



Министерство здравоохранения Российской Федерации

федеральное государственное бюджетное образовательное учреждение
высшего образования

«Рязанский государственный медицинский университет
имени академика И.П. Павлова»

Министерства здравоохранения Российской Федерации
ФГБОУ ВО РязГМУ Минздрава России

Утверждено решением ученого совета
Протокол №10 от 20.05.2025 г.

Комплект оценочных материалов по дисциплине	Деловой иностранный язык
Образовательная программа	Основная профессиональная образовательная программа высшего образования - программа магистратуры по специальности 33.04.01 Промышленная фармация Профиль: Обеспечение качества лекарственных средств
Квалификация	Магистр
Форма обучения	заочная

Разработчик (и): кафедра иностранных языков с курсом русского языка

ФИО	Ученая степень, ученое звание	Место работы (организация)	Должность
Л.Ф. Ельцова	канд. филологич. наук, доцент	ФГБОУ ВО РязГМУ	зав. кафедрой
И.В. Полякова	канд.ист.наук	ФГБОУ ВО РязГМУ	доцент
М.А. Сиваков	-	ФГБОУ ВО РязГМУ	преподаватель

Рецензент (ы):

ФИО	Ученая степень, ученое звание	Место работы (организация)	Должность
Ю.И. Костюшина	канд.пед.наук, доцент	ФГБОУ ВО РязГМУ	доцент

Одобрено учебно-методической комиссией по специальностям Фармация и Промышлен-
ная фармация

Протокол № 5 от 17.04.2025 г.

Одобрено учебно-методическим советом.

Протокол № 5 от 24.04.2025г.

.

1. Паспорт комплекта оценочных материалов

1.1. Комплект оценочных материалов (далее – КОМ) предназначен для оценки планируемых результатов освоения рабочей программы дисциплины Деловой иностранный язык.

1.2. КОМ включает задания для проведения текущего контроля и промежуточной аттестации.

Общее количество заданий и распределение заданий по типам и компетенциям:

Код и наименование компетенции	Количество заданий закрытого типа	Количество заданий открытого типа
УК–4 - Способность применять современные коммуникативные технологии, в том числе на иностранном языке, для академического и профессионального взаимодействия. УК–5 - готовность анализировать и учитывать разнообразие культур в процессе межкультурного взаимодействия	21	26
Итого	21	26

2. Задания всех типов, позволяющие осуществлять оценку всех компетенций, установленных рабочей программой дисциплины (модуля) Деловой иностранный язык.

Код и наименование компетенции	№ п/п	Задание с инструкцией
УК - 4, УК - 5		Задания закрытого типа
	1.	<p>Прочитайте и соотнесите названия разделов аннотации и группы устойчивых выражений, часто используемые в данных разделах.</p> <p>Текст задания:</p> <ul style="list-style-type: none"> А. Постановка проблемы (background). Б. -Краткая характеристика основных публикаций по данной теме В. Определение пробела в научных исследованиях (the gap in research knowledge). Г. Цель исследования Д. Результаты исследования. Е. Выводы <p>1) This study has shown that ... These findings suggest that ... The following conclusions can be drawn from the present study. The most obvious finding to emerge from this study is that ... The results of this study indicate that ... The results of this research support the idea that ...</p> <p>2). A major current focus in ... is how to ... Analysis of ... is vital for two important reasons:... It is generally accepted that are attracting widespread interest in fields such as... The importance of ... has been demonstrated by play an important role in the development of ... Much research in recent years has focused on ...</p> <p>3) Our investigation is aimed at establishing ... The main purpose of this work was ... In this paper we present ... This paper focuses on ... This paper introduces a scheme which solves these problems.</p> <p>4) There remains a need for an efficient method that can ... One process, <i>however</i>, that has been neglected in ... is that of ...</p>

Unfortunately, these methods do not always guarantee...

e) In our study, smth. was obtained using...

In the majority of cases, ... analysis revealed a considerably higher percentage of smth.

Similar behavior was observed in all cases.

Further analysis showed that ...

Further statistical tests revealed ...

f) In the past, various attempts have been made to ...

Numerous publications on this research issue demonstrate that our study is timely.

Initial attempts were focused on identifying the cause of ...

Their study suggested a possible cause for ...

Запишите выбранные цифры под соответствующими буквами:

А	Б	В	Г	Д	Е

2.

Прочитайте текст и установите соответствие.

Текст задания:

А. In the test the undergraduates will have to select two from a choice of six essay 1.theories/2. subjects/3.topics.

Б. Political 1.principles / 2.issues / 3.topics were at the top of the agenda.

В. Darwin's 1.topic / 2.theory / 3.model of evolution is accepted by majority of people.

Г. The metro map is rather a 1.model / 2.topic / 3.principle that demonstrates how the stations relate to one another, which does not precisely show the distance between them.

Запишите выбранные цифры под соответствующими буквами:

А	Б	В	Г

4.

Прочитайте предложения и установите соответствие.

Текст задания:

А. ...he have to translate this article yesterday ?

1. Was 2. Had 3. Did 4. Must

Б. The answer to the letter...been received yet.

1. have not 2. not have 3. is not 4. has not

В. ...the patient been operated on yesterday by 6 p.m.?

1. Was 2. Did 3. Has 4. Had

	<p>Г. ... she learning anatomy now? 1.Does 2. Has 3. Is 4. Must</p> <p>Запишите выбранные цифры под соответствующими буквами:</p> <table><tr><td>А</td><td>Б</td><td>В</td><td>Г</td></tr><tr><td></td><td></td><td></td><td></td></tr></table>	А	Б	В	Г				
А	Б	В	Г						
5.	<p>Прочитайте текст и установите соответствие. Текст задания: А. Since what time..... Latin? 1. you have been studying 2. you are studying 3. have you been studying 4. have you been studied Б. A lot of experiments..... now to find out the correlations between these parameters. 1. are performing 2. are being performed 3. has been performed 4. have being performing В. He ...this experiment some days ago 1. Has carried out 2. had carried out 3. was carried out 4. carried out Г. They think she... home soon. 1. will arriving 2. arrive 3. will arrive 4. will be arrived</p> <p>Запишите выбранные цифры под соответствующими буквами:</p> <table><tr><td>А</td><td>Б</td><td>В</td><td>Г</td></tr><tr><td></td><td></td><td></td><td></td></tr></table>	А	Б	В	Г				
А	Б	В	Г						
6.	<p>Прочитайте текст и восстановите последовательность предложений в тексте. Текст задания:</p>								

A. These are medicines you can buy without a prescription from your doctor.
 Б. Chances are, you've used such OTC medicines many times.
 В. For example, you could use them to relieve pain and treat symptoms of the common cold, the flu, and allergies.
 Г. OTC is a short abbreviation for over-the-counter.

Запишите соответствующую последовательность цифр слева направо:

А	Б	В	Г

7.

Прочитайте слова и установите соответствие.

Текст задания:

Предложение	Перевод
A. To introduce	1. Я не думаю, что мы знакомы.
Б. Let me introduce	2. Я бы хотел познакомиться с Вами
В. May I introduce	3. Разрешите Вас познакомить
Г. I'd like to meet you	4. Позвольте Вам представить
Д. Allow me to present	5. Разрешите Вам представить
Е. How do you do?	6. Здравствуйте. (Как поживаете?)
Ж. I am (very) glad (pleased, delighted) to meet you.	7. Приятно познакомиться.
З. Happy to meet you.	8. Счастлив познакомиться с Вами.
И. Nice to meet you.	9. Я (очень) рад познакомиться с Вами.
К. This is Mr. (Mrs)	10. Вы когда-нибудь

	встречались прежде?
Л. Have you ever met each other before?	11. Познакомьтесь, это мистер (миссис)
М. I do not think we've met.	12. Представлять кого-либо

К каждой позиции, данной в левом столбце, подберите соответствующую позицию из правого столбца:

А.	
Б.	
В.	
Г.	
Д.	
Е.	
Ж.	
З.	
И.	
К.	
Л.	
М.	

Прочитайте текст и установите соответствие.

Текст задания:

Предложение	Слово или сочетание
А. Вчера в 11 часов студент Ильин читал доклад	1. has been presented
Б. Доклад был прочитан к 12 часам вчера.	2. B. had presented
В. Доклад уже прочитан.	3. C. was presenting

Г. Вчера к 12 часам студент Ильин уже прочитал доклад.	4. D. had been presented
Д. Вчера был прочитан доклад	5. E. was presented

К каждой позиции, данной в левом столбце, подберите соответствующую позицию из правого столбца:

А.	
Б.	
В.	
Г.	
Д.	

9.

Прочитайте текст и установите соответствие.
Текст задания:
А. I am writing in connection with the advertisement which 1.appeared / 2.has appeared on 12 April.
Б. I originally 1.studied/ 2.have studied chemistry at university.
В. I now 1.completed / 2.have now completed a postgraduate degree in administration.
Г. 1.I've been trying / 2.I've tried to find a permanent job for a considerable time.
Д. Indeed, 1.I have already worked / 2.I have already been working for several companies on a temporary basis.
Е. In my first job, I 1.was / 2.have been responsible for marketing,

Запишите выбранные цифры под соответствующими буквами:

А.	Б.	В.	Г.	Д.	Е.

10.

Прочитайте текст и установите соответствие.
Текст задания:
1. can't,
2. might
3. must

А. The patient has a fever and cough; he _____ have a respiratory infection.

Б. The lab results show elevated liver enzymes; this _____ indicate liver damage.

В. The patient has been taking the medication regularly; therefore, he _____ be experiencing adverse effects.

Запишите выбранные цифры под соответствующими буквами:

A	Б	В

	11.	<p>Прочитайте текст и установите соответствие.</p> <p>Текст задания:</p> <ul style="list-style-type: none">1. can't,2. might3. must <p>A. The patient presents with sudden chest pain and shortness of breath; this _____ be a sign of a heart attack.</p> <p>Б. The patient's symptoms are not consistent with any known condition; this _____ be a rare disorder.</p> <p>В. The medication has been discontinued for a week, so the side effects have resolved by now.</p> <p>Запишите выбранные цифры под соответствующими буквами:</p> <table><tr><td>A</td><td>Б</td><td>В</td></tr><tr><td></td><td></td><td></td></tr></table>	A	Б	В			
A	Б	В						
	12.	<p>Прочитайте текст и установите соответствие.</p> <p>Текст задания:</p> <ul style="list-style-type: none">1. can't,2. might3. must <p>A. The patient has a family history of diabetes; therefore, he _____ be at higher risk for developing the condition.</p> <p>Б. The patient's blood pressure is extremely high; he _____ be at risk of a stroke.</p> <p>В. The patient has a history of allergies to similar medications; she _____ be allergic to this one as well.</p> <p>Запишите выбранные цифры под соответствующими буквами:</p> <table><tr><td>A</td><td>Б</td><td>В</td></tr><tr><td></td><td></td><td></td></tr></table>	A	Б	В			
A	Б	В						
	13.	<p>Прочитайте текст и установите соответствие.</p>						

Текст задания:

1. 1.contributots;
2. conference;
3. provide;
4. academic;
5. summary;
6. research;
7. surrogate;
8. includes;
9. varies;
10. article;
11. brief;
12. multi-page.

Текст задания:

What is an abstract?

An abstract is a short (A) of completed research. Abstract are very common (Б) writing. An abstract may be found in (B) programs, in article databases in the online catalog of the library, such as Medline, at the beginning of a (Г) paper, etc. Many journals require (Д), that is authors wishing to publish their articles in the journal to (Е) an abstract. A good abstract acts as a (Ё) for the work itself. A standard abstract (Ж) information about the purpose, the methods, and the scope of the research. It also includes the results and conclusions of the research and the recommendations of the author. The length (З) according to the discipline, but an informative abstract is rarely more than 10% of the length of the entire (И). Despite the fact that an abstract is quite (К), it is a self-contained and powerful statement describing a larger work. It usually requires as much work as the (Л) paper following it.

Запишите выбранные цифры под соответствующими буквами:

А	Б	В	Г	Д	Е	Ё	Ж	З	И	К	Л

14.

Прочитайте текст и восстановите последовательность предложений в тексте.

Текст задания:

- A. The main side effect associated with aspirin and other NSAIDs is gastrointestinal (GI) problems.
Б. NSAIDs can also cause a variety of side effects related to kidney function.
В. These problems can range from upset stomach to GI bleeding.
Г. GI bleeding is a serious event that is more likely to occur in older people.

Запишите соответствующую последовательность цифр слева направо:

А	Б	В	Г

15.

Прочитайте текст и восстановите последовательность предложений в диалоге.

Текст задания:

A. **Patient:** Here, I'll show you. I thought it was just oozy and blistery, but this morning when I got up and tried to put my foot in my shoe, it really hurt.

B. **Pharmacist:** Is it sensitive to the touch?

B. **Patient:** Yeah. That's why I'm wearing open-toe sandals.

Г. **Patient:** Hello! I was wondering what I could do about the problem I'm having with my big right toe.

Д. **Pharmacist:** What's seems to be the problem?

Запишите соответствующую последовательность цифр слева направо:

А	Б	В	Г	Д

16.

Прочитайте предложения с пропущенными словами или словосочетаниями и установите соответствие.

К каждой позиции, данной в левом столбце, подберите соответствующую позицию из правого столбца.

Текст задания:

	Предложение		Пропущенное слово или словосочетание
А	Chocolate is made from	1	in treating colds
Б	Flowers of rose, lavender, jasmine and orange are	2	source of essential oils used in perfumery
В	Echinacea is useful	3	from fruits of cocoa
Г	Garlic is used in	4	in preventing diphtheria, typhus, tuberculosis, pneumonia and respiratory infections

Запишите выбранные цифры под соответствующими буквами:

А	Б	В	Г

17.

Прочитайте предложения с пропущенными словами или словосочетаниями и установите соответствие.

К каждой позиции, данной в левом столбце, подберите соответствующую позицию из правого столбца.
Текст задания:

	Предложение		Пропущенное слово или словосочетание
А	Burettes are ... for very accurate measurements of volume.	1	provide
Б	Graduated pipettes ... for very accurate liquid measurements.	2	are necessary
В	Certain tools and instruments ... the research work in a laboratory.	3	used
Г	It is ... to close the glass bottles with glass caps to prevent their contamination from air.	4	recommended

Запишите выбранные цифры под соответствующими буквами:

А	Б	В	Г

18.

Прочитайте предложения и установите соответствие.

Текст задания:

А. Since what time..... Latin?

1. you have been studying
2. you are studying
3. have you been studying
4. have you been studied

Б. A lot of experiments..... now to find out the correlations between these parameters.

1. are performing
2. are being performed
3. has been performed
4. have being performing

	<p>В. He ...this experiment some days ago</p> <ol style="list-style-type: none">Has carried outhad carried outwas carried outcarried out <p>Г. They think she... home soon.</p> <ol style="list-style-type: none">will arrivingarrivewill arrivewill be arrived <p>Д. Every day new vaccines.... by investigators.</p> <ol style="list-style-type: none">are been developedare developingare developeddevelop <p>Запишите выбранные цифры под соответствующими буквами:</p> <table><tr><td>А</td><td>Б</td><td>В</td><td>Г</td><td>Д</td></tr><tr><td></td><td></td><td></td><td></td><td></td></tr></table>	А	Б	В	Г	Д											
А	Б	В	Г	Д													
19.	<p>Прочитайте определения данных понятий и установите соответствие с определяемыми терминами.</p> <p>К каждой позиции, данной в левом столбце, подберите соответствующую позицию из правого столбца:</p> <p>Текст задания:</p> <table><tr><td></td><td>Понятие</td><td></td><td>Определение или характеристика</td></tr><tr><td>А</td><td>a rhizome</td><td>1</td><td>The part of a plant that grows downward, usually into the soil, holds it in place, absorbs water and mineral foods from the soil, and often stores food material.</td></tr><tr><td>Б</td><td>an inflorescence</td><td>2</td><td>A part of a plant from which a flower, vegetable or other plant grows.</td></tr><tr><td>В</td><td>a seed</td><td>3</td><td>A root like a stem lying on or underneath the ground, which</td></tr></table>		Понятие		Определение или характеристика	А	a rhizome	1	The part of a plant that grows downward, usually into the soil, holds it in place, absorbs water and mineral foods from the soil, and often stores food material.	Б	an inflorescence	2	A part of a plant from which a flower, vegetable or other plant grows.	В	a seed	3	A root like a stem lying on or underneath the ground, which
	Понятие		Определение или характеристика														
А	a rhizome	1	The part of a plant that grows downward, usually into the soil, holds it in place, absorbs water and mineral foods from the soil, and often stores food material.														
Б	an inflorescence	2	A part of a plant from which a flower, vegetable or other plant grows.														
В	a seed	3	A root like a stem lying on or underneath the ground, which														

	<table><tr><td></td><td></td><td></td><td>usually sends out roots below and leafy shoots above.</td></tr><tr><td>Г</td><td>a root</td><td>4</td><td>The way in which the flowers of a plant are arranged on the stem or axis and in relation to each other.</td></tr></table> <p>Запишите выбранные цифры под соответствующими буквами:</p> <table><tr><td>А</td><td>Б</td><td>В</td><td>Г</td></tr><tr><td></td><td></td><td></td><td></td></tr></table>				usually sends out roots below and leafy shoots above.	Г	a root	4	The way in which the flowers of a plant are arranged on the stem or axis and in relation to each other.	А	Б	В	Г				
			usually sends out roots below and leafy shoots above.														
Г	a root	4	The way in which the flowers of a plant are arranged on the stem or axis and in relation to each other.														
А	Б	В	Г														
20.	<p>Прочитайте текст и восстановите последовательность предложений в тексте. Текст задания: А. It is well known that garlic is therapeutically useful. Б. It is used to treat all respiratory infections. В. It is also an excellent nerve tonic. Г. One of the most widely used plant that was known to man 5000 years ago is <i>garlic</i>.</p> <p>Запишите соответствующую последовательность цифр слева направо:</p> <table><tr><td>А</td><td>Б</td><td>В</td><td>Г</td></tr><tr><td></td><td></td><td></td><td></td></tr></table>	А	Б	В	Г												
А	Б	В	Г														
21.	<p>Прочитайте тексты и установите их соответствие со следующими видами коммуникации. Текст задания:</p> <p>1. written; 2. oral; 3. mixed.</p> <p>А. Businesses rely on communication for almost every aspect of their operations. From conducting sensitive conversations between two individuals to instantly disseminating critical information across a mass audience and even recruiting new customers, a number of established and emerging channels allow businesses to meet a number of communication needs.</p> <p>Б. Business communication encompasses great amount of topics such as marketing, brand management, customer relations, consumer behavior, advertising, public relations, corporate communication, community engagement, reputation management, interpersonal communication, employee engagement, and event management. It is also closely related to the field of professional and technical communication.</p> <p>В. Business communication process can be effective if a two-way information sharing process is used. It usually involves one party sending a message that is easily understood by the receiving party. Effective communication by business managers facilitates information sharing between company employees and can substantially contribute to its commercial success.</p>																

Запишите выбранные цифры под соответствующими буквами:

А	Б	В

Задания открытого типа

1. Прочитайте текст и переведите его с английского языка на русский язык.
Текст задания:

Communication is one of the most important tools in business, necessary for success and advancement. It is not a secret that to be hired and to have a promotion, to be successful and eventually advanced in business, one should be an effective communicator – verbally, non-verbally, and digitally – and be able to integrate communication types in different settings.

Every day businessmen interact verbally with a variety of people – equals, subordinates, supervisors, men and women alike. Verbal communication in business often involves expressing opinions, emotions, giving orders and winning over clients. When doing any of these things, it’s important to be level headed, ask questions and back up any opinions you give with hard evidence. A good business verbal communicator is delicate but confident.

For example, you wouldn’t say, “Our economic climate has gone right down the drain in the past three years”, without backing up the statement with facts, figures and sources. In addition, unless it’s essential to winning over the client, controversial opinions like this should be left out of the work-place. Your personal opinions, if unrelated to daily operations of the business, might isolate your clients and offend people around you. You should always back up any statement made in a business setting, avoiding controversy but exuding confidence.

In addition, keep a steady, positive tone of voice; ask lots of questions during meetings; have a list of questions written out before; answer the phone confidently and professionally; and when telling to do something, ask politely and tactfully.
2. Прочитайте текст и переведите его с английского языка на русский язык.
Текст задания:

Forms of verbal communication in business include conference calls, video conferences, staff meetings, presentations and daily interactions in the workplace. During personal interactions, verbal communication is used alongside nonverbal communication – a priceless pairing!

According to the data of scientific research, nonverbal communication or body language makes up 93 per cent of our daily communication in the workplace. Everything works to create your physical image. Certain elements are unchangeable, such as age, gender and ethnicity, so it’s important to pay extra attention to the elements you can control.

Build a professional image. Wear appropriate and aesthetically pleasing clothes to work, maintain a business-appropriate haircut, shave your face and do not wear revealing clothing. All of these elements come together to form your image, so it’s important to get all of them right in

		<p>the business world.</p> <p>Make eye contact when talking or listening to someone. Fiddling with your phone, computer or documents is offensive to many people. Pay attention to your posture. If sitting down, do not slouch in your chair. Lean forward attentively. When standing up, keep an approachable posture – don't slouch, keep an overall inviting visage.</p> <p>From your clothes and hair to your posture and attentiveness – can make or break your business image, rendering you approachable or unapproachable.</p>
	3.	<p>Прочитайте и переведите текст с английского языка на русский язык.</p> <p>Текст задания:</p> <p>High qualification and a sufficient level of competence of health professionals are the most important factors designed to improve the quality of medical care. Modern healthcare requires competent specialists who possess the necessary knowledge, skills and abilities and who are able to substantiate their actions and decisions from the standpoint of evidence-based medicine. Only constant, continuous professional development of a health professional provides the basis for high efficiency of his/ her daily work. In contrast to developed countries where health workers are required to have their knowledge certified annually and use modern guidance in the workplace daily, Russian doctors have a refresher course every 5 years, and often lack access to modern sources of information in the workplace. However, about 15% of doctors do not take even these courses within the time frame. The situation is compounded by the fact that refresher training often has a formal nature and contents of educational programs do not meet the needs of practical health care.</p>
	4.	<p>Прочитайте предложения и переведите их с русского языка на английский язык.</p> <p>Текст задания:</p> <ol style="list-style-type: none"> 1. Разрешите мне представить группу британских врачей, которые приехали на нашу международную медицинскую конференцию. Руководитель делегации – профессор Сайман Кинг, известный специалист в области психиатрии. Мы рады приветствовать Вас на нашей конференции. 2. Благодарю за русское гостеприимство и за возможность узнать больше о Вашей великой стране, ее культуре, ее людях. 3. Что бы Вы хотели посетить в России? 4. Мы бы хотели увидеть достопримечательности Москвы, Санкт – Петербурга, а также древние русские города Суздаль, Псков, Великий Новгород, Рязань. 5. Мы желаем Вам успешных деловых встреч и прекрасных впечатлений во время Вашего пребывания в России.
	5.	<p>Прочитайте и дайте развёрнутые обоснованные ответы на следующие вопросы.</p> <p>Текст задания:</p>

	<ol style="list-style-type: none"> 1. You introduce yourself to a new employer. 2. You introduce a businessperson to your boss, who had never met him before. 3. A woman, Mrs. Dale, introduces herself to you. You possible answer her introduction. 4. You introduce your friends to each other. 5. You are meeting a group of guests. How would you introduce yourself?
6.	<p>Прочитайте и дайте развёрнутые обоснованные ответы на следующие вопросы. Текст задания:</p> <p>Who can be called an effective communicator?</p> <p>What does business communication involve?</p> <p>What forms of verbal communication are used in business?</p> <p>How can nonverbal communication help build your professional image?</p> <p>Communication is one of the most important tools in business, necessary for success and advancement. It is not a secret that to be hired and to have a promotion, to be successful and eventually advanced in business, one should be an effective communicator – verbally, non-verbally, and digitally – and be able to integrate communication types in different settings.</p> <p>Every day businessmen interact verbally with a variety of people – equals, subordinates, supervisors, men and women alike. Verbal communication in business often involves expressing opinions, emotions, giving orders and winning over clients. When doing any of these things, it is important to be level headed, ask questions and back up any opinions you give with hard evidence. A good business verbal communication is delicate but confident.</p> <p>For example, you would not say, “Our economic climate has gone right down the drain in the past three years”, without backing up the statement with facts, figures and sources. In addition, unless it is essential to winning over a client, controversial opinions like this should be left out of the workplace. Your personal opinions, if unrelated to daily operations of the business, might isolate your clients and offend people around you. You should always back up any statement made in a business setting, avoiding controversy but exuding confidence.</p> <p>In addition, keep a steady, positive tone of voice; ask many questions during meetings; have a list of questions written out before the meeting; answer the phone confidently and professionally; and when telling someone to do something, ask politely and tactfully.</p> <p>Forms of business communication in business include conference calls, video conferences, staff meetings, presentations and daily interactions in the workplace. During personal interactions, verbal communication is used alongside nonverbal communication – a priceless pairing.</p> <p>According to the data of scientific research, nonverbal communication or body language makes up 93 percent of our daily communication in the workplace. Everything works to create your physical image. Certain elements are unchangeable such as age, gender and ethnicity, so it is important to pay extra attention to the elements you can control.</p>

	<p>Build a professional image. Wear appropriate and aesthetically pleasing clothes to work, maintain a business-appropriate haircut, shave your face and do not wear revealing clothing. All of these elements come together to form your image, so it is important to get all of them right in the business world.</p> <p>Make eye contact when talking or listening to someone. Fiddling with your phone, computer or documents is offensive to many people. Pay attention to your posture. If sitting down, do not slouch in your chair. Lean forward attentively. When standing up, keep an approachable posture – do not slouch, keep an overall inviting visage.</p> <p>What you say is important, but so is what you do not say. Your appearance – from your clothes and hair to your posture and attentiveness – can make or break your business image, rendering you approachable or unapproachable.</p>
7.	<p>Прочитайте и дайте развёрнутые обоснованные ответы на следующие вопросы. Текст задания:</p> <ol style="list-style-type: none"> 1. When are the passengers requested to arrive at the airport? 2. Why are the passengers to arrive at the airport beforehand? 3. What is the difference between business and economy classes of travel? 4. What are the weight limitations in business and economy classes? 5. What does the passenger receive after registering his air ticket? 6. Where must he show his boarding pass? 7. Who helps the passengers on board the plane? 8. What does the passenger fill in while still on board the plane? 9. What are the formalities to be completed after the passenger has disembarked? 10. 10. What will the Customs inspector do after you are through with all customs formalities? <p>Airport formalities</p> <p>According to the international standards passengers are to arrive at the airport two hours before departure time on international flights and one hour on domestic flights. The reason is that passengers should have enough time to complete all necessary airport formalities.</p> <p>At the airport, passengers should check the time of the flight to make sure that it is not delayed, cancelled, or altered. This information is available on the flight information display or at the inquiry office.</p> <p>Passengers are to fill in customs declarations in one of international languages or in the language of the country, they depart from. They go to the Customs for an examination of their luggage. In some cases, the Customs officer may ask you to open your bags and suitcases for inspection. This is one in order to prevent smuggling.</p> <p>After you are through with all Customs formalities, the Customs officer puts a stamp on your Customs declaration, or on each piece of luggage, or chalks it off. The particular procedure depends on the country of departure. Then passengers proceed to the check-in area. There they are to register their tickets, to weigh in and to check-in their luggage.</p> <p>Most airlines have at least two classes of travel: first or business class and economy or tourist class. Business class is more expensive, while economy class is cheaper. Each passenger above two years of age has a free luggage allowance. As a rule, this limit is 20 kg for economy class passengers and 30 kg for business class passengers. Excess luggage must be paid for.</p>

	<p>Each passenger is given a boarding pass with his or her seat number. Passengers are asked if they want to sit by the window, and in the smoking or nonsmoking area. A boarding pass is to be shown at the departure gate and to the host when boarding the plane. Finally, passengers proceed to the passport control area. Passport control offices will check your passport and visa and put a stamp on them. Customs, checking-in and passport formalities are more or less the same in all countries.</p> <p>When the formalities of registering yourself and weighing your baggage are over, you get up the gangway and board the plane. If you are travelling for the first time, the flight attendant will show you how to strap your belt, how to adjust your seat and so on. If you feel hungry, you will be provided with an excellent lunch.</p> <p>While still on board the plane the passenger is given an arrival card to fill in, he fills in (in block letters) his name in full, country of residence, permanent address, purpose and length of visit, and address in the country he is visiting. After the passenger has disembarked, officials will examine his passport and visa (to see if they are in order).</p> <p>When these formalities have been completed, the passenger goes to the Customs for an examination of his luggage. The passenger is required to fill in a customs declaration form. He must list all dutiable articles. (Personal belongings may be brought in duty-free.) The Customs inspector may ask you to open your bags for inspection. After you are through with all customs formalities, he will put a stamp on each piece of luggage.</p>
8.	<p>Прочитайте предложения и переведите их с русского языка на английский язык.</p> <p>Текст задания:</p> <ol style="list-style-type: none"> 1. У меня с собой только личные вещи и несколько мелочей. Какую пошлину я должен заплатить? 2. Это не подлежит ввозу в страну. 3. Мы прибыли в аэропорт, зарегистрировали билеты и багаж и пошли в кафе выпить чашку кофе. 4. По радио объявили, что рейс 131 задерживается на два часа, а рейс 235 отменён. 5. У трапа пассажиров встречала стюардесса.
9.	<p>Прочитайте предложения и переведите их с русского языка на английский язык.</p> <p>Текст задания:</p> <ol style="list-style-type: none"> 1) На каждом предмете регистрируемого багажа должно быть указано ваше имя и пункт назначения. 2) Авиакомпании рекомендуют помещать важные документы, наличные деньги, ценности, лекарства в ручную кладь, а не в регистрируемый багаж. 3) Выходы на посадку закрывают за десять минут до отправления самолёта, и опоздавшим пассажирам может быть не разрешено пройти на посадку. 4) Иногда мы выбираем рейс с пересадкой, чтобы сэкономить на стоимости билета.

	5)	На борту самолёта пассажиры заполняют карточку прибытия, а после посадки – таможенную декларацию.
10.	Прочитайте текст и переведите его с английского языка на русский язык. Текст задания:	<p style="text-align: center;">Meet Jeffrey Immelt</p> <p>Jeffrey Immelt is Chairman and CEO of General Electric Co. GE is a 128-year-old company in Connecticut, USA. It operates in more than 100 countries and employs more than 320,000 people worldwide. Immelt is 51 and is a very rich man. He is married, and his wife`s name is Andrea. They have one daughter. Her name is Sarah; she is 20 years old. «My wife and my daughter are great», Immelt says. «It`s a pity we`re not together more often». He is away on business more than 50% of his time, and he tries to meet customers about a week a month. «Life is never boring», he says. «No two days are the same».</p> <p>He usually gets up at 5.30 in the morning and works out for about an hour. «Exercise is important, but my real hobby is golf», he says. «I`m not great at golf, but I enjoy it, And I like to read, especially when I`m on the move». He likes biographies, business book and fiction, and reads about 50 books a year. He also likes 1970s rock music.</p>
11.	Прочитайте текст и дайте развёрнутые обоснованные ответы на следующие вопросы. Текст задания:	<p>1. What have you learned about Trinity College?</p> <p>2. What have you learned about the history of Oxford?</p> <p style="text-align: center;">A visit to Oxford.</p> <p>On the eve of their departure to Moscow the participants had some free time and Mr. Hill proposed they should make a trip to Oxford. Oxford, first and foremost, is known for its University. The University began itself in the middle of the 12th century, and by 1300 there were already 1,500 students. At this time, Oxford was a wealthy town, but by the middle of the 14th century, it was poorer, because of a decline in trade and because of the terrible plague, which killed many people in England.</p> <p>Relations between the students and the townspeople were very unfriendly, and there was often fighting in the streets. On the 10th February 1355, the Festival of St. Scholastica, a battle began which lasted two days. Sixty-two students were killed. The townspeople were punished for this in two ways: they had to walk through the town to attend a special service on every St Scholastica's day until 1825. Worse than this, the University was given control of the town for nearly 600 years.</p> <p>Nowadays there are about 12,000 students in Oxford, and the University and the town live quietly side by side.</p> <p>When the coach came to Oxford the participants bought some colourful books on Oxford, maps and some souvenirs. Then they went sightseeing and stopped near Trinity College.</p>
12.	Прочитайте правила этикета при знакомстве	

		и дайте развёрнутые обоснованные ответы на следующие вопросы. Текст задания: <ol style="list-style-type: none"> 1. When meeting business people for the first time, is it better to be formal or informal? 2. What points when making business introductions in English-speaking western countries do you know? 3. What cultural differences of etiquette do you know? 4. Are you formal or informal when meeting businesspeople for the first time? 5. Have you ever met foreign businesspeople?
	13.	Прочитайте и дайте развёрнутые обоснованные ответы на следующие вопросы. Текст задания: <ol style="list-style-type: none"> 1. What changes did computer revolution bring to our life? 2. What disadvantages did computer revolution bring? 3. Do computer and the Internet help in your daily life? 4. What role do computers and the Internet play in your work? 5. Does it help in communicating with your friends and colleagues?
	14.	Прочитайте и дайте развёрнутые обоснованные ответы на следующие вопросы. Текст задания: <ol style="list-style-type: none"> 1. What is the structure of a formal letter? 2. What are the rules of organizing of an envelope? 3. What is the difference between formal and informal letters? 4. What are beginnings and endings of a letter? 5. What is specific of emails?
	15.	Прочитайте и дайте развёрнутые обоснованные ответы на следующие вопросы. Текст задания: <ol style="list-style-type: none"> 1. What skills make job seekers attractive to employers? 2. What skills and abilities would a new graduate need to be prepared for an entry-level job? 3. What five most common mistakes are made during an interview? 4. What do traditional interview tips include? 5. Have you ever hired an employee?

		6. What qualities do you evaluate in your employees?
16.	Прочитайте и дайте развёрнутые обоснованные ответы на следующие вопросы. Текст задания:	<ol style="list-style-type: none"> 1. Where are you from?/ Where do you live? 2. Where were you born? 3. Where do you work? 4. What part of the hospital do you work in? 5. When do you start work? 6. How many hours do you work every day? 7. What do you do every day? 8. What qualities are needed to be a good leader? 9. What do you like best about being the head of a hospital?
17.	Прочитайте текст и дайте развернутый обоснованный ответ на вопрос. Текст задания:	<p>What heating equipment is used in the chemical laboratory?</p> <p>The most common and widely used equipment is that made of glass. With glassware it is easy to spot what is happening inside. The laboratory vessels and glassware are divided into three groups: glassware for general use, glassware for special use, and glassware for measuring. Laboratory heating equipment is used to generate the heat required to effect a reaction or a separation. The broad range of heating equipment can be divided into two broad categories: steam-heated devices and electrically heated devices. There are many types of materials that are not basic but are not less important than basic. They are called laboratory or lab accessories.</p>
18.	Прочитайте текст и дайте развернутый обоснованный ответ на следующий вопрос. Текст задания:	<p>How should powders, galenical preparations and ready-made medicines be kept in a pharmacy?</p> <p>In the pharmacy all medicines are kept in drug cabinets, on the open shelves and in the refrigerator. Poisonous drugs are kept in the drug cabinet with the letter A. Strong effective drugs are kept in the drug cabinet having the letter B. The drugs prepared in the pharmacy for immediate use should be kept in the refrigerator. Powders, galenical preparations and ready-made medicines are usually kept on the shelves protected from light at a constant temperature, not higher than a room one. At the chemist department medicines</p>

		are kept according to their therapeutic effect: drugs for cough, cardiac medicines, drugs for headache. Disinfectants, herbs and health-care items such as hot-water bottles, medicine droppers and thermometers are kept separately.
19.	Прочитайте текст и дайте развернутый обоснованный ответ на следующий вопрос. Текст задания: How can pharmacological activity of certain drugs be established? Pharmacological activity of certain drugs is established using different tests and methods, such as chemical tests for the determination of presence of inorganic elements, a chemical analysis for the determination of presence of inorganic elements, a chemical analysis for the determination of the official activity, chromatographic study to separate and analyze constituents and inert materials occurring in drugs. Medicinal plants are widely used in pharmaceutical industry. They are the source of natural drugs. Many drugs are based on their constituents. They are effective in treating different diseases from minor ailments to severe illnesses.	
20.	Прочитайте текст и дайте развернутый обоснованный ответ на следующий вопрос. Текст задания: What is the "dosage" of a drug? The "dosage" is the amount of the medication given to the patient, and is determined by the patient's physician after appropriately considering the strength of the drug, and the age, weight, sex, size, and tolerance of the patient. The "action" of the drug is the desired therapeutic effect expected from the patient. The "side effects" are any actions other than the desired effects. The "indications" are usually expressed in terms of signs, symptoms, and/or events just prior to the administration of the drug.	
21.	Прочитайте текст и дайте развернутый обоснованный ответ на следующий вопрос. Текст задания: How can you buy Pharmacy medicines or BTC medicines? Pharmacy (P) medicines (безрецептурные лекарственные средства, отпускаемые только через аптеки) are available from a pharmacy without a prescription but provided under the supervision (под надзором) of a pharmacist. These medicines are kept 'behind-the-counter' (BTC) (за прилавком) and are not available on the pharmacy shelves. You can only obtain this medicine if a pharmacist checks that the medicine is appropriate for your health problem. An example of a medicine that you can buy from a pharmacy without a prescription is antibiotic eye drops to treat an eye infection.	
22.	Прочитайте текст и дайте развёрнутые обоснованные ответы на следующие вопросы. Текст задания: 1. What causes COVID-19? 2. How does COVID-19 spread from person to person?	

	<p>3. What are some ways people can get sick with COVID-19?</p> <p>4. How can washing hands and wearing masks help prevent the spread of COVID-19?</p> <p>COVID-19 is a sickness caused by a virus. It spreads easily from person to person. People can get sick if they are near someone with the virus. Washing hands and wearing masks can help stop the virus. Vaccines are also available to protect people from getting sick. Some people get a fever and cough. It's important to stay away from others if you feel sick. Doctors and nurses are working hard to help people who are sick with COVID-19.</p>
23.	<p>Переведите текст с русского языка на английский язык и дайте развёрнутые обоснованные ответы на вопросы.</p> <p>Текст задания:</p> <p>Общественное здравоохранение играет важную роль в обеспечении здоровья и благополучия населения. Это медицинское направление ориентировано на предотвращение болезней, продвижение здорового образа жизни и повышение доступности качественных медицинских услуг для всех членов общества. В рамках общественного здравоохранения проводятся различные мероприятия, включая вакцинацию, образовательные кампании, мониторинг заболеваемости и меры по борьбе с распространением инфекций.</p> <p>1) What is public health focused on?</p> <p>2) What activities are carried out within public health?</p> <p>3) What tasks does public health face?</p>
24.	<p>Переведите текст с русского языка на английский язык и дайте развёрнутые обоснованные ответы на вопросы.</p> <p>Текст задания:</p> <p>Эпидемиологические исследования играют важную роль в понимании распространения болезней и факторов, влияющих на здоровье населения. Путем анализа данных о заболеваемости, смертности и факторах риска эпидемиологи могут определить группы риска, выявить тенденции заболеваемости и разработать эффективные стратегии по предотвращению и контролю за заболеваниями.</p> <p>1) What role do epidemiological studies play?</p> <p>2) What data is analyzed in epidemiological studies?</p> <p>3) What tasks do epidemiologists face when conducting research?</p>
25.	<p>Переведите текст с русского языка на английский язык и дайте развёрнутые обоснованные ответы на вопросы.</p> <p>Текст задания:</p>

	<p>Профилактические мероприятия в области общественного здравоохранения направлены на улучшение качества жизни населения. Это включает в себя проведение вакцинаций, предоставление информации о здоровом образе жизни, раннее выявление заболеваний и своевременное лечение. Целью таких мер является снижение заболеваемости и смертности, а также повышение общего уровня здоровья в обществе.</p> <p>1) What are preventive measures in public health aimed at?</p> <p>2) What activities does this include?</p> <p>3) What are the main goals of such measures?</p> <p>4) What benefits will successful implementation of such measures bring?</p>
26.	<p>Прочитайте предложения и переведите их с русского языка на английский язык.</p> <p>Текст задания:</p> <p>1. Добрый день, коллеги. Позвольте мне представить нашего немецкого гостя. Это господин Вальтер Шульц. Он – нейрохирург из Берлина.</p> <p>2. Рады познакомиться с Вами, господин Шульц. Добро пожаловать в Россию.</p> <p>3. Благодарю Вас, господа. Счастлив знакомству с Вами.</p> <p>4. Вы были в России прежде?</p> <p>5. Да. Это было 30 лет тому назад. Я знаю, что Россия изменилась с того времени.</p> <p>6. Вы совершенно правы. Мы надеемся, что эта Ваша деловая поездка будет не только полезной, но также интересной, незабываемой.</p>
	Практические задания
1.	<p>Прочитайте предложения и заполните пропуски артиклями, где необходимо.</p> <p>Текст задания:</p> <p>1. _____ pharmacist must ensure that _____ patient receives _____ correct medication.</p> <p>2. He wants to work in _____ hospital pharmacy.</p> <p>3. I'm studying _____ pharmacology and toxicology this semester.</p> <p>4. _____ adverse effects of _____ drug were reported in _____ clinical trial.</p> <p>5. Can you hand me _____ syringe over there?</p>

		<p>6. Please fill _____ prescription for _____ painkiller.</p> <p>7. It's important to follow _____ guidelines when dispensing medications.</p> <p>8. She needs to buy _____ over-the-counter medication for her cold.</p> <p>9. _____ antibiotic resistance is becoming a major concern in healthcare.</p> <p>10. _____ pharmacist's role includes counseling patients on their medications.</p>
	2.	<p>Прочитайте предложения и заполните пропуски артиклем THE, где необходимо.</p> <p>Текст задания:</p> <p>1. ... Moscow is situated on ... Moscow River. There is a canal called ... Moscow-Volga Canal which joins two rivers: ... Moscow to ...Volga. ... Volga runs through ...Central Russia.</p> <p>2. In ... Siberia there are many long rivers: ... Ob, ... Irtysh, ... Yenissei, ... Lena and ... Amur.</p> <p>3. ... Altai Mountains are higher than ... Urals.</p> <p>4. There is a splendid view of ... Lake Geneva from this hotel.</p> <p>5. ... United Kingdom consists of ... Great Britain and ... Northern Ireland.</p> <p>6.... White Sea is in the north of our country.</p> <p>7. ... Pacific Ocean is very deep.</p> <p>8. Is ... Canada the largest country in ... North America?</p> <p>9. ... Red Sea is between ... Africa and ... Asia.</p> <p>10. ... France is to the north of ... Italy.</p>
	3.	<p>Прочитайте предложения и заполните пропуски артиклями, где необходимо.</p> <p>Текст задания:</p> <p>1. It is evident that ____ people want ____ peace.</p> <p>2. The acting was poor, but we enjoyed ____music.</p> <p>3. Bring milk from ____ kitchen.</p> <p>4. ____ Earth is millions of kilometers from ____ Sun.</p> <p>5. ____ Tate Gallery is the main modern art museum in London.</p> <p>6. ____ Queen of ____ Great Britain is not young.</p> <p>7. Can you give me ____ book over there?</p> <p>8. I want to go to ____ cinema to see ____ film about____ France and ____ French.</p>

		9. Tell him ____ truth. 10. ____ young are often intolerant.								
	4.	Прочитайте предложения в активном залоге и преобразуйте их в предложения в пассивном залоге. Текст задания: 1. We will finish the work not later than on Friday. 2. Somebody has invited her to the party. 3. People laughed at her when she said it. 4. I felt that somebody was watching me. 5. Did they give you all the necessary books? 6. The teacher explained a new rule to the students. 7. I showed the documents to the officer. 8. The director dictated a telegram to the secretary. 9. Have they told you everything? 10. They often refer to Professor Arakin’s articles.								
	5.	Подберите как можно больше структурированных аннотаций из англоязычных медицинских журналов и выпишите устойчивые выражения, часто используемые в следующих разделах. Текст задания: – Постановка проблемы (background). – Цель исследования (the aim of the research) – Результаты исследования (results) – Выводы (conclusion)								
	6.	Структурированные аннотации в разных медицинских журналах могут иметь разные названия подразделов. Изучите как можно больше аннотаций из разных медицинских журналов и выпишите синонимичные названия их подразделов. Текст задания: <table><tr><td>Abstract component</td><td>Synonymic heading(s)</td></tr><tr><td>Objective</td><td></td></tr><tr><td>Findings</td><td>Results</td></tr><tr><td>Introduction</td><td>Background, Problem statement</td></tr></table>	Abstract component	Synonymic heading(s)	Objective		Findings	Results	Introduction	Background, Problem statement
Abstract component	Synonymic heading(s)									
Objective										
Findings	Results									
Introduction	Background, Problem statement									

	7.	Закончите высказывания, используя слова в скобках и страдательную форму глагола в подходящем по смыслу времени: Текст задания: 1. Why aren't you going to the party? – (I, not, to invite). 2. Can you show me the result of your research? – I'm afraid, I can't. (The research, not, to finish, yet) 3. I want to have my prescription. - Wait a minute. (The prescription, not, to write, yet) 4. The briefing is over. (All questions, to answer) 5. I can't recognize our hospital. - Surely you can't. (It to reconstruct, recently)		
	8.	Составьте общие и специальные вопросы к следующим предложениям: Текст задания: 1. The results of the blood test were given to the doctor yesterday. 2. The delegation from the USA was shown our new laboratory. 3. The new properties of this element have been discovered recently. 4. The interview with Academician N has been published in today's newspaper. 5. The hospital is surrounded by a large park. 6. He has been treated for cancer since last autumn.		
	9.	Поставьте глаголы в скобках в правильную форму: настоящее простое или прошедшее простое, активный или пассивный залог. Текст задания: 1. It's a big chemical plant. 500 people (employ) there. 2. D.I. Mendeleyev (devote) all his life to the development of chemistry. 3. Most of the Earth's surface (cover) by water. 4. The company is not independent. It (own) by a much larger company. 5. The letter (post) a week ago and it (arrive) only yesterday. 6. Water can (separate) from the dissolved substances by distillation. 7. Everybody (know) the Periodic law. 8. While I was on holiday, my camera (steal) from my hotel room. 9. While I was on holiday, my camera (disappear) from my hotel room. 10. Chemistry's origin (go back) to ancient times.		

	<p>11. The first instrument for measuring temperatures (invent) by Celsius.</p> <p>12. Water (boil) at the temperature of 100°C.</p> <p>13. My friend (admit) to the University last year.</p> <p>14. The exact amount of water in the human body (depend) on a person's age, sex and build.</p> <p>15. My friend often (receive) letters from his grandparents.</p>
10	<p>Завершите предложения, используя глаголы в настоящем, прошедшем или будущем совершенном времени.</p> <p>Текст задания:</p> <p>(will have synthesized; has helped; has developed; have made; has completed; have been; had elaborated; has formulated; will have achieved; had collected).</p> <p>1. We many important observations since that time.</p> <p>2. For fifty years the institute and brought into use some 200 medicinal preparations.</p> <p>3. They a new carbon compound by the New Year.</p> <p>4. He just his experiments on medicinal properties of some plants.</p> <p>5. Zelinsky and his colleagues new methods for synthesizing a large number of new compounds by the end of the last century.</p> <p>6. I never to London.</p> <p>7. By the end of our studies at the Academy we good knowledge the technology of making medicines, pharmaceutical chemistry and organization and economy of pharmacy.</p> <p>8. Chemical analysis chemists to discover very many of the elements existing on the Earth.</p> <p>9. Philosophy long ago the dialectical principle of the transition of quantity into quality.</p> <p>10. The first year pharmacy students some lily of the valley by July last year.</p>
11	<p>Раскройте скобки, используя причастие I или причастие II.</p> <p>Текст задания:</p> <p>1. _____ (to smile) she entered the room. 2.</p> <p>The girl _____ (to write) something on the blackboard is my friend.</p> <p>3. This is a letter _____ (to address) to you.</p> <p>4. I like to read stories. _____ (to write) by this writer.</p> <p>5. Do you know the boys _____ (to play) tennis now?</p> <p>6. _____ (to read) this book I wrote out many useful expressions.</p> <p>7. Nelly entered the room _____ (to bring) the nice big doll.</p>

		<p>8. Many people who came to the museum liked the pictures _____ (to paint) by this artist.</p> <p>9. There was a small kitten _____ (to play) on the sofa. 10. While _____ (to read) this book I always remember my childhood.</p>
	12	<p>Раскройте скобки, используя причастие I или причастие II.</p> <p>Текст задания:</p> <p>1. All stories _____ (to write) by this writer are very funny.</p> <p>2. Look at the children _____ (to play) in the yard.</p> <p>3. The report _____ (to do) by Hammer is of great importance.</p> <p>4. The boy asked questions _____ (to look) at us.</p> <p>5. Nelly spoke about her brother _____ (to live) in London.</p> <p>6. _____ (to go) through the park I met my teacher.</p> <p>7. He didn't go to the cinema with us, _____ (to say) that he was busy.</p> <p>8. The man _____ (to stand) at the window is a well-known actor.</p> <p>9. We were walking about the hall _____ (to look) at the pictures on the wall.</p> <p>10. _____ (to answer) the questions John made a mistake.</p>
	13	<p>Деловая (ролевая) игра.</p> <p>Тема: «Разговор по телефону»</p> <p>Концепция игры:</p> <p>В ролевой игре, проводимой под руководством преподавателя, участвует группа студентов, которые обеспечиваются методическими указаниями к ролевой игре и игровой документацией</p> <p>Порядок проведения ролевой игры</p> <ul style="list-style-type: none"> • Инструктаж по проведению ролевой игры. • Объяснение задания: зачитывается или объясняется ситуация. • Распределение ролей, действующим лицам даются инструкции. • Работа с методическими указаниями и документацией. • Время на продумывание и подготовку. • Создание преподавателем «сцены», остальные стулья отодвигаются подальше в виде полукруга, на них размещаются «зрители». • Инструктаж «зрителей». • Обмен впечатлениями сначала со стороны участников ролевой игры, потом зрителей. • Анализ и обсуждение ролевой игры. • Оценка работы

		Роли: <ul style="list-style-type: none"> • Managing Director • Customer
	14	Деловая (ролевая) игра Тема: «Разговор по телефону» Концепция игры: В ролевой игре, проводимой под руководством преподавателя, участвует группа студентов, которые обеспечиваются методическими указаниями к ролевой игре и игровой документацией. Порядок проведения ролевой игры: <ul style="list-style-type: none"> • Инструктаж по проведению ролевой игры: • Преподаватель объясняет основные правила и цели ролевой игры. • Объяснение задания: • Преподаватель зачитывает или объясняет ситуацию, в которой будут участвовать студенты. Распределение ролей: <ul style="list-style-type: none"> • Преподаватель распределяет роли среди студентов и дает инструктаж действующим лицам. • Работа с методическими указаниями и документацией: • Студенты изучают предоставленные материалы и готовятся к своим ролям. • Время на продумывание и подготовку: • Студенты получают время для обдумывания своей роли и подготовки. • Создание преподавателем «сцены»: • Преподаватель организует пространство для ролевой игры. Остальные стулья отодвигаются в виде полукруга для зрителей. Роли: Managing Director Representative of a pharmaceutical company.
	15	Прочитайте задание и выполните его в письменном виде Текст задания:

		<p>Тема: «На конференции» («At the conference»).</p> <p>Задания:</p> <p>a. Заполните данные о себе.</p> <p>b. Представьтесь на конференции.</p> <p>c. Расскажите о людях, с которыми Вы познакомились.</p> <p>d. Выберите двух заинтересовавших вас людей. Напишите письмо о них своему начальнику.</p>
16		<p>Прочтите диалог между бизнесменами. Что вы о нем думаете? Какие ошибки были допущены? Какие правила делового этикета были нарушены?</p> <p>Текст задания:</p> <p>A: So, how is business?</p> <p>B: Fine. This merger meant quite a lot of work for us, but, fine.</p> <p>A: Well, mergers are often difficult. So, what do you think about the Middle-East situation?</p> <p>B: I'm sorry?</p> <p>A: The crisis in the Middle East. It was in the news this morning.</p> <p>B: Er, well, I...</p> <p>A: I mean, it must affect a company like yours – you are in oil.</p> <p>B: No, I think, you've made a mistake. I'm not in oil. I work for BMW.</p> <p>A: BMW? Oh, sorry! I thought you were someone else.</p> <p>B: That's ok. If you excuse me I must just go and say hello to someone.</p>
17		<p>Прочтите диалог между бизнесменами. Что вы о нем думаете? Какие ошибки были допущены? Какие правила делового этикета были нарушены?</p> <p>Текст задания:</p> <p>A: I like your watch. A Rolex, isn't it?</p> <p>B: Well, to be honest, but don't tell anybody, it's a fake.</p> <p>A: No, it looks real to me. Where did you get it?</p> <p>B: Egypt. It cost me twenty five dollars.</p> <p>A: Amazing! So, do you know many people here?</p> <p>B: No, not really. It's the first time I've been to such a conference.</p> <p>A: Me too. So, what is your hotel like?</p> <p>B: Pretty comfortable. Nothing special, but it's ok, I suppose.</p> <p>A: You are at the Holiday Inn, aren't you? Last year they held this conference in Mexico. The Hilton Cancun Fabulous Hotel, they say.</p> <p>B: Cancun! A bit warmer than here, I think.</p>

		<p>A: Yes, I went there on holiday once. A beautiful place! Can I get you anything from the buffet?</p> <p>B: Oh, that's all right. I'll come with you. I'd like some more of that caviar before it all goes.</p>
18	<p>Прочитайте текст и дайте свое определение "легкой светской беседы" и объясните ее цель.</p> <p>Текст задания:</p> <p>Small talk is light and casual conversation that avoids obscure subjects, arguments, or emotionally charged issues. If you are like many shy people, you might think small talk is a waste of time, but nothing could be further from the truth! Making small talk is an easy way to get to know someone, create a positive first impression, and gain self-confidence.</p> <p>Discussing general-interest subjects such as movies, music, theater, sports, books, food, travel and such demonstrates to others that you are approachable and friendly. When you offer a few lighthearted comments or ask and answer questions, you send the message that you are ready, willing and able to communicate. This is especially critical for other shy people who look for a "green light" or extra encouragement before they even consider participating in a conversation. When you make casual conversation, other people will conclude that you are a person with whom they can easily converse.</p>	
19	<p>Прочитайте текст и дайте свое определение "эффективной коммуникации" и объясните ее цель.</p> <p>Текст задания:</p> <p>Effective communication involves the exchange of information, ideas, thoughts, and feelings between individuals or groups in a clear, concise, and understandable manner. It encompasses both verbal and non-verbal communication channels, such as spoken words, body language, gestures, and facial expressions. Effective communication requires active listening, empathy, and feedback to ensure that messages are accurately received and understood by all parties involved. It fosters mutual understanding, trust, and respect among individuals, leading to better relationships and outcomes in both personal and professional settings. Additionally, effective communication helps to minimize misunderstandings, conflicts, and errors, thereby enhancing productivity, collaboration, and decision-making. Overall, mastering the skills of effective communication is crucial for building strong connections, resolving conflicts, and achieving success in various aspects of life.</p>	
20	<p>Прочитайте возможные темы для светской беседы и разделите их на две категории: уместные и неуместные для разговора при первом знакомстве с человеком. Ответы аргументируйте.</p> <ol style="list-style-type: none"> 1. Weather and climate. 2. Personal, health, money or family problems. 3. Compliments on clothing. 4. Hobbies and interests. 5. Divorce or death. 6. Gory crimes and decaying moral values of Western civilization. 7. Layoffs and gloomy economic predictions 8. Plans for the weekend. 9. Terrorism, war, pestilence, and famine. 	

		10. Cuisine and restaurants 11. Emotionally charged issues such as abortion, welfare or capital punishment. 12. Books and newspaper articles. 13. Sex, politics, and religion.														
	21	Ознакомьтесь со списком традиций в США. В России они такие же или разные? Отметьте – S (similar) or D (different) Текст задания: 1. People are usually punctual for appointments. In fact, most people arrive slightly early. 2. Business meetings are friendly, but even so, there isn't much socializing beforehand. 3. Lunch is usually a fairly light meal that doesn't last long. 4. Both men and women shake hands when introduced. 5. It's common to ask people you meet what kind of work they do. 6. Many people eat dinner early in the evening, around 6:00 p.m. 7. People generally talk quite a bit while they are eating dinner. 8. It's not uncommon for couples to display affection in public. 9. When invited to someone's home, you're not necessarily expected to bring a gift. Even so, something small, such as flowers or dessert, is always appreciated. 10. Most people open gifts as soon as they receive them.														
	22	Прочитайте и заполните форму анкеты: Текст задания: <table><tr><td>First name</td><td></td></tr><tr><td>Mr/Mrs/Ms</td><td></td></tr><tr><td>Middle name</td><td></td></tr><tr><td>Surname</td><td></td></tr><tr><td>Date of birth</td><td></td></tr><tr><td>Country of birth</td><td></td></tr><tr><td>Nationality</td><td></td></tr></table>	First name		Mr/Mrs/Ms		Middle name		Surname		Date of birth		Country of birth		Nationality	
First name																
Mr/Mrs/Ms																
Middle name																
Surname																
Date of birth																
Country of birth																
Nationality																

		<table border="1"> <tr> <td>Marital status</td> <td></td> </tr> <tr> <td>Full postal address</td> <td></td> </tr> <tr> <td>Telephone No with area code</td> <td></td> </tr> <tr> <td>Present occupation</td> <td></td> </tr> <tr> <td>Name and address of next of kin (if student is under 18)</td> <td></td> </tr> <tr> <td>Annual income</td> <td></td> </tr> <tr> <td>Who will pay for your trip</td> <td></td> </tr> <tr> <td>Passport No</td> <td></td> </tr> <tr> <td>Foreign countries visited</td> <td></td> </tr> <tr> <td>Date</td> <td></td> </tr> </table>	Marital status		Full postal address		Telephone No with area code		Present occupation		Name and address of next of kin (if student is under 18)		Annual income		Who will pay for your trip		Passport No		Foreign countries visited		Date	
Marital status																						
Full postal address																						
Telephone No with area code																						
Present occupation																						
Name and address of next of kin (if student is under 18)																						
Annual income																						
Who will pay for your trip																						
Passport No																						
Foreign countries visited																						
Date																						
	23	<p>Прочитайте текст, разделите его на три части и озаглавьте каждую из них. Текст задания:</p> <p>How to prepare for your first international business trip</p> <p>Each airline has its own rules about the size and weight of hand luggage and checked baggage. It is important not to take bags that exceed these limits because you will pay a large fee for oversize luggage at the airport. Determine how much luggage to take. Try to pack as lightly as you can. Avoid locking your luggage. Security checks all luggage, and they ask that it not be locked so that they can easily access it.</p> <p>Check in for your flight up to 24 hours before departure. Airlines now allow travelers to check in for their flights and secure their seats online up to 24 hours in advance. You can do this via airline apps on smartphones or on their websites. Checking in online ahead of time also saves you time in getting to the airport, because you can head straight to security and skip the check-in lines upon arrival.</p> <p>Print or secure your boarding pass ahead of time. If you check in early, you can print or access your boarding pass through your airline's mobile app. Be sure to print it out or take a screenshot of it on your smartphone, in case you have no service in the airport to access the mobile app.</p>																				

	<p>If you check in at the airport, then airline agents will provide you with your boarding pass at that time.</p> <p>Arrive at the airport with plenty of time to spare. Be aware of what time your flight is supposed to depart and what time boarding is supposed to begin. Plan to be at the airport with enough time to get through security and make it to your gate on time.</p> <p>Have all items needed for the security checkpoint easily accessible. You will need your boarding pass and a form of identification, and when you reach the screening checkpoint, you will need to have certain items easily accessible to put through screening. Keep them at the top of your carry-on so that you do not have to dig through it to find them.</p> <p>Find your gate and wait for boarding to start. Once you are through security, use the signs in the airport to help you find your gate. It is best to go straight there in order to avoid missing your flight and to make sure that you know where it is.</p> <p>After you have found your gate, you can go to the restroom, get something to eat, or shop, if you have time.</p> <p>If you are worried about turbulence, then try to get a seat next to the wing, as you will not feel the turbulence as much. Another tip is to look at the staff on the plane. If they are not scared, you should not be.</p> <p>Once you are on your plane, you will be asked to power off your electronic devices or put them in Airplane Mode. Be sure to do this to avoid interference with airline signals. Remember that you cannot access any apps that require cellular data or Wi-Fi when your smartphone or other device is in Airplane Mode.</p> <p>Many airlines now offer Wi-Fi on flights, but it is usually for a fee. Determine whether it is worth the money to access Wi-Fi on the flight. For example, if you are taking a business trip and have work to do while you travel, it will likely be worthwhile. If your trip is for pleasure, though, and you have no real need for using Wi-Fi other than entertainment, it might not be worth the price.</p> <p>It is not true that you cannot take food on an airplane. If you do not purchase meals onboard, you can get hungry during a flight. Take some snacks or sandwiches with you, just be sure they do not smell too strongly and do not leave crumbs around. There are restrictions on drinks. To avoid them, buy your drinks in the departure lounge after going through the security check.</p> <p>Be sure to gather your belongings from the plain before claiming your baggage. You cannot go back into a restricted area, without clearing security again.</p>
--	--