Тема: Электронные способы связи. Факс. Телекс. Сокращения.

Вопросы:

1. What is the principle of a fax machine work?
2. What is fax?
3. What are the advantages of sending messages by fax?
4. How is sending messages by telex performed?
5. How can one correct the mistake made while sending a telex?
6. Name the abbreviations used when sending telexes.

Topical words

|  |  |
| --- | --- |
| facsimile  design  means  socket  charge  to measure  to vary  evidence  to transfer  chain store  to circulate  receiver  memo  branch  damaged  consignment  supplier  urgent  to replace  delivery  item | факсиміле  план, проект  засіб  гніздо, паз  ціна  міряти  міняти(ся), змінювати(ся)  доказ, свідчення  передавати  однотипні магазини однієї фірми  поширювати, передавати  одержувач  пам’ятна записка  відділення, філія  пошкоджений  вантаж, партія товарів  постачальник  терміновий  заміняти  доставка  кожний окремий предмет |

1. *Read and translate the text.*

**Fax**

The word “fax” comes from the word “facsimile”. A fax machine will send a duplicate of the message, document, design or photo that is fed into it.

Faxing is a means of telecommunication that has developed very quickly over the past few years. There are various models of fax ma­chines which connect to a telephone socket and which work on a system similar to the telephone system.

Charges are measured in telephone units and therefore vary ac­cording to the time of day and where the fax is being sent. The advantages of fax include instant reception of documents and documentary evidence of what has been transferred. A document can be relayed from one source to hundreds of other receivers, for example, if the head office of a chain store wants to circulate a memo or report to its branches.

1. *Read and discuss the following faxes.*
2. *a) This fax is from Lynk & Co, who received a damaged consignment and was told by their supplier, Mr Causio, to return it.*
3. Lynk & Co. Ltd

(Head office), Nelson House, Newell Street, Birmingham B3 3EL.

Telephone: 021-327 5385 Cables: MENFINCH Birmingham Telex: 556241

Fax transmission from: K. Pane

Message for: D Causio

Address: Satex S.p.A., Via di Pietra Papa, Date: 24 January 20

00167

Fax number: (06) 394 8629

Dear Mr. Causio,

This is an urgent request for a consignment to replace the damaged delivery which we received, and about which you have already been informed.

Please air freight the following items:

Cat. no.                                     Quantity

PN40                                              60

AG20                                              75

L28                                                100

The damaged consignment will be returned to you on receipt of the replacement.

Yours sincerely,

K.Pane

Chief Buyer

1. *b) This fax is an example of an informal message from a sales repre­sentative, who needs something to be done urgently by his Head Of­fice. Notice that the fax is kept brief and clear.*

MANSON OFFICE SUPPLIER LIMITED

Canal Street, Manchester M12 4KQ

Fax transmission

From: Nick Manson

To: Sue Bresson

Sue,

I’ve been in Bournemouth now since yesterday, and our clients seem to be most enthusiastic about our new range of notepaper. Can you send some more samples and about twenty more catalogues? Please send them Data post, and then I’ll definitely get them tomorrow.

Also, just to let you know I’ll be in Norwich on Thursday 18th and Friday 19th and back at the office on the Monday.

Thanks, and see you next week.

1. *Complete the dialogue.*

A: Where does the word “fax” come from?

B: …………………………………………………………………………..

A: What can a fax machine do?

B: …………………………………………………………………………..

A: When did this means of communication develop?

B: ………………………………..

A: How does it function?

B: ………………………………..

A: And how are charges measured?

B: ………………………………..

A: What are the advantages of fax?

B: ………………………………..

1. *Write two faxes: one – formal, the other – informal.*
2. *Read and translate the text. Write out the unknown words.*

**The Telex**

The mobile telephone, fast train and air travel have cut the problem of distance for today’s business executives. However, where the addressee cannot be reached by telephone, the fax and the telex messages may still prove valuable. Generally speaking, telex machines are now used only where there is a need for a legal proof and when a fax message is unacceptable.

The telex is a machine like a typewriter, but with a dial on its casing. A message can be sent by dialing the receiver’s number, by dialing and using the keyboard for some countries, or by ask­ing the operator to connect you.

The telex has all the advantages of sending a cable and in addition it operates in the office and offers a direct line. It is available twenty-four hours a day, and can send cables as well as telex messages.

Operating the telex: once the telex operator has dialed the code, an answerback code will appear on the teleprinter indicating that the sender is through. If the wrong code appears, the sender dials again. The message is typed, as with a normal typewriter, and appears on the receiver’s machine.

Corrections are made by typing five X’s: WE ARE SEDXXXXXSENDING ORDER.

Each telex message is finished with + sign, if the end is not clear; + + sign is used after the last message; + ? sign at the end of a message means either “reply, confirm” or “A further message will be sent”.

1. *Study the layout and the language of telexes.*

The Layout of the Telex:

|  |  |
| --- | --- |
| Answerback  Message        Sender’s name  Collation | 194381 FL NT Q  CONSIGNMENT PL 1350 ONLY  ACCEPTABLE AT 33 O/O TRADE DISK NOT  THE 25 O/O OFFERED PLS CFM  TRACER LONDON  PL1350 33 O/O+? |

Telexes have their own language. Some words are left out altogether, e.g. articles, prepositions, pronouns “I”, “you”, auxiliary verbs “to be”, “to have”, “will”. Instead of “I’ll write soon” it is written “WRITING SOON” or “LETTER FOLLOWS”; instead of “Please will you write soon” –“PLEASE WRITE SOON”.

Telex charges depend on the time it takes to send the message, so telex operators have developed their own abbreviations:

ASAP, SOONEST – as soon as possible

ATTN – attention

CFM – confirm, I confirm

EEE – error

ETA – estimate time of arrival

EXT – extension

FIN – I have finished my message now

FR – from

L/C – letter of credit

MGR – manager

MOM – waits, waiting

PLS, SVP – please

RAP – I shall call you back

RECALL – call me back

RODS – regards

THRU – through

THKS – thanks

TLX – telex

U – you

W – words

X – error

Figures and symbols should be written in words, e.g.: FIFTY DOLLARS for $50.00; AT for @; PER CENT for %.

The word “telex” can be used as a noun, a verb and a participle, e.g.: “Please telex as soon as possible” or “We received a telexed reply”.

1. *Decode the following two telexes*

1

|  |
| --- |
| ATTN:        JOHN REED, STOCK MGR  FR:             STEVE FOX  PLS CFM ETA FOR MILD STEEL ORDER NO 6345C  THKS IN ADVANCE |

2

|  |
| --- |
| APR 7 2000  TO:      MARTIN BUSH  FR:       JIM FORSTER  RE     YR      TLX      86/742  PLS   OPEN   L/C    THRU   OUR BANK  THE VIKING BANK LTD  LONDON GB  AWAIT DETAILS OF L/C  ASAP  RGDS |

1. *Write these sentences as if you are sending a telex.*

-I have booked your flight to Manchester, departing from Brussels at 12:30 on Monday.

-Would you please inform your representatives?

-I would be happy if you could suggest a suitable meeting date in August or September.

-Would you please tell us which day you will be returning?

-The Madrid conference has been postponed.

-Thank you for your letter.

-I can confirm that your order number 442/7 (550 rolls of wire netting) was dispatched on 24th November.

-I intend to meet Foster and Gamble on Wednesday, and shall fly back two days later.

-Consignment No. 441 should arrive Southampton on M.S. Atlanta tomorrow.

-I met Mr. Larwood yesterday. Everything is satisfactory.

1. *Change the following message into telex.*

With reference to the construction of the new administrative building, the drawings and details of the project which have so far been received from the consultants are now available. Each department head is asked to study them and forward their comments to this department as soon as possible so that the necessary action can be taken.

1. *Underline the key message words in the below text. List the main points covered in the telex.*

TO: MARIE ZOLI, EUROPEAN WOMEN’S ASSN.

FROM: ANN WILLIAMS

DATE: NOVEMBER 25, 1999

RE: OURTELCON PROPOSED LUNCHEON

CONCERNING POSSIBILITY OF A LUNCHEON FOR YR CLUB MEMBERS ON BOARD THE FLYING DUTCHMAN IN JUN, AM PLEASED TO CONF THAT WE CAN CATER FOR TWENTY AND SHALL SEND YOU SAMPLE MENU IN NR FUT. A SIMPLER, LESS EXP MENU CAN BE ARRNGD IF DESIRED. RE YR PROPOSED TALK ON LIFE IN ITALY, I REGRET TO SAY THAT WE DO NOT HAVE SUFF SPACE TO ACCOMM ONE HUNDRED. ON THE OTHER HAND, WE COULD ARRNG SPACE FOR FIFTY FOR YR  ANN GEN MTG. IN FACT, I HAVE ALREADY DISC THIS WITH MRS. HEWLETT WHO CONTACTED ME  ON THIS SUBJ LST MTH. PLS DO NOT HESITATE TO CONTACT ME FOR FURTHER DETAILS.

Тема: Интернет. Электронная почта.

Вопросы:

1. Tell the story of creating the Internet.
2. What is the purpose of using the Internet?
3. Which main spheres/branches of using the Internet do you know?
4. What is e-mail?
5. How does a typical e-mail address look like? Give examples.
6. What does an e-mail message consist of?
7. Name abbreviations used when writing an e-mail message.

1. *Read and discuss the text. Write out the unknown words.*

**ТHE  INTERNET**

The best way to think of the Internet, or Net as it is often called, is a vast global network of networks connecting computers across the world. At present, more than 33 million people use Internet and over three million computers worldwide are linked in. They use the Net for transferring data, playing games, socializing with other computer users, and sending e-mail.

The Net was dreamt up in the late 1960s by the US Defense Department’s Advanced Research Projects Agency which decided that it needed a means by which messages could be sent and received even if phone lines were inoperative. In 1969, there was a network of just four computers. By 1972 the number had risen to 40. About this time the idea of electronic mailbox was born. By 1984 the Internet began to develop into the form we know it today.

The Internet can be divided into five broad areas.

Electronic mail, which is much faster than traditional mail. Any­thing that can be digitized (converted into digital form) – pictures, sound, video – can be sent, retrieved, and printed at the other end.

Information sites. This is perhaps the fastest growing area of the Internet as more and more people put their own information pages on line. Computers process vast amounts of information very fast, by specifying a key word or phrase. The computer can then search around the Net until it finds some matches. These information sites are usu­ally stored on big computers that exist all over the world. The beauty of the Net is that you can access all of them from your home, using your own PC.

The World Wide Web, usually referred to as WWW or 3W, is a vast network of information databases that feature text, sound, and even video clips. On the WWW you can go on a tour of a museum or exhibition, see the latest images from outer space, go shopping, and get travel information on hotels and holidays.

Usenet is a collection of newsgroups covering any topic. Each newsgroup consists of messages and information posted by other us­ers. There are more than 10,000 newsgroups and they are popular with universities and businesses.

Telnet programs allow you to use your personal computer to ac­cess a powerful mainframe computer.

1. *Make the following sentences complete.*

More than 33 million people use the Net for…………………

It was in the late 1960s when……………………………………..

By 1984…………………………………………………………………..

……………………………………….. five broad areas.

Anything that can be digitized, can………………………….

One thing that computers do very well is………………….

On WWW you can………………………………………………..

More than 10,000…………………………………………………..

1. *3. Read and discuss the text. Try to retell it.*

Topical words

to retrieve – отримувати; знайти

password – пароль

use rid – ідентифікація користувача; ім’я або псевдонім

personal handle – приватне користування, особистий код

domain – домен (місцезнаходження або сфера діяльності адресанта)

server – сервер, накопичувач

login – логін (комп’ютерне ім’я)

|  |  |
| --- | --- |
| Inbox | Входящие |
| Sent Items | Отправленные |
| Outbox | Исходящие |
| Deleted Items | Удалённые |
| Empty Deleted Items Folder | Очистить папку «Удалённые» |
| Tools/Check for New Mail | Сервис/Доставить почту |
| Insert (Attach) File | Прикрепить файл |
| View/Current View  Messages with AutoPreview | Вид/Текущее представление  Сообщение с автопросмотром |
| Mark as Read | Отметить как прочитанное |
| Reply | Ответить |
| Reply All | Ответить всем |
| IP address | цифрова адреса комп’ютера  (напр., 104.55.66.78 і т.п.) |
| URL | текстова адреса комп’ютера в Інтернеті, зручна для запам’ятовування (напр., www.business.ru і т.п.) |

**E-mail**

The electronic mail (e-mail) was started in the late 60s by the U.S. military that were searching for a way of communication in the event of a large-scale nuclear war. They needed a system that would be decentralized, reliable, and fast in case the central institutions were destroyed. They came up with e-mail.

In the early 70s, e-mail was limited to the U.S. military, defense contractors, and universities doing defense research. By the 70s it had begun to spread more broadly within university communities. By the 80s, academics in a number of fields were using e-mail for professional collaboration. The 90s saw an explosion of the use of e-mail and other computing networking. It is estimated that more than 25 million people throughout the world were using it in the mid-90s.

E-mail is a way of sending a message from one computer to one or more other computers around the world. A subscriber to e-mail needs a terminal, such as a PC, a telephone line, and a modem, which is a device of converting signals into text. E-mail users must also have access to a mailbox, which they can call from anywhere in the world to retrieve messages. They receive a mailbox number and a password for confidentiality.

E-mail is fast, cheap, and relatively reliable. It permits to send large amounts of information to different addressees and allows people to retrieve messages at any time.

A typical e-mail address is: direct@askbooks.kiev.ua (the e-mail address of the A.S.K. Publishers House). The part to the left of the @ sign, called use rid, has been chosen as a personal handle. The part to the right is called the domain and represents the particular computer that receives and delivers the message.

E-mail message usually comes into two parts: the heading and the body. The heading includes: the date, the writer’s name, the addressee’s name, which is to receive a copy (c.c.), if any, and the subject. The body of the message bears an ordinary content of a letter but a bit shorter.

The golden rule for writing e-mail messages is KISS (keep it short and simple). Use short phrases instead of long, active voice instead of passive; avoid foreign words, metaphors, and scientific terms.

There’s no bold in e-mail, so use capitals or asterisks. Among the abbreviations used in e-mail there are: BTW – by the way; IMHO – in my humble opinion; CONT – container; SHPT – shipment; RQST – request; BUZ – business; MESS – message.

*4.Complete the sentences with the enlisted words.*

a) INBOX

b) OUTBOX

c) SENT ITEMS

d) NEW MSG/NEW/NEW MAIL/COMPOSE

e) REPLY

f) FORWARD

g) ADDRESS BOOK

h) SEND/RECV/SEND&RECEIVE

i) capital/small/at/dot

j) DRAFTS

* My address is HollyWoods@hotmail.com, that’s \_\_\_\_\_\_ H \_\_\_\_\_\_ o-l-l-y \_\_\_\_\_\_W \_\_\_\_\_\_ o-o-d-s \_\_\_\_\_\_ hotmail \_\_\_\_\_\_ com.
* I need my \_\_\_\_\_\_ to add/remove/amend e-mail addresses.
* My \_\_\_\_\_\_ is where my incoming messages are stored.
* If I \_\_\_\_\_\_ a message it goes on to another person.
* With “\_\_\_\_\_\_” I can write a new letter.
* If I press \_\_\_\_\_\_ I connect with Internet.
* I look at \_\_\_\_\_\_ to see what messages I have sent.
* Before being sent across Internet, my messages are stored in the \_\_\_\_\_\_ .
* I need to send an answer to that message, I’ll use \_\_\_\_\_\_ .
* I’ll have to finish that e-mail later, I’ll store it in \_\_\_\_\_\_ .

**Контрольная рaбота**

1. *Translate from English into Russian:* *Translate from Ukrainian into English:*

to implement the rules                                         електроний засіб комунікації

special skills                                                        домовлятися про переговори

to get a job                                                           мати привабливий вигляд

to vary evidences                                                 керувати установою

to circulate information                                       висвітлювати досягнення

to apply for a job                                                 вимагати кваліфікацію

up-to-date advertisement                                    уникати довгих речень

to plan the business letter                                    написати чернетку

to reduce the prices                                             закупити продукцію

to transfer data                                                    отримувати інформацію

*2 .Answer the following questions:*

1.What can a fax machine do?

2.What information is recommended to exclude from your resume?

3. How many types of resumes do you know?

4.Which guidelines in a job interview do you think are the most important?

1. What is the structure of a business letter?
2. How can the Internet be divided into?
3. Where does the word “fax” come from?
4. Give examples of opening phrases in a business letter.
5. What are the basic requirements for a good resume?
6. Who is e-mail particularly advantageous for?

*3.Choose the* *correct definition of the:*

1) fax –

а) a means of telecommunication, that is connected with a telephone socket and works on a system similar to the telephone system;

b) a means of communication, a machine like a typewriter, has a dial on its casting;

c) a means of sending and receiving messages – internally, nationally, or internationally;

d) a vast global network of networks connecting computers across the world;

e) a means of communication, that helps to communicate, but allows only to hear the speaker, not to observe.

2) e-mail –

а) a means of telecommunication, that is connected with a telephone socket and works on a system similar to the telephone system;

b) a means of communication, a machine like a typewriter, has a dial on its casting;

c) a means of sending and receiving messages – internally, nationally, or internationally;

d) a vast global network of networks connecting computers across the world;

e) a means of communication, that helps to communicate, but allows only to hear the speaker, not to observe.

3) telex –

а) a means of telecommunication, that is connected with a telephone socket and works on a system similar to the telephone system;

b) a means of communication, a machine like a typewriter, has a dial on its casting;

c) a means of sending and receiving messages – internally, nationally, or internationally;

d) a vast global network of networks connecting computers across the world;

e) a means of communication, that helps to communicate, but allows only to hear the speaker, not to observe.

4) Internet –

а) a means of telecommunication, that is connected with a telephone socket and works on a system similar to the telephone system;

b) a means of communication, a machine like a typewriter, has a dial on its casting;

c) a means of sending and receiving messages – internally, nationally, or internationally;

d) a vast global network of networks connecting computers across the world;

e) a means of communication, that helps to communicate, but allows only to hear the speaker, not to observe.

5) telephone –

а) a means of telecommunication, that is connected with a telephone socket and works on a system similar to the telephone system;

b) a means of communication, a machine like a typewriter, has a dial on its casting;

c) a means of sending and receiving messages – internally, nationally, or internationally;

d) a vast global network of networks connecting computers across the world;

e) a means of communication, that helps to communicate, but allows only to hear the speaker, not to observe.

**Самостоятельная работа:**

1. The company usually advertises the \_\_\_\_\_\_ \_\_\_\_\_\_\_ in a newspaper.

a) job interview b) job title c) job requirements     d) job vacancy

1. Find as much as possible about the company you are going to for a \_\_\_\_\_\_\_ \_\_\_\_\_\_\_.

a) job advertisement b) job title c) job interview          d) job vacancy

1. If you want to write a good resume you must know the \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_.

a) chronological resume b) covering letter c) basic requirements  d) job interview

1. Job advertisement usually gives the description of the \_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_.

a) targeted resume b) business letter c) working conditions  d) applicant’s needs

1. At first a company chooses the best candidate and then makes an \_\_\_\_\_\_\_\_\_\_.

a) appointment b) salary                      c) experience                           d) qualifications

1. \_\_\_\_\_\_\_ \_\_\_\_\_\_ emphasizes capabilities and accomplishments relating to the specific job applied for.

a) combination resume b) functional resume c) chronological resume        d) targeted resume

1. It’s better to highlight your skills, \_\_\_\_\_\_ \_\_\_\_\_\_\_\_ in your resume.

a) travel restrictions b) job vacancy  c) letter of application         d)professional experience

1. When you write a business letter try to use \_\_\_\_\_\_\_\_ sentences.

a) narrow            b) wide                       c) short                                     d) long

1. A machine which can send a duplicate of message, document, design or photo is \_\_\_\_\_\_\_\_.

a) fax b) telex                       c) e-mail                                    d) personal computer

1. The \_\_\_\_\_\_\_ is a vast global network of networks connecting computers across the world.

a) laptop            b) Internet                  c) e-mail                         d) PC

1. Spam are usually unsolicited \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_ which are unwanted by the user.

a) e-mail messages b) fax transfers c) business negotiations    d) telephone conversations

1. Secretary is usually responsible for doing \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_ for the boss.

a) application form b) curriculum vitae c) paper work             d) job vacancy

1. \_\_\_\_\_\_\_ mail is much faster than traditional mail.

a) electronics b) electric c) electricity                            d) electronic

1. Telex messages have their own \_\_\_\_\_\_\_.

a) addressee b) language c) number                   d) operator

1. We give the \_\_\_\_\_\_\_ a few catalogues of our products.

a) customers b) applicants c) vacancies                d) addressers

1. Business-to-business letters are intended for company to \_\_\_\_\_\_\_ communication.

a) client b) company                 c) applicant                 d) co-worker

1. Most business \_\_\_\_\_\_\_ are arranged by telephone.

a) telexes b) partners                  c) letters                      d) appointments

1. An \_\_\_\_\_\_ \_\_\_\_\_\_ is used to take calls when the individual is out.

a) electronic mail b) extended number c) answering machine             d) urgent call

1. Requires for special training are normally included in the \_\_\_\_\_ \_\_\_\_\_.

a) want ad b) targeted resume                  c) invitation letter       d) job interview

1. \_\_\_\_\_\_ \_\_\_\_\_\_ are usually excluded from the resume.

a) work objectives b) salary demands c) personal interests                d) special skills

1. Make sure message can be understood \_\_\_\_\_\_\_\_\_.

a) like b) more                       c) clearly                     d) sure

1. Ask caller to hold \_\_\_\_\_\_\_.

a) the line b)PC c) letters                      d) appointments

1. The ad may tell you about \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for the job.

a) resume b)  the Internet

c) business letter requirements d) the education and work experience

1. Before the job interview find out all you can about \_\_\_\_\_\_\_\_\_\_.

a) means of telecommunication b) telephone units c) company d) dress

1. E-mail is a way of sending a message from one computer to\_\_\_\_\_\_\_\_\_\_\_\_.

a) electronic mail b) one or more other computers c) letters          d) urgent call

1. Don’t mention \_\_\_\_\_\_ in your resume.

a) telephone number b)  education experience         c) work experience             d) salary

1. There are \_\_\_ types of a resume.

a) 4 b) 3 c) 2                  d) 6

1. The company makes a short list of the most suitable candidates and invites them for an\_\_.

a) education b) experience c) interview                 d) appointment

1. Can you put me \_\_\_\_\_\_\_?

a) away b) thought c) though                        d) through

1. A resume is a kind of written sales \_\_\_\_\_\_\_\_\_.

a) presentation b) license c) requirement                 d) schedules

**Рaбота над текстом по теме „Business Etiquette”**

1. *Read this text and choose one of these titles for it.*

A) When in Rome… D) Problems That Business People Face

B) Travelling Abroad E) Good Manners, Good Business

C) Doing Business in Europe F) I Didn’t Mean to Be Rude!

  Nobody actually wants to cause offence but, as business becomes ever more international it is increasingly easy to get it wrong. There may be a single European market but it does not mean that they behave the same in Greece as they do in Denmark. In many European countries handshaking is an automatic gesture. In France good manners require that on arriving at a business meeting a manager shakes hands with everyone present. But Northern Europeans, such as the British and Scandinavians, are not quite so fond of physical demonstration.

In France it is not good manners to raise tricky questions of business over the main course. Business has its place: after the cheese course. Unless you are prepared to eat in silence, you have to talk about something – something, that is, other than the business deal which you are continually chewing over in your head.

In Germany, as you walk sadly back to your hotel room, you may wonder why your apparently friendly hosts have not invited you out for the evening. Don’t worry, it is probably nothing personal. Germans do not entertain business people with quite the same enthusiasm as some of their European counterparts.

The Germans are also notable for the amount of formality they bring to business. As an outsider, it is often difficult to know whether colleagues have been working together for 30 years or have just met in the lift. If you are used to calling people by their first names, this can be a little strange. To the Germans titles are important. Forgetting that someone should be called Herr Doktor or Frau Direktorin might cause serious offence. It’s equally offensive to call them by a title they do not possess.

In Italy the question of a title is further confused by the fact that everyone with a university degree can be called Dottore – and engineers, lawyers and architects may also expect to be called by their professional titles.

Italians give similar importance to the whole process of business entertaining. In fact, in Italy the biggest fear, as course after course appears, is that you entirely forget you are there on business. If you have the energy, you can always do the polite thing when the meal finally ends and offer to pay. Then after a lively discussion you must remember the next polite things to do – let your host pick up the bill.

These cultural challenges exist side by side with the problems of doing business in a foreign language. Language, of course, is full of difficulties – disaster may be only a syllable away. But the more you know of the culture of the country you are dealing with, the less likely you are to get into difficulties. It is worth the effort. It might be rather hard to explain that the reason you lost the contract was not the product of the price, but the fact that you offended your hosts in a light-hearted comment over on aperitif. Good manners are admired: they can also make or break the deal.

1. *Decide if these statement are true « – » or false « +* *», according to the writer:*

1.In France you are expected to shake hands with everyone you meet.

1. People in Britain shake hands just as much as people in Germany.
2. In France people prefer talking about business dur­ing meals.
3. It is not polite to insist on paying for a meal if you are in Italy.
4. Visitors to Germany never get taken out for meals.
5. German business people don’t like to be called by their surnames.
6. Make sure you know what the titles of the German people you meet are.
7. Italian professionals are usually addressed by their
8. A humorous remark always goes down well all over the world.
9. Good manners can make the deal.

1. *Read the following point of view, agree or disagree with it, add more comments while expressing your own opinion on the topic.*

Cultural differences influence business strategies and operations. Understanding them is difficult to overestimate. Many of these cultures are complex and different from ours. To be successful in international business means to be good citizens of international community. We should learn to honour and respect our own cultures and to develop tolerance and respect for other cultures. No one can learn all there is to know about a foreign culture. But to show an interest means to create a climate of understanding and respect. The mere willingness to accept differences is of great impor­tance.