**ИНСТРУКЦИЯ**

**по дисциплине “Современные коммуникативные технологии”**

**В конце семестра по дисциплине “Современные коммуникативные технологии” будет зачет. Для получения зачета необходимо набрать 60 баллов. Баллы начисляются за работу на занятии (2 балла, max.22 балла) и за выполнение упражнений (баллы указаны в задании каждого упражнения – всего упражнений на 126 баллов).**

**Кто не присутствует на занятиях, выполняет упражнения самостоятельно и высылает на почту** [**greenwald.ru@rambler.ru**](mailto:greenwald.ru@rambler.ru)

**WHAT IS COMMUNICATION?**

**1. Read and translate the text. 2 балла**

1. People communicate with each other all the time. Without communication, we would not be able to do anything. It’s hard to think of a situation when you do not need any type of communication at all. In a rapidly changing world, communication is more important than ever.
2. The word *communication* has been derived from the Latin word “communicare” that means “to share”. Communication can be defined in rather different ways. For example, some scientists characterise it as “shared meaning created among two or more people through verbal and non-verbal transaction”. This definition emphasizes the sharing of ideas and/or information. Ideally, at the end of the process, all parties involved share the same ideas and information.
3. Communication may be defined as “interchange of thought or information between two or more persons to bring about mutual understanding and desired action”. It is the information exchange by words or symbols. It is the exchange of facts, ideas and viewpoints which bring about commonness of interest, purpose and efforts.
4. Communication has a significant role to play in ensuring that people belonging to a particular country or a culture or linguistic group interact with and relate to people belonging to other countries or culture or linguistic group. Communication adds meaning to human life. It helps to build relationship and fosters love and understanding. It enriches our knowledge of the universe and makes living worthwhile.
5. There is one specific type of communication that should be of particular interest to company owners, employees and employers, entrepreneurs, and pretty much anyone who deals with businesses on a daily basis – business communication. In early times, business communication was limited to paper-work, telephone calls etc. But now due to the technological development, people have mobile phones, video conferencing, emails, satellite communication to support business communication.
6. Business communication can include the exchange of ideas, news and views in connection with the business. Business communication may be internal or external. Internal communication takes place in meetings or via written means such as emails, letters, reports etc. External communication takes place with suppliers, clients or other businesses.
7. The main goal of any organisation is to maintain effective communication process. The management problem generally results in poor communication. Serious mistakes are made because orders are misunderstood. The basic difficulty in communication is that the meaning which is actually understood may not be what the other intended to send. It must be realised that the speaker and the listener are two separate individuals having their own limitations and number of things may happen to distort the message that pass between them.
8. Poor communication is probably the most frequently cited source of interpersonal conflict. Because individuals spend nearly 70% of their waking hours communicating – speaking, writing, reading, listening – it seems reasonable that one of the biggest inhibitors of group performance is lack of effective communication. No individual, group, or organisation can exist without sharing meaning among its members. It is only thus that we can convey information and ideas.
9. Business communication is closely connected to internal culture and external image of any organisation. Good business communication practices assist the organisation in achieving its goal of informing, persuading, favourable relationship, and organisational goodwill.

**2. Answer the following questions. 2 балла**

1. What is communication?
2. What is the origin of the word ‘communication’?
3. What is the role of communication in human life?
4. What is business communication?
5. What is the difference between internal or external communication?
6. What are the most common problems in communication?
7. What can serve as a source of interpersonal conflict?

**3. Find the English equivalents to the following words and phrases from the text. 2 балла**

1) в быстро меняющемся мире; 2) вербальное и невербальное взаимодействие; 3) разделять одни и те же идеи; 4) обмен мыслями или информацией; 5) общность интересов; 6) играть важную роль в; 7) языковая группа; 8) наполняет жизнь смыслом; 9) представлять особый интерес; 10) ограничиваться, сводиться к; 11) благодаря развитию технологий;12) отсутствие эффективной коммуникации; 13) существовать без; 14) достичь цели; 15) благоприятные взаимоотношения.

**4. Find in the text. 4 балла**

***a) the synonyms of the following words:***

|  |  |
| --- | --- |
| 1) come from | 5) reason |
| 2) means | 6) opinion |
| 3) researcher | 7) improve |
| 4) sign | 8) day-to-day |

***b) the antonyms of the following words:***

|  |  |
| --- | --- |
| 1) same | 5) late |
| 2) to remove | 6) regression |
| 3) ignorance | 7) to receive |
| 4) worthless | 8) rarely |

**5. Match the following words to get phrases from the text. Make up your own sentences with these words*.* 4 балла**

|  |  |
| --- | --- |
| 1. mutual | 1. conflict |
| 1. particular | 1. goodwill |
| 1. interpersonal | 1. performance |
| 1. technological | 1. understanding |
| 1. organisational | 1. communication |
| 1. significant | 1. individuals |
| 1. separate | 1. country |
| 1. group | 1. relationship |
| 1. favourable | 1. role |
| 1. internal | 1. development |

**6. Study and practice VOCABULARY online (**[**https://quizlet.com/ru/711764493/**](https://quizlet.com/ru/711764493/unit-i-what-is-business-communication-flash-cards/)**):**

 

**Выучить слова из Vocabulary – 5 баллов.**

**Используя не менее 10 слов и словосочетаний из списка Vocabulary, составьте 10 предложений ИЛИ напишите эссе на свободную тему до 120 слов ИЛИ составьте кроссворд - 3 балла.**

**VOCABULARY**

|  |  |
| --- | --- |
| 1. *communication* | общение |
| 1. *courtesy* | вежливость, учтивость |
| 1. *employee* | сотрудник |
| 1. *employer* | работодатель |
| 1. *encoding* | кодирование |
| 1. *entrepreneur* | предприниматель |
| 1. *external* | внешний |
| 1. *face-to-face communication* | личное общение |
| 1. *goodwill* | престиж, деловая репутация |
| 1. *information exchange* | обмен информацией |
| 1. *inhibitor* | тормозящий фактор |
| 1. *internal* | внутренний |
| 1. *interpersonal conflict* | межличностный конфликт |
| 1. *message* | сообщение |
| 1. *meaning* | значение, смысл |
| 1. *mediator* | посредник |
| 1. *mutual understanding* | взаимопонимание |
| 1. *purpose* | цель |
| 1. *receiver* | получатель |
| 1. *satellite communication* | спутниковая связь |
| 1. *sender* | отправитель |
| 1. *to bring about* | реализовывать, осуществлять |
| 1. *to communicate with smb.* | общаться с кем-либо |
| 1. *to convey* | передавать |
| 1. *to derive from* | происходить от … |
| 1. *to distort* | искажать |
| 1. *to enrich* | обогащать |
| 1. *to interact with smb.* | взаимодействовать с кем-либо |
| 1. *to persuade* | убеждать |
| 1. *unambiguous* | чёткий, понятный, недвусмысленный |

**7. Fill in the gaps with the given words and collocations. 2 балла**

|  |  |
| --- | --- |
| A. simple messages | F. exchange ideas |
| B. communication problems | G. communicate with |
| C. transmit a message | H. face-to-face communication |
| D. dynamic process | I. communication skills |
| E. business communication | J. communicating |

1. A … is possible between two persons or among a small group of people in an interview or in a meeting.
2. When action is required to be taken immediately, it is best to … orally.
3. Even when people are … in the same language, words mean different things to different individuals.
4. In our company more than half employees don’t speak English as their first language, so the company focuses on … to make sure everyone knows what’s important.
5. Communication is important in the 21st century because it allows people to … and build relationships.
6. It is important to … people in a friendly and courteous manner.
7. Unclear or inaccurate … can destroy your goodwill or the overall business.
8. Most of our communication can be ineffective if we don’t acquire special … .
9. Communication is a very complicated … of human interaction.
10. Rapid technological advance has significantly expanded human possibilities of communicating, but it has not solved the … at work.

**8. Match the words to the definitions*.* 2 балла**

|  |  |
| --- | --- |
| 1. message | 1. any form of disagreement between two or more individuals |
| 1. communication | 1. something that stops or slows down a process |
| 1. purpose | 1. a short piece of information conveyed from one person or group to another (by e-mail, messenger,  telephone, etc.) |
| 1. goodwill | 1. polite behaviour that shows respect for other people |
| 1. interpersonal conflict | 1. a reason for doing something or for allowing something to happen |
| 1. employee | 1. the activity of converting data or information into code |
| 1. courtesy | 1. part of a company's value that includes things that cannot be directly measured |
| 1. information exchange | 1. the process of giving information or ideas to someone, as by using words, actions, or sounds |
| 1. encoding | 1. discussion that involves exchanging ideas and knowledge |
| 1. inhibitor | 1. a person working for another person or a company for pay |

**9. Complete the sentences with the words below. 2 балла**

|  |  |
| --- | --- |
| 1. internal and external 2. face-to-face communication 3. interact with 4. satellite communication 5. distort | 1. encoding 2. persuasive 3. mutual understanding 4. employees 5. meaning |

1. Students gain more value from … than working online or independently.
2. … is using a code to structure a message in an effort to achieve communicative objectives.
3. Because of differences in cultural background, the … can differ considerably from the intended meaning of the sender.
4. Some … spend much more of their time communicating.
5. No organisation can develop in the absence of effective … communication.
6. Effective communication promotes a spirit of … and cooperation.
7. To function effectively as a leader, you must … the other team members successfully.
8. Sounds and video are transmitted via phone lines or … , so that people in different countries can communicate with one another at the same time.
9. Oral communication is more … in nature.
10. Barriers of communication (noise or poor handwriting) can … the quality of the communication process at any stages.

**10.Read the following article and choose the best sentences from the list below to fill in the gaps*.* 2 балла**

1. checking out social media and personal e-mail
2. passive-aggressive reminders about previous messages
3. diminish our social status
4. altering worker behaviour
5. people spent 2.5 hours each day
6. work and home life
7. receive hundreds of messages a day
8. the former are easier to ignore

Nowadays, we are all more familiar with the drawbacks of modern technology. They are addictive, leading us to check them ceaselessly; a form of FOMO (fear of missing out). Not being up with the news, or being out of the loop with the activities of our acquaintances, seems to (1)\_\_\_\_\_\_\_\_\_\_. Electronic communication also breaks down the barrier between (2)\_\_\_\_\_\_\_\_\_\_. It is hard to tell whether we are working harder or less hard (because we spent our time at work (3)\_\_\_\_\_\_\_\_\_\_).

A survey by Adobe finds that 19% of people checked out social media and messengers while at a meal with others, a proportion that rises to 28% among 25-34 year olds. But before we get too sympathetic about their work-related stress, 27% of people checked personal e-mail in the same circumstances. That seems more like rudeness than stress. The same survey found that (4)\_\_\_\_\_\_\_\_\_\_checking social media and messengers each day.

Our clear fascination with personal communication is matched by our frustration with work-related stuff. The Adobe survey focused on the most irritating phrases in work e-mails, which exclusively related to (5)\_\_\_\_\_\_\_\_\_\_. “Not sure if you saw my last e-mail” was the least favourite. It is possible, of course, that people didn’t see the message, since many of us (6)\_\_\_\_\_\_\_\_\_\_, but given the statistics already quoted in this piece, it seems unlikely. Yes, we saw your last e-mail and have not got round to dealing with it.

Interestingly, almost twice as many workers prefer to receive e-mails than to get a phone call, perhaps because (7)\_\_\_\_\_\_\_\_\_\_. And this hints at the paradox of electronic communication. We like to see what is going on but we are less keen on showing some positive reaction, perhaps because the next form of electronic stimulus (a WhatsApp message) is only a second way.

Despite the flood of messages, what we’ve got here is a failure to communicate. If the point of an e-mail is to generate a response, it often doesn’t work. It is an illustration of the difficulty of (8)\_\_\_\_\_\_\_\_\_\_. In the face of 24-hour communication, we rebel in our own quiet way. We put personal communication first, and we reply in our own sweet time.

**11. Answer the following questions. 2 балла**

1. Do you find public speaking easy or hard for you personally?

2. Share your experience of presentations and public speaking.

3. What emotions did you have before/during/after the speech?

4. What was the best presentation you have ever seen?

**12. Match the words to the definitions. 2 балла**

|  |  |
| --- | --- |
| 1. speaker | 1. to take part in or become involved in an activity |
| 1. accomplish | 1. done or said without any preparation or thought |
| 1. speech | 1. to keep a person or a group of people interested or amused |
| 1. presentation | 1. to look at or consider again an idea, piece of writing, etc. in order to correct or improve it |
| 1. extemporaneous | 1. without any sound |
| 1. to revise | 1. a talk giving information about something |
| 1. to participate | 1. a person who gives a speech at a public event |
| 1. to entertain | 1. the ability to talk, the activity of talking, or a piece of spoken language |
| 1. familiar | 1. easy to recognize because of being seen, met, heard, etc. before |
| 1. silent | 1. to finish something successfully or to achieve something |

**13. Translate the following phrases from Russian into English. Use 5 of them in the sentences of your own. 4 балла**

Интересный докладчик, внимательный слушатель, успешно выступить с речью, иметь навык составления речей, вовлекать аудиторию в свободную дискуссию, уделять особое внимание финансовой проблеме, достичь желаемой цели, импровизированное представление, незапланированная встреча, выразить противоположное мнение, долго сохранять молчание, наметить направление развития компании, спросить дорогу у незнакомца, мысленно представить себе цель, знакомиться с традициями и обычаями.

**14. Complete the sentences with the words and phrases below. 2 балла**

|  |  |
| --- | --- |
| a. to accomplish purpose | g. presentation |
| b. extemporaneous | h. responsibility |
| c. interruptions | i. stranger |
| d. deliver a speech | j. to chart |
| e. present-day | k. audience |
| f. speech | l. involves |

1. Knowing your … well before you speak is essential.

2. Your key consideration is the amount of time in which you intend … your… .

3. The topic of global warming is quite complex and … a great deal of information.

4. For a short… , you may be able to rely completely on your knowledge and ideas.

5. Last year my friend was named as the best … speaker in the company.

6. Tomorrow the managers will meet … next year's advertising campaign.

7. She wanted to prevent … in her writing process and locked the door.

8. Can you go up to a complete … and start talking?

9. Mr. James has taken the whole … for this project.

10. The lecturer will… on environmental policy at the conference next week.

11. The digitalization trend is a widespread feature of … society.

12. The home task for today’s lesson was to prepare a multimedia… .

**15. Match the following five general purposes for speaking in public with their descriptions. Think of an example or a situation where each kind of speech can be used. 2 балла**

|  |  |
| --- | --- |
| 1. Speech to persuade | 1. Increase the audience’s knowledge, teach about a topic or issue, and share your expertise. |
| 1. Speech to entertain | 1. Show the audience how to use, operate, or do something. |
| 1. Speech to inform | 1. Influence the audience by presenting arguments intended to change attitudes, beliefs, or values. |
| 1. Ceremonial speech | 1. Amuse the audience by engaging them in a relatively light-hearted speech that may have a serious point or goal. |
| 1. Speech to demonstrate | 1. Perform a ritual function, such as give a toast at a wedding reception or a eulogy at a funeral. |

**16. Fill in the gaps with the given words and collocations. 2 балла**

|  |  |  |
| --- | --- | --- |
| a. create opportunities | f. essential part | k. online presentations |
| b. online meeting | g. virtual team | l. different areas |
| c. group of recruits | h. your career | m. promoting |
| d. to make a speech | i. poor presentation | n. a charity event |
| e. relevant | j. conference | o. speaking |

1. Communication is a two-way process even if you are the only one… . The audience is an … of your speech. Put yourself in their place and imagine how to make your topic … for them.

2. Good public speaking skills can help you advance your career and… . For example, you might have to talk about your organisation at a… , make a speech after accepting an award, or teach a … .

3. Speaking to an audience includes … or talks. For example, you may train a… , or speak to a group of customers in an … .

4. Good public speaking skills are important in … of your life. Sometime you may be asked … at a friend’s wedding or inspire a group of volunteers at… .

5. While good skills can help you in… , poor ones can destroy it. Your boss might decide against … you after sitting through a … made by you.

**17. Match common obstacles in public speaking with their definitions. Think of any examples or your own experience. 4 балла**

|  |  |
| --- | --- |
| 1. Language | 1. when you go beyond pride in your culture, heritage or background and hold the conviction that you know more and are better than those of different cultures |
| 1. Jargon | 1. involves a negative preconceived judgment or opinion that guides conduct or social behavior |
| 1. Slang | 1. generalizations about a group of people that oversimplify their culture that can be one significant barrier to effective intercultural communication |
| 1. Cultural value system | 1. an occupation-specific language used by people in a given profession |
| 1. Stereotypes | 1. the use of existing or newly invented words to take the place of standard or traditional words with the intent of adding an unconventional, nonstandard, humorous, or rebellious effect |
| 1. Prejudice | 1. what you value and pay attention to, significantly affect your speech and how your listeners perceive it |
| 1. Ethnocentrism | 1. a system of communication used by people living in a particular country that serves both to bring us together and to help us reinforce our group status |

**18. Read a sample presentation. Fill in the gaps using phrases from the list. 2 балла**

1. And finally …
2. First of all, let me start by …
3. I am going to talk to you about …
4. If you have any questions …
5. Then …
6. To begin with …

Good morning, ladies and gentlemen!

(1) \_\_\_\_\_\_\_\_\_\_ thanking you for attending this presentation. I understand that everybody is very busy. So your attendance is very much appreciated.

In this presentation, (2) \_\_\_\_\_\_\_\_\_ why your staff are lazy and unproductive, or to put it another way, how employers and managers mismanage their staff.

(3) \_\_\_\_\_\_\_\_\_ , I will give an overview of how current employee under-performance is costing companies millions in lost revenue, every minute of every day.

(4) \_\_\_\_\_\_\_\_\_ I will explain the causes of this under-performance.

(5) \_\_\_\_\_\_\_\_\_ , I will outline an easy method to rectify this problem, which will keep your staff motivated and more productive. (6) \_\_\_\_\_\_\_\_\_, I would be pleased to answer them at the end of the presentation.

1. **Make up a presentation on any topic you find interesting. Prepare a presentation. Use some of the following phrases in your presentation. 5 баллов**

***Introduction***

* Hello/Good morning/Good afternoon.
* My name is… I’m from …

***Purpose of the presentation***

* Today I am here to talk to you about…
* I am delighted to be here today to tell you about…

***Menu of main points***

* I plan to speak for about … minutes.
* I’ll start with / Firstly I will talk about… / I’ll begin with
* then I will look at … / The second part will deal with…
* and finally … / In the final part I’ll…
* I will be glad to answer any questions that you may have at the end.

***Beginning the presentation***

* Before I start, does anyone know…?
* As you are all aware / As you all know…
* To begin with, I’m going to …

***Changing the topic***

* Right, let’s move on / turn now to…
* This leads me to my next point, which is…
* Moving on to my next point: …

***Summary***

* To sum up…
* So to summarise the main points of my talk…
* That’s all I have to say about this subject for now.

***Conclusion***

* I’d like to end now by thanking you for your attention.

***Inviting and handling questions and comments***

* Does anyone have any questions?
* I will be happy to answer your questions now.
* If you have any questions, please don’t hesitate to ask.
* That’s an interesting comment. Thank you for that.
* I don’t think I can answer that just now but I’ll find out for you.

**Критерии оценивания презентации**

|  |
| --- |
| 1. Оформление:  * Наличие 1го слайда с заголовком и исполнителем (0,5 балла) * Количество текста на слайде – не более 15 слов (0,5 балла) |
| 1. Качество устного и письменного английского языка:  * Правильное произношение слов (0,5 балла) * Отсутствие лексических и грамматических ошибок (0,5 балла) |
| 1. Взаимодействие с аудиторией:  * Использование фраз логического представления презентации (0,5 балла) * Умение отвечать на вопросы аудитории и преподавателя – (0,5 балла) |
| 1. Творческое решение задачи – до 2х баллов. |

**INTERNET IN OUR LIFE**

**20.Answer the following questions. 3 балла**

1. What is the Internet? Think over the best definition of your own.
2. Can you imagine your life without the Internet?
3. How will your life change if one day you find out that the Internet is not available?
4. How often do you use the Internet a day/ a week?
5. What are the purposes of your using the Internet?
6. Do you think that you are addicted to the global network? Why?
7. What is good and what is bad about the Internet?
8. How many hours a day do you spend on social networks and chatting online?
9. Can you say that you replace real life with virtual one? Do you feel isolated?

**21. Read the text and complete it with the words from the box. 2 балла**

|  |  |
| --- | --- |
| The Internet is an 1.\_\_\_\_\_\_\_\_\_\_\_ source of information. A variety of search 2.\_\_\_\_\_\_\_\_\_ and websites devoted to various topics, a lot of different articles and valuable books are available for 3.\_\_\_\_\_\_\_\_\_. Any moment we are able to find any information on any subject ranging from government or marketing news, trade fairs or scientific conferences to services or technical support. When doing research or simply homework, making office 4.\_\_\_\_\_\_\_\_\_\_\_\_\_ or a school project, most of us have got used to seeking assistance from the Web using this wealth of information. | presentations  always  get  everyone  look for  inexhaustible  latest  engines |

Whether this information is about the latest development in medicine or world political news, about the 5.\_\_\_\_\_\_\_ breakthroughs in nanotechnology or wildlife habitat area, it is 6. \_\_\_\_\_\_\_\_\_ at your fingertips.

Furthermore, we can easily 7.\_\_\_\_\_\_\_ this huge amount of information without wasting time to visit libraries and wait for a librarian to 8.\_\_\_\_\_\_\_\_\_ a book you need.

**22. Read the text and choose the appropriate verb from the box. 2 балла**

Thanks to the storehouse of information and great possibilities of modern technologies people can 1.\_\_\_\_\_\_\_\_\_\_ their knowledge bank studying online.

E-learning is now a comprehensive method for delivering knowledge to students in schools, colleges and universities. The advantages of conveying exciting, interactive content to 2.\_\_\_\_\_\_\_\_\_\_\_ learners in an immersive learning process both in and out of the classroom are supported and widely recognised by educational professionals around the world.

People learn and 3.\_\_\_\_\_\_\_\_\_ information differently and at their own pace: e-learning courses provide a versatile and flexible learning system. More and more learners and organisations are choosing to 4.\_\_\_\_\_\_\_\_ online using e-learning technology.

Here are some of the benefits of e-learning:

* saving of money - e-learning training courses are extremely cost-efficient;
* flexibility - learning can be done at a time, place and pace that suits you;
* evidence - downloadable certificates 5.\_\_\_\_\_\_\_\_\_ evidence of learning and assessment success;
* upgrade - e-learning training courses are always up-to-date;
* learner feedback is available immediately;
* versatility - e-learning training courses can be delivered in a variety of ways to 6.\_\_\_\_\_\_\_\_\_\_ different learning situations - for example: classroom style; individual learner at their desk; individual learner at home (that is particularly suitable for those working away from office); workshop/ small group working; even on the bus to work, using mobile learning (m-learning) course technology.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| absorb | learn | increase | provide | cater for | engage |

**23. Read the text and fill in the gaps with the appropriate preposition from the box. 2 балла**

|  |  |
| --- | --- |
| A lot 1.\_\_\_ services are now provided 2.\_\_\_ the Internet such as shopping, job seeking, online banking, purchasing tickets 3.\_\_\_\_ flights or movies, hotel reservations, guidance services, medical support. Quite often these services may not be available off-line or may cost more than online. Most of us are getting used 4.\_\_\_ performing our financial transactions online due to plenty of monetary services. | to (2)  at  of  on  for (2)  without |

We have an opportunity to pay utility bills and taxes, transfer funds for goods, banking transactions 5.\_\_\_\_ having to leave offices or homes. Travel agencies, for instance, provide quick booking schemes and plan itineraries 6.\_\_\_\_ the sake of their clients’ convenience.

E-commerce has experienced a complete makeover owing 7.\_\_\_\_ the contribution of the Internet. There are numerous websites selling a variety of products and services online, so you can easily have your order delivered 8.\_\_\_ your doorstep. Using some websites we can select, bid, buy, sell, and even auction desired products online.

**24. Look at the pictures and label possible benefits of the Internet. Name the most important for you and explain your choice. 4 балла**

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| --- | --- | --- |
|  |  |  |
| C:\Users\Администратор\Downloads\img20.jpg |  |  |

**25. Read the texts A-C. Summarize in 1-2 sentences the disadvantages of the Internet described in each text. 3 балла**

**Text A**

|  |
| --- |
| Using the Internet for social networking, business dealings, financial transactions, banking or other services people may face serious danger as their personal information such as names, addresses, credit card numbers, account numbers, photos etc. is quite vulnerable to theft. Unfortunately, no eversafe ways to secure it now exist, so it can be stolen or misused by thieving websites or individuals.  Computer hackers break into computer systems to change, destroy or steal information, commonly by installing hazardous malware without your knowing or consent. They may also peruse your personal Web page or monitor chat room conversations. Usually disguised with a faked identity, online thieves can convince you to reveal sensitive personal and financial information. No need to say, the damage caused by having your accounts broken into and the identities misused, is often irrecoverable and also provoking. |

**Text B**

|  |
| --- |
| Computers connected to the Internet are more subjected to malware attacks and might end up with wrecking havoc in the system, leading to harm and problems with its recovery if possible. Many websites are infamous for spreading viruses, sending adware and other malicious software that can make the computer work extremely slow and in some cases even damage it considerably. Virus programs are imperceptible; they may get activated just by clicking a seemingly harmless link and crash the system completely. Spamming is one more problem people face when using the internet connection.  We may receive a bulk of unwanted e-mails of no avail, which needlessly complicate the work of the computer system. Bots using by spammers bombard the receiver with an endless deluge of mail, mostly advertisements. It can be rather annoying, as they get mixed with our more important emails. Luckily, email service providers install security systems in order to protect us from spamming. We can simply report an email as spam, so that all emails from the same email id or IP address, are blocked. |

**Text C**

|  |
| --- |
| Excessive social networking, surfing the Internet, online gambling and gaming can cause Internet addiction, which is considered to be one of the most widespread problems nowadays. This addiction leads to both physical and mental health complications. They can be diseases related to eyes and mind, problems of backache and neck. Besides, sitting at the desk for hours in front of a computer may result in obesity because of lack of exercises. Depression and aggression are also in the long list of physical and emotional maladies caused by the Internet.  On the one hand, the Internet has brought people closer together, at the same time it has provoked a lot of damage to relations and growth of individuals. Virtual communication cannot actually replace real life.  A lot of stuff of age-inappropriate content freely available on the Internet might be detrimental to children’s healthy mental life. It happens due to the lack of control over the distribution of pornographic material, which is harmful to children. What can parents do is to block harmful websites and control the sites viewed by their children. |

**26. Look at the pictures describing disadvantages of the Internet and write a suitable caption for each one below. Name the most dangerous from your pion of view and explain your choice. 4 балла**

****

**27.Make up a presentation about any aspect of the Internet in our life. 5 баллов**

**28. Read and translate the following text. 2 балла**

**TELECONFERENCING: PROBLEMS AND PECULIARITIES**

1. In the modern business world, teleconferencing is an essential means through which business associates in different places communicate with each other. Teleconferencing may be done through audio or both audio and video channels, and is a cost-effective way of conducting business meetings with colleagues and associates who are in different parts of the same country or the world.

2. As teleconferencing is dependent on long-distance communication and sometimes unreliable technology, problems in communication can often arise. For example, participants may not be able to hear each other because of audio problems. Also, a frequent concern is that native speakers of English tend to speak very quickly, and non-native speakers may find it difficult to follow what they are saying over a conference call. In such cases, it is useful to know how to interrupt politely, ask for clarifications, and handle general problems in communication.

3. Since a teleconference is very dependent on the technical set up that each participant has, it’s important to check all the equipment in advance so that there are no unexpected problems during the meeting. By exchanging pleasant greetings and introductions, the participants begin the meeting on a friendly note and help each other to feel welcome. It is important to be especially polite and friendly during a teleconference with people you’ve never met, since you cannot see the people you are being introduced to, and they cannot see you.

4. A teleconference is structured very much like a regular business meeting that is conducted face to face. The moderator begins by telling the others how long he thinks the meeting will last, and checking if the others have a copy of the agenda that he usually sends in advance. Brainstorming is an efficient way of getting everyone to participate in a teleconference. Many experienced facilitators use it as a means of getting everyone’s attention, and breaking the monotony after a single person has been speaking for a while.

5. Sometimes presenters can get very caught up in the moment and become anxious about technical difficulties. The facilitator should keep calm and suggest that the speaker moves on by simply giving the others a quick summary of the material. It is important to remember that technical features like slideshows are only support systems, and you should be able to manage without them if necessary. Always be prepared to continue without your slides and graphics, and keep hard copies of all your information with you so that you can continue with your point in case there is a technical failure.

6. Technical issues can be solved quickly if you anticipate the kinds of problems that can happen and check your equipment thoroughly before the teleconference. Problems in communicating with other people can be handled by being prepared to face interruptions, knowing how to interrupt, asking for clarifications when necessary, and being able to respond to questions about your presentation.

**29. Define if the statements are true, false or the information is not mentioned in the text. Correct the false statements. 2 балла**

1. Teleconferencing is an expensive way of conducting business meetings with colleagues and associates.

2. According to the text teleconferencing is an essential means through which business partners in the same country can communicate with each other.

3. Problems in teleconferencing communication can arise because it depends on sometimes unreliable technology.

4. If you are in Kemerovo and your partner is in Moscow, you may not be able to hear each other well because of audio problems.

5. Native speakers of English always speak very quickly during long-distance communication.

6. The structure of a teleconference has very much in common with a face-to-face business meeting.

7. The participants finish the meeting by exchanging pleasant greetings and introductions.

8. To avoid unexpected problems during the meeting it’s important to check all the equipment in advance.

9. Using slideshows in communication can help you to make special impact on your audience.

10. Knowing how to interrupt and asking for clarifications are two basic skills necessary for participation in a teleconference.

**30. Answer the following questions. 2 балла**

1. Why is teleconferencing so important in the modern business world?

2. What problems can often arise in teleconference communication?

3. Why is it important to be especially polite and friendly during a teleconference?

4. What does the moderator do in the beginning of the online meeting?

5. What should the speakers do if they have technical difficulties during their speech?

6. What can help you to continue with your point in case there is a technical failure?

7. Have you ever participated in any online meeting or teleconferencing? Share your impressions and experience with your groupmates.

**31. Read the text and write down five questions about email writing. 2 балла**

**HOW TO WRITE AN EFFECTIVE BUSINESS EMAIL**

Email is one of the most widely used forms of written communication – both in and out of the workplace. For the past 15 years or so email has taken over from letters as the number one form of business communication between individuals and companies. All business emails should be direct, clear, and easy to read. The tone of a business email, however, can vary from informal to formal. The formality can depend on your company, the intended audience, subject matter, and several other factors. To write a formal email, follow some guidelines.

1. Use a professional email address

A professional email address is one you use for work or for work-related purposes. Your e-mail address should be a variation of your real name, not a username or nickname. Use periods, hyphens, or underscores to secure an e-mail address. E.g.: [peter\_smith@uk.org](mailto:peter_smith@uk.org).

2. Add a concise and informative subject line.

This is a short phrase that clearly summarizes the reason for your email message or the goal of your communication. It’s important you include a subject line when sending a professional email so your audience knows exactly what to expect and is able to locate the message again easily, if needed.

3. Make greeting brief and friendly and address the recipient by name if you know it. The first name is preferable if you're more familiar with the recipient, while you should use their last name if you want to be more formal.

4. Start the body of the email message with your main point so no one has to hunt for it, and keep your writing concise and focused on the concerns of your audience. If you need a response from the recipient, make sure to include a call to action so they know how and why to respond. Also, if you've attached a file, be sure to mention it here.

5. Unless you’re very close with the recipient, every business email requires a professional closing that can be either formal or casual based on the type of relationship you have and the context of your communication. Examples include “Best regards” or “Sincerely”, then give your name and contact information in case they have questions.

6. There’s nothing more unprofessional than an email riddled with basic spelling mistakes and sentences that just don’t make sense. And if you’re communicating with a boss or client, the last thing you want is to come across as sloppy or confusing. Take a minute reread what you wrote to make sure grammar, spelling and sentence structure all look good and make sense.

**32. Match the informal expressions in the column A with the formal expressions in the column B. 2 балла**

|  |  |
| --- | --- |
| **A**  ***Informal*** | **B**  ***Formal*** |
| 1. Thanks for your e-mail, it was wonderful to hear from you. | 1. I would very much like to know if this was helpful. |
| 1. Let us know if you’re coming. | 1. I regret to inform you… |
| 1. Hi / Hello Susan | 1. I would appreciate it if you could give me some advice about… |
| 1. I’ve got a problem and I need your advice… | 1. Could we arrange a meeting later? |
| 1. Hope this has helped. | 1. Yours Sincerely |
| 1. Let me know if you need any more help. | 1. As requested… |
| 1. Sorry, but I have to tell you… | 1. Dear Mrs. S. Smith |
| 1. Would you mind coming earlier? | 1. Thank you for your e-mail of 5th February regarding… |
| 1. Thanks | 1. Could you please confirm your attendance? |
| 1. As asked… | 1. Please do not hesitate to contact me if you have any further questions. |

**33. Skim through the text and divide it into paragraphs. Entitle each of them. 2 балла**

**THE @ SYMBOL MEANING AND HISTORY**

The symbol @ (at sign) is used primarily to direct electronic communication to specified entities, most notably in email addresses and social media handles. Before the late 20th century its primary use was commercial, where it signified “at the rate of.” We use the @ symbol in email and elsewhere thanks to Ray Tomlinson. In 1971 a 29-year-old computer engineer created a global emblem when he decided to make the obscure symbol “@” the fulcrum of his new email messaging system. It was a good choice on Tomlinson’s part, being almost unused elsewhere in computer programming, as well as an intuitive fit for sending email to another person “at” a particular domain (email itself had existed before Tomlinson’s invention, but only as a means of communication between different users logged into the same computer system). In fact, the first known use of the symbol in its traditional commercial sense is in a 1536 Spanish-language letter from a Florentine merchant. There’s a clear link, here, between the modern Spanish and Portuguese word for both the @ sign and a unit of weight – arroba  – and the container on which this unit of weight was based, the amphora, used by both the ancient Greeks and Romans to transport liquids (and wine in particular). This use of the symbol was so widespread in Mediterranean trade that it is still called arroba in Spanish and Portuguese today. The @ shape has been noted in documents dated as early as the 14th century. But, because its meaning in those documents bears no evident connection to the sign’s later commercial use, the similarity in form of the a-based symbol may simply be coincidental. While in the English language, @ is referred to as the “at sign,” other countries have different names for the symbol that is now so commonly used in email transmissions throughout the world. Many of these countries associate the symbol with either food or animal names. In South Africa it is “monkey’s tail”; in Denmark it is often “pig’s tail”; in France it is sometimes “little snail”; in Greece it is “little duck”; in Hungary it is “worm”; in Poland it is sometimes “monkey”; in Russia it is usually “little dog”, in Sweden it is “elephant’s trunk” and Turkish emailers call it simply “ear”. For many the powerful ability for the @ sign to intangibly reach out and connect with one another has made it emblematic of the Information Age. Its imprint in the story of humanity was validated in 2010 by the acquisition of “@” into the collection of the Museum of Modern Art (which credited Tomlinson with designing the symbol as it is known today).

**34. Define if the statements are true, false or the information is not mentioned in the text. Correct the false statements. 2 балла**

1. Ray Tomlinson invented the email in 1971.

2. The symbol @ is used only in email addresses.

3. Some linguists argue that the @ sign is a more recent development, appearing in the 15th century as a symbol used in commerce.

4. The very earliest records that contain @ used it to represent a preposition.

5. Many countries associate the ‘at sign’ with either food or animal names.

6. In France and Poland the @ symbol is called “little snail”.

7. In Turkey, most emailers call it ‘ear’.

8. The symbol @ has been inducted into the permanent collection of the Museum of Modern Art.

**35. What do these numbers refer to in the text? 2 балла**

14; 20; 29; 1971; 1536; 2010

**36. Read and translate the text. 2 балла**

**VIRTUAL COMMUNICATION**

1. Virtual communication refers to communication that takes place over digital channels, such as computers, smartphones, and messaging applications. It is playing an increasingly vital role in today's fast-paced technological world, where people need to transfer information quickly and efficiently. One significant advantage of virtual communication is that it removes geographical barriers, allowing people from different parts of the world to interact and exchange information. Virtual communication enables people to connect with anyone, anywhere, and at any time, making it easier to collaborate, share ideas, and enhance productivity.

2. Moreover, virtual communication provides an excellent platform for remote work and online learning. Due to the COVID-19 pandemic, virtual communication has become more prevalent, and many businesses and educational institutions have shifted to online operations. It has allowed for a seamless transition to remote work and online learning, making it possible to work and learn from anywhere.

3. However, virtual communication also presents challenges. One of the most significant issues is the lack of face-to-face interaction, which can lead to miscommunication and misunderstandings. Technical glitches are also a problem that hinders efficient communication through virtual channels.

4. All in all, virtual communication is a powerful tool that has transformed the way we communicate, work, and learn. Proper use and management of virtual communication channels can enhance productivity, foster collaboration, and promote innovation.

**37. Decide if the following statements are the sentences true or false. Correct the false ones. 2 балла**

1. Virtual communication refers to communication that only takes place in person.

2. Virtual communication allows people to exchange information quickly and efficiently.

3. Virtual communication has no impact on geographical barriers.

4. Virtual communication helps people collaborate and share ideas.

5. Virtual communication is not suitable for remote work and online learning.

6. Virtual communication has become less prevalent during the COVID-19 pandemic.

7. Virtual communication can cause miscommunication and misunderstandings due to the lack of face-to-face interaction.

8. Virtual communication channels are never prone to technical glitches.

9. Virtual communication can hinder efficient communication due to technical glitches.

10. Virtual communication channels cannot enhance productivity, foster collaboration and promote innovation.

**38. Choose the correct answers. 2 балла**

1. What is virtual communication?

a. Communication in person

b. Communication over digital channels

c. Communication through letters

d. Communication through smoke signals

2. What is one advantage of virtual communication?

a. It enhances face-to-face communication

b. It increases geographical barriers

c. It allows people to collaborate from anywhere

d. It hinders productivity

3. What is the way virtual communication has transformed the way we work and learn?

a. It has made it more difficult to work remotely

b. It has eliminated online learning

c. It has made it possible to work and learn from anywhere

d. It has made in-person communication easier

4. What is one challenge of virtual communication?

a. Technical glitches are never a problem

b. Miscommunication and misunderstanding can occur due to lack of face-to-face interaction

c. It is only suitable for in-person work and learning

d. It decreases productivity

5. What is the role of virtual communication in remote work?

a. It does not have any impact on remote work

b. It makes it possible to work from anywhere

c. It only works in specific locations

d. It makes remote work more difficult

6. What has caused the increased prevalence of virtual communication?

a. The decrease in technological advancements

b. The increase in in-person communication

c. The lack of demand for remote work and learning

d. The COVID-19 pandemic

7. What can virtual communication channels do if properly used and managed?

a. Foster collaboration

b. Decrease productivity

c. Increase miscommunication

d. Hinder innovation

8. What is the biggest advantage of virtual communication?

a. The lack of face-to-face interaction

b. The increase in geographical barriers

c. The ability to connect with anyone, anywhere, and at any time

d. The lack of technology needed

**39. Answer the following questions. 2 балла**

1. How do virtual communication channels like social media impact our social lives, and what are the implications of these changes for the future?
2. How has virtual communication impacted the way we interact with one another, and what are some of the positive and negative effects?
3. What are some of the benefits of virtual communication, such as increased accessibility and flexibility, and how are these changing the way we work and learn?
4. What challenges arise in virtual communication, such as miscommunication or difficulty building relationships, and how can these be mitigated?

**40. Read the text and answer the following question. 2 балла**

# TELEPHONE BACKGROUND

The modern telephone is the result of the work of many people. The telephone emerged from the making and successive improvements of the electrical telegraph. The main users of the electrical telegraph were railway stations, post offices, the more important governmental centers, stock exchanges, newspapers, the largest internationally important corporations, and wealthy individuals.

Telephones have changed a lot over the years. Before the first mobile phones or cell phones were invented about fifty years ago, nearly everyone used phones connected to telephone lines. These lines ran to telephone exchanges in which calls were connected through a switchboard. These landline phones are still being used in some places, but most people now use mobile phones or smartphones. These phones send signals through the air rather than through physical telephone lines.

The early history of mobile phones can be traced back to two-way radios permanently installed in vehicles such as taxicabs, police automobiles, railroad trains, and so on. Later versions such as the so-called transportables or "bag phones" were equipped with a cigarette-lighter plug. They could be carried and used as either mobile two-way radios or as portable phones by being patched into the telephone network.

The most advanced phones are called smartphones. These are like small computers with many functions besides making telephone calls. You can send text messages, take and send photos, record and play audio and video files, connect to the internet, and do much more.

1. What were the first users of the electrical telegraph?
2. What was the early history of mobile phones?
3. How did the phone look like before the first mobile phones were invented?
4. How do mobile phones work?
5. What can you do with the help of smartphone?

**41. Complete the sentences with the words and phrases below. 2 балла**

|  |  |  |  |
| --- | --- | --- | --- |
| *a. dialing* | *e. leave a message* | *i. return* | *m. beeping sound* |
| *b. ringing* | *f. hang up* | *j. currently* | *n. listening* |
| *c. wait for* | *g. phone call* | *k. voicemail* | *o. conversation* |
| *d. talk* | *h. pick up* | *l. on hold* |  |

1. When you want to make a … , you start by … the number. Let's imagine that you call your friend, but she's already on the phone with someone else. You will hear a … that tells you the other person is … using the phone.
2. When someone calls you, the phone makes a sound – we say the phone is … . If you are available, you … the telephone or answer the telephone, in order to … to the person.
3. If there is nobody to answer the phone, then the caller will have to … on an answering machine or … . Later, you can call back or … the call.
4. Sometimes, when you call a company, they put you … . This is when you … your call to be answered - usually while … to music.
5. Finally, when you are finished with the … , you … .

**42. Translate the following phrases from Russian into English. Use 5 of them in the sentences of your own. 4 балла**

1) отправить текстовое сообщение; 2) найти номер в телефонном справочнике; 3) ответить на звонок; 4) набрать неверный номер; 5) найти зону Wi-Fi; 6) номер недоступен; 7) в этой комнате плохая связь; 8) дозвониться до менеджера; 9) отправить голосовое сообщение; 10) провести встречу в режиме конференцсвязи; 11) быстро зарядить телефон; 12) услышать длинный гудок в трубке; 13) линия занята; 14) перезвонить через час; 15) долго ждать на линии; 16) увидеть пропущенный звонок.

**43. Find the most and the least rude/annoying cell phone behavior from the following and explain your choice. 2 балла**

* Talking too loudly
* Holding inappropriate conversations in public
* Rudely interrupting conversations
* Checking your phone at the movies
* Texting while driving
* Texting while talking
* Texting small talk
* Loud and annoying ringtones
* Disturbing live performances

1. **Read and translate the following text. 2 балла**

**TELEPHONE COMMUNICATION PROBLEMS**

We have become creatures of telephone habits. Having made and received thousands of telephone calls in our lifetimes, it is easy to assume that we have reasonable telephone skills. Most people do not even think there are any special challenges of telephone communication. When all parts of the communications process work effectively together, telephone communication is clear and useful. Sometimes, however, even a well-practiced communication process can go wrong. Problems can occur in any of the following four parts of sending a message:

*Trouble sending:* The sender does not speak clearly, speaks in a heavy accent or speaks too quickly. What happens to the message? Will it be received?

*Trouble with the message content:* The message is confusing, disorganized or irrational. Is it likely that the receiver will understand what is being communicated?

*Trouble with the channel:* There is background noise or a bad line. Will the message be transmitted effectively? Will it be received?

*Trouble with the receiver:* The receiver is not listening closely, has fallen asleep or is distracted. Will the message be understood?

If you experience communication problems on the phone, it’s important to make the other person aware of the problem. So, first tell them what the problem is. Communication problems often arise because one or both speakers are in a noisy environment, in which case you need to ask the other person to speak louder (or speak up!). They can also arise because of a noisy line or a line, which keeps breaking up, in which case you need to ask the other person to repeat what they have said. If you think you haven not clearly heard what someone has said, it is very important, especially in business, to check back. Check and confirm that you’ve got it correct.

In business, it is essential that we understand correctly the information we are given. If you are in any doubt, you need to ask for clarification. Getting the wrong information can be costly for your business.

**45. Define if the statements are true, false or the information is not mentioned in the text. Correct the false statements. 2 балла**

1. Many people think that there are some special challenges of telephone communication.

2. There are a lot of special rules to make telephone communication clear and useful.

3. Sometimes even a well-practiced communication process can go wrong.

4. There are five types of problems, which can occur in sending a message.

5. Trouble with the message content means that the sender speaks too quickly or in a heavy accent.

6. If there is background noise or a bad line, we are talking about trouble with channel.

7. If you experience communication problems on the phone, never tell the other person about it.

8. A noisy environment is a place where different people talk at the top of their voice or the music plays too loudly.

9. To check and confirm that you’ve got the message correct is very important in business.

10. If a line keeps breaking up, it is advisable to call for a technician.

**46. Study the expressions below concerning obstacles while having a phone call. 2 балла**

1. There's a lot of background noise. I can barely hear you.
2. You’re breaking up. Could you call me back?
3. We have a bad connection.
4. Sorry – I didn’t catch what you just said.
5. Could you speak a little louder?
6. Could you speak a little more slowly?
7. Could you repeat that? / Could you say that again?
8. We seem to be breaking up.
9. I need to charge up my phone.
10. Can you speak up? The line is not very good.
11. The signal is very weak here.
12. My battery is almost dead.
13. I think there’s a problem with the network.
14. I think we got cut off.

**Match the situations below with the most appropriate expressions above. More than one expression may be possible.**

1. You are talking on the phone when you start to lose the connection.

2. You call your friend back after losing the connection.

3. Your friend’s voice does not sound very clear on the phone.

4. You are in the basement of a building.

5. You are talking on the phone and you hear a ‘bleep’ indicating that your battery is low on power.

6. Your friend says something, which you didn’t hear properly.

7. You are talking on the phone to someone but her voice is too quiet.

8. The caller explains something to you, but you didn’t understand what he was trying to say.

9. You are talking to someone from England. She tries to explain something using difficult words.

10. Your friend gives you some information. You didn’t understand because he was speaking too fast.

**47. Complete the text with the words below. 2 балла**

**WHAT IS BUSINESS ETIQUETTE?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ***a.*** *etiquette* | ***c.*** *penalty* | ***e.*** *upheld* | ***g.*** *feel* | ***i.*** *offensive* |
| ***b.*** *respected* | ***d.*** *respectful* | ***f.*** *members* | ***h.*** *manners* | ***j.*** *communication* |

Business etiquette is a set of (1)\_\_\_\_\_\_ that is accepted or required in a profession. Often (2)\_\_\_\_\_\_ by custom, it is enforced by the members of an organisation. Those who violate business etiquette are considered (3)\_\_\_\_\_\_. The (4)\_\_\_\_\_\_ for such behaviour frequently lies in the disapproval of other organisation (5)\_\_\_\_\_\_\_.

Business (6)\_\_\_\_\_\_\_\_\_ is important because it creates a professional, mutually (7)\_\_\_\_\_\_\_\_ atmosphere and improves (8)\_\_\_\_\_\_\_, which helps an office serve as a productive place. People (9)\_\_\_\_\_\_\_ better about their jobs when they feel (10)\_\_\_\_\_\_\_\_, and that translates into better customer relationships as well.

**48. Read the following text and fulfill the task below. 2 балла**

**TELEPHONE ETIQUETTE**

The way that you speak to your best friend on the phone is very different to the way you should speak to someone in a business setting. It is possible that the person on the other line will think that you are being rude on purpose, if you don't use formal language in certain situations. Sometimes just one word such as "could" or "may" is necessary in order to sound polite. You should use the same modals you use in a formal "face-to-face" situation. Take the time to learn how to answer the phone and say goodbye in a polite manner, as well as all the various ways one can start and end a conversation casually.

For most of us, the telephone is a vital source of communication. The use of cell phones and “instant conversation” is commonplace in our life today. However, when applying for an internship or permanent position, the way you conduct yourself on the phone may be a key factor in a future employer’s decision to hire you on a permanent basis.

These tips will show you how paying attention to detail may make a big difference in others impressions of you both personally and professionally.

***Identify yourself.*** When calling someone it is vitally important to identify yourself after you have heard “hello”.

***Respect others' time.*** When placing a call, after identifying yourself, ask "Do you have a minute?" or "Is this a good time to reach you?" before explaining the reason for your call.

***Ask rather than just place someone on hold.*** After placing someone on hold and returning to the line, say "Thanks for waiting" rather than "I'm back." When screening calls, ask "Who's calling, please?" rather than "Who is this?"

When calling a professional office for any reason, always identify yourself and explain the reason for your call. Example: “Hello, this is Julia Roberts and I’m calling in response to the newspaper ad for an actor”.

***Call waiting.*** Call waiting is only as good as the person using it. Just because you have call waiting, it is up to you whether to use it or not. Your decision should be based on whom you are speaking to, the intensity of the conversation, and your relationship to the person. If you find it necessary to place someone on hold - always ask permission!

***Answering/voice mail machines.*** When reaching an answering machine, if you had sufficient reasons for calling, leave a message. Sometimes this helps the other person know how to respond, whether to expect another call from you or if they should attempt to return your call. “Hi, it’s Julia, Bye!” doesn’t say anything. When leaving a message, “what” and “how” you say is as important as if you were speaking to the person directly. Keep the tone of your voice pleasant and upbeat!

***Use good speech habits.*** Here are some useful phrases for you to use to make a good first impression on the person you are speaking to. Sometimes you get *only one* chance to make this impression! Phrases *to use*: “One moment please”, “Yes”, “All right”, “She’s not available now”, “Good-bye”.

**Choose the correct variant.**

1. What should you say on the phone when you call someone?

a. Who’s it?

b. Yes?

c. Hello, this is Marco.

2. After identifying yourself, do you…

a. start explaining why you’re calling?

b. ask if it’s not a bad time to call?

c. say you are very sad and you need someone to talk to?

3. After placing someone on hold, when you return to the line, do you say…

a. I’m back.

b. Thanks for waiting.

c. OK Dokey.

4. If you have call waiting, and find it necessary to place someone on hold, do you…

a. ask permission

b. thank him/her after placing this person on hold

c. say I’m back

5. When reaching an answering machine, you should leave a message stating …

a. no reasons why you’ve called.

b. the reasons you’ve called with a pleasant voice.

c. you’ve called.