь*

1. They *like/would like* historical novels.
2. It is my birthday tomorrow. I *like/would like* to have a party.
3. Children are afraid *of/for* dogs.
4. Are you good *at/in* mathematics?
5. In Britain people *drive/are driving* on the right.

Завдання 4. *Виберіть правильну відповідь*

1. The partnership form of organization is the best when:
 - a. One person is the manager
 - b. A group wishes to sell produce advantageously
 - c. Business liability is considered
 - d. Two or more persons want to cooperated to form a business venture
2. Franchised businesses:
 - a. Are owned by the parent company
 - b. Are controlled completely by the parent company
 - c. May be owned by an individual, a partnership, or a corporation
 - d. Are large corporations
3. The most important advantage to self-employment for the entrepreneur is
 - a. Freedom to set the time schedule
 - b. The opportunity to create something
 - c. The right to manage other people
 - d. Freedom from unions

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