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1. . . . Business Communication : \ .- 10- . . . : , 2016.- 152 . [/ -URL://biblioclub.ru/index.php?page=book&id=270303]
- 2.. . . . : - / . . . , 2003. -(.44-50, .98- 102, .127-130, .265-289)
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2.	. . . - : - / . . . , 2003. - 320 . .- 5- .- : ,		49	1
3. : /-2e . . . - : , 2015.-382 ISBN 978-5-238-01128-8 ; [. - URL: http://biblioclub.ru/index.php?page=book&id=93369]			1
4.	. . . = Busines Correspondence in English \ . . . » . . . , - : « » , 2012.- 160 . : . . . [. - URL: http://biblioclub.ru/index.php?page=book&id=277600]			1

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109; . 121-123);

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3. Microsoft Office 2007 Russian Academic OPEN No Level
4. Kaspersky Security

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the world's largest exporters of **manufactured goods** per head of population.

Apart from **coal and iron ore** Britain has very few natural resources and mostly depends on **imports**. Its agriculture provided only half the food it needs. The other half and most of the **raw materials** for its **industries** such as oil and various **metals (copper, zinc, uranium ore and others)** have to be **imported**. Britain also has to import **timber, cotton, fruit and farm products**.

Britain **used to be** richly forested, but most of the forests were cut down to make more room for cultivation. The greater part of land is used for **cattle and sheep** breeding and pig raising. Among the **crops grown on the farms are wheat, barley and oats**. The fields are mainly in the eastern part of the country. Most of the farms are small (**one third of them is less than one hundred acres**¹). Farms **tend** to be bigger where the soil is less **fertile**.

In the past century Britain secured a leading position in the world as manufacturer, merchant and banker. After World War I the world **demand for** the products of Britain's **traditional industries - textiles, coal and machinery - fell off**, and Britain began **expanding trade in new engineering products and electrical goods**.

The crisis of 1929-1933 **brought about** mass **unemployment**, which reached its peak in 1932. Britain's **share** in the world **industrial output** decreased. After the crisis, **production** and **employment** increased following some revival in world trade and as a result of the extensive armaments program.

During World War II Britain's economy was fully employed in the war effort. Massed raids of German planes on British industrial centres caused considerable damage to Britain's industry.

World War II brought about a further weakening of Britain's might. Great Britain is no longer the leading imperialist power it used to be. It has lost its **colonies** which used to supply it with cheap raw materials.

Britain **produces** high **quality** expensive goods, which has always been **characteristic of** its industry. A shortage of raw materials, as well as the high cost of production makes it unprofitable for British industry to produce semi-finished goods or cheap articles. Britain mostly produces articles **requiring skilled labour**, such as precision **instruments, electronic equipment, chemicals** and high quality **consumer goods**. Britain produces and **exports cotton**

and woollen goods, leather goods, and articles made of various kinds of synthetic materials.

The original basis of British industry was coal-mining, and the early **factories** grew up not far from the main mining areas. Glasgow and Newcastle became great centres of engineering and shipbuilding. Lancashire produced cotton goods and Yorkshire produced woollens, with Sheffield concentrating on iron and **steel**. Birmingham **developed** light engineering. There appeared a **tendency for** industry and population to move to the south, particularly to the London area. (Britain's industry is now widely **dispersed**.) Great **progress was made** in the development of new industries, such as the aircraft, automobile, electronic industries and others. A number of atomic power reactors were made. Great emphasis was laid on the development of the war industry.

¹ acre = a (= 0,4)

1.2. , :

1. What natural resources is Great Britain rich in?
2. What raw materials does Great Britain import?
3. What does Great Britain export?
4. What did the crisis of 1929 — 1933 bring about?
5. What is the characteristic feature of Britain's industry?
6. Why is it unprofitable for Great Britain to produce semi-finished goods or cheap articles?
7. What are the main articles produced by British industry?
8. What are the main industrial centres of Great Britain?
9. What are Britain's main industries?
10. What can you say about Britain's agriculture?

1.3. , :

1. Great Britain is rich in ... (oil; gold; copper; silver; iron ore; zinc; coal).
2. Great Britain has to import ... (coal; agricultural products; electrical goods; chemicals; electronic equipment; oil; various metals; products; cotton; timber; tobacco; wheat; fruit).
3. When the world demand for the products of Britain's main industries ... (textiles, coal and machinery) decreased, it began seeking compensation in new engineering products, such as ... (cars; atomic power reactors; electrical goods; electronic equipment).
4. It is characteristic of Britain's industry to produce ... (semi-finished goods; cheap articles; raw materials; high quality expensive goods; articles requiring skilled labour; precision instruments; electronic equipment).
5. The main products of Britain's industry are ... (high quality consumer goods; electronic equipment; chemicals; textiles; ready-made clothing; manufactured goods; petrol).
6. A great number of new industries were added to the traditional ones such as ... (the aircraft industry; the textile industry; the electronic industry; the shipbuilding industry; the automobile industry; mining; engineering).

I.4.

1. No, it isn't. Apart from coal and iron ore Great Britain has very few natural resources.
2. It imports raw materials for its industries such as oil and various metals. It also imports agricultural products.
3. It is a shortage of raw materials that makes it unprofitable for British industry to produce semi-finished goods or cheap articles.
4. It produces articles requiring skilled labour such as precision instruments, transport engineering equipment, electronic equipment, chemicals and high quality consumer goods.
5. It's widely dispersed, not concentrated in one area.
6. Cattle, sheep and pigs.
7. Wheat, barley and oats.
8. Where the soil is less fertile.
9. No, it does not trade in timber.
10. It was laid on the development of the war industry.

1.5.

1. Does Great Britain live by agriculture or...?
2. Does Great Britain export raw materials or...?
3. Did the world demand for the products of Britain's main industries after World War I increase or...?
4. Did Britain's share in the world industrial output increase as a result of the crisis of 1929 — 1933 or...?
5. Does Britain's industry produce high quality goods or...?
6. Is Britain's industry located in one area or...?
7. Is Britain still the mighty colonial power it used to be or has it lost...?
8. Does Britain export cotton or...?
9. Was electricity or ... the original basis of British industry?
10. Newcastle or ... developed light engineering.

Efficiency in Engineering Operations

To solve any engineering problem means to find a proper and more efficient solution having taken into account not only the user's needs and conflicting requirements of the production process but the level of the modern technological development level. It is evidently, that efficiency costs money, safety adds complexity, performance increases weight. An

engineering solution is to be the optimum based on many important factors: it should be the cheapest for a given performance, the most reliable for a given weight, the simplest for a given safety or the most efficient for a given cost. In other words engineering means performance optimization.

The rate of efficiency is calculated according to “output divided by input” formula: one should secure a maximum output for a given input or to secure a given output for a minimum input. Efficiency is achieved by using efficient methods, units, devices, and personnel organizations. The efficiency ratio may be expressed in terms of energy, materials, money, time or men.

For example, the processing of new antibiotics in the test-tube stage belongs to the field of biochemistry science. As for production, one of the main engineering problems is to start the efficient process of their manufacturing but the need for efficiency brings about the introduction of complicated engineering technological operations. The efficiency factor also helps to differentiate ceramic engineering from the work of the potter, textile engineering from weaving, and agricultural engineering from farming.

Since output is input minus losses, the engineer must keep losses and wastes to a minimum having developed methods for waste products to be properly utilized. Losses due to friction can occur in any machine or production system. Efficient process functioning depends on a properly made design, lubrication facilities and careful attention to operating difficulties. The raw materials engineers have to work with are not often found in useful forms. Engineering is required to conceive, design and convert energy of a mountain stream into the powerful torque of an electric motor. Similarly, many engineering operations are required to change the seashore sands into precise lenses to observe the microscopic amoeba in a drop of water. In a certain sense, the successful engineer is a person who is able to improve things.

3

1.

1. We have the honour to invite you ...

2. Allow us to invite you ...

3. It would give us great pleasure if you could visit...

2.

1. I am () for your () to participate in the seminar on the subject of advanced technologies in teaching foreign languages.

2. We () having a reply from you to our enquiry for the samples we need.

3. () to receive your letter of December 22 concerning the () of your business trip to our country.

4. I would be very pleased () when you find yourself in our country.

5. Thank you () we have had to your country.

6. I would like () for (,) during my stay in London on the occasion of theatrical festival.

7. We are () your information letter concerning the arrangements of the meeting to be held in October of this year.

8. I am () to you for the invitation to the reception () of a new branch of your company in Russia.

9. () most sincerely for your prompt reply to my fax message.

10. () for your letter of August 16 of this year in which you explain the reasons of delay of your trip.

3.

- 1. It is a great pleasure to receive your letter enquiring ... the details ... a new model of computer.
- 2. We have pleasure ... sending you the latest catalogue ... your study.
- 3. We appreciate very much your reply ... our enquiry ... the office furniture.
- 4. We are interested ... purchasing this model as it meets our requirements.
- 5. I am most grateful ... you ... the invitation to the reception ... the occasion of the official opening ... the International Trade Fair.
- 6. I wish to thank you most sincerely ... your kind letter informing ... the visit ... your company.
- 7. I would like to thank you most warmly the hospitality extended to our delegation during our stay ... Edinburgh. Your reception made us feel most welcome.
- 8. I am writing to thank you ... one of the most enjoyable visits I have had ... your country.

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Richman Rings Inc., 34 Beddington Road, Gilmore, GH23B

Phone number: 985 46 73 49; fax number: 985 45 87 29

12 December 2005

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Managing Director, Miranda Hotel, 7 Moon Way, New Coast City, NM 54021

1. \. ?
2. \ ?
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- 4.
- 5.

3. , :
Dear Sir/Madam,

1. \. ?
2. \ ?
- 3.
- 4.
- 5.

4. , :

I would like to reserve three single rooms from 18th to 22nd December for three of our managers.

Could you please inform me of your rates and whether you offer discounts for company bookings.

1. \. ?
2. \ ?
- 3.
- 4.
- 5.

5. , :
I look forward to receiving your confirmation.
Yours faithfully,

Susan Peacock
Secretary

1. \. ?
2. \ ?
- 3.
- 4.
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6. , :
The Southern Paint Co. Ltd., Grayling Lane, Eastleigh 236
Tel.2345671
2 May 2004

1. \. ?
2. \ ?
- 3.
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7. ,
Messrs T.Nicholls & Sons, Broad Street, Portsmouth 1.

1. \. ?
2. \ ?
- 3.

- 4.
- 5.

8.

Dear Sirs,

1. \. ?
2. \ ?
- 3.
- 4.
- 5.

9.

We thank you for your order No 1234, which will be delivered within the week. We look forward to your further orders.

1. \. ?
2. \ ?
- 3.
- 4.
- 5.

10.

Yours faithfully, _____
 Paul V. Liston
 Sales Manager

1. \. ?
2. \ ?
- 3.
- 4.
- 5.

5

1. Personal information
2. Objective
3. Education
4. Work Experience, Employment
5. Special skills
6. References

Sample

JASON DAWSON
 235 White Road
 San-Francisco, California 029992
 +01 (245) 987- 6543

OBJECTIVE:

To obtain an administrative assistant position which would utilize my administrative skills and offer opportunity for growth.

EDUCATION:

Technical College of San-Francisco September 2000 – May 2006

EMPLOYMENT:

6/2007 - to present
 The Institute of Medical Care; San-Francisco

Unit Secretary, Child and Adolescent Unit – Responsible for maintaining patient charts, entering patient data and database, transcribing medication orders, tracking and paging medical personnel. Relaying patient records to other treatment facilities and fielding incoming phone calls.

10/95 to 5/99

University of National Law; San-Francisco

Administrator, Registrar's Office

Answered telephones, filed documents, produced letters for certification and deferment, proctored exams. Registered students for courses, proofread grade sheets, registration materials, exams and course schedules, computed grade point average, Interacted with students, faculty and staff.

SPECIAL SKILLS:

Languages: English – mother tongue, German – beginning

Computer literate: word-processing (Word Perfect & Word for Windows),

Spreadsheet (Louts 1-2-3)

Excellent interpersonal and communications skills.

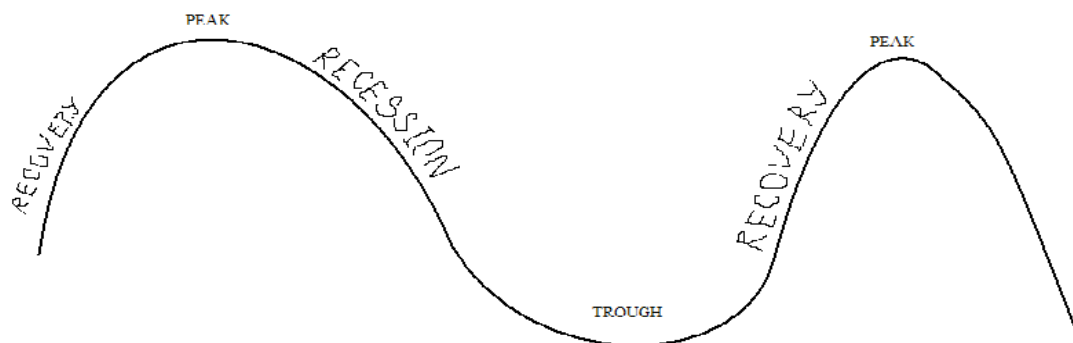
REFERENCES:

Available upon request

6

How does economy develop?

We all have seen different economic changes affecting our lives. When demand increases and supply is not sufficient we often have shortages of goods, some people may lose their jobs. It means that economy is entering an economic crisis. Economists have developed a system of indicators which help to measure and assess a country's economy. If we try to draw a picture of the total economy as it changes over time we shall have the following:



These ups and downs representing “the life” of an economic system are called the business cycle. People looking carefully at the picture may notice that it consists of four elements. Each of them is a phase in the cycle characterized by its own peculiarities.

Peak times. During peak time economy is doing very well. People are working hard and are getting high wages. Goods are being delivered to the stores on time and in sufficient quantities and consumers are spending their money buying all sorts of things. Firms are making profit, banks are giving loans to people, people are setting up small businesses and services are being provided everywhere and at low prices.

Recession. But, as history show, after a peak period there usually comes a downward turn into a recession. Sales are decreasing. Business firms are cutting back on their activities. Fewer things are being produced and more workers are laid off. Not only the business firms are cutting down their work but also their suppliers: they produce less and lay off their workers. People losing their jobs spend less money; other workers fear that they might lose their jobs, too. Soon consumers in general are spending less, and business declines even more.

Trough. Usually all recessions sooner or later reach a bottom (i.e. the trough of the cycle) and then things start changing for the better. Firms stop laying off workers and begin ordering more and more supplies. Customers start buying more and the economic situation is beginning to improve.

Recovery. It is an increase in business activity which results in increased employment, greater consumer spending, more intensive cash flow and, of course, the beginning of another round of a business cycle.

7

Taxes, Taxes and More Taxes

) Americans often say that there are only two things a person can be sure of in life: death and taxes. Many people feel that the United States has the worst taxes in the world.

Taxes consist of the money which people pay to support their government. There are three levels of government in the United State: federal, state and city, therefore there are three types of taxes.

People who earn more than four to five thousand dollars per year must pay a certain percentage of their salaries to the federal government. The percentage depends on their salaries. The federal government has a two-level income tax; that is 15 or 28 percent. People are not very happy on April 15 when the federal taxes are due because they are very high.

The second tax is for the state government: New York, California, North Dakota, or any of the other forty-seven states. Some states have an income tax similar to that of the federal government. Other states have a sales tax, which is a percentage charged on any item which you buy in this state. For example a person wants to buy a package of gum for twenty five cents. If there is a sales tax of eight percent in that state, then the cost of the gum is twenty seven cents. This figure includes the sales tax. The state tax laws are different.

The third tax is for the city. This tax has two forms: property tax (people who own a home must pay taxes on it) and excise tax, which is taken on vehicles in a city. The cities use this money for education, police, fire department, public works (street repairs, water and sanitation) and municipal buildings.

Americans pay such high taxes, that they often feel that work one day each week just to pay taxes. People always complain, about taxes. Although Americans have different points of view on religion, culture, politics, they agree on one subject: taxes are too high.

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- 1) What can a person be sure of in life in the United State?
 - a) happy life;
 - b) taxes;
 - c) social security.
- 2) What do people think of American taxes?
 - a) they are the worst in the world;
 - b) they are the best in the world;
 - c) they do not differ from the taxes in other countries.
- 3) How many types of taxes are there in the United State?
 - a) three;
 - b) five;

- c) two.
- 4) Who must pay a certain percentage of salary to the federal government?
 - a) people who earn more than ten thousand dollars per year;
 - b) people who earn more than four or five thousand dollars per year;
 - c) people who earn more than two thousand dollars per year.
- 5) When are people not very happy and why?
 - a) on May 25;
 - b) on April 15;
 - c) on June 20.
- 6) Whom is the second tax for?
 - a) the local authorities;
 - b) the state government;
 - c) the federal government.
- 7) Are the state tax laws the same in all the states?
 - a) they are different;
 - b) they are the same.
- 8) Whom is the third tax for?
 - a) the state government;
 - b) the city.
- 9) How many forms does it have?
 - a) one;
 - b) three;
 - c) two.
- 10) What do the cities use this money for?
 - a) education, public works, fire departments;
 - b) entertainment;
 - c) culture.

- 1) Americans often say that there is nothing a person can be sure of in life.
- 2) The United States has the lowest taxes in the world.
- 3) Taxes consist of the money which people pay to support their government.
- 4) There are two levels of government in the United States.
- 5) People who earn more than two thousand dollars per year must pay a certain percentage of salaries to the federal government.
- 6) The percentage doesn't depend on the salaries of the people.
- 7) The federal government has a two-level income tax.
- 8) People usually feel happy on April 15, when the federal taxes are due, because they are very low.
- 9) The second tax is for the state government.
- 10) Some states have an income tax similar that of the federal government.
- 11) Some states have a sales tax, which is a percentage charged on any item which you buy in this state.
- 12) The third tax (for the city) has two forms: property tax and excise tax.
- 13) Americans pay such high taxes, that they often feel that work two days each week just to pay taxes.
- 14) All the Americans agree on one subject: taxes are too high.

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1. The object (purpose) of this paper is to present (to discuss, to describe, to show, to develop, to give)...

2. The paper (article) puts forward the idea (attempts to determine)...

1. The paper (article) discusses some problems relating to (deals with some aspects of, considers) the problem of, presents the basic theory, provides information on, reviews the basic principle of

2. The paper is concerned with (is devoted to)...

1. The paper (article) begins with a short discussion on (deals firstly with the) of)...

2. The first paragraph deals with...

3. First (At first, At the beginning) the author points out that (notes that, describes)....

1. Then follows a discussion on...

2. Then the author goes on to the problem of ...

3. The next (following) paragraph deals with (presents, discusses, describes) ,

4. After discussing ... the author turn' to ...

5. Next (Further, Then) the author tries to (indicates that, explains that) .

6. It must be emphasized that (should be noted that, is evident that, is clear that, is interesting to note that) ...

1. The final paragraph states (describes, ends with) . . .

2. The conclusion is that the problem is ...

3. The author concludes that (summarize the)...

4. To sum up (To summarize, To conclude) the author emphasizes (points out, admits) that ..

5. Finally (In the end) the author admits (emphasized) that ...

1. In my opinion (/ think, To my mind) ...

2. The paper is interesting (not interesting) -, of importance (of little importance) , valuable (invaluable)^ up-to-date (out-of-date), useful (useless) ...because

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<u>2014</u> :	«	»
«03» 07. 2018 . 413		
<u>2015</u> :	«	»
«03» 07. 2018 . 413.		
	«01» 10. 2015 . 587	
<u>2016</u> :	«	»
«06» 10. 2016 . 684,		«06» 06. 2016 . 429.
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«06» 03. 2017 . 125,		«06» 03. 2017 . 125
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«24» 2018 ., 4

«25» 2018 ., 4