

**МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ РОССИЙСКОЙ ФЕДЕРАЦИИ
Федеральное государственное бюджетное образовательное учреждение высшего образования
«Кузбасский государственный технический университет имени Т. Ф. Горбачева»**

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ИНОСТРАННЫЙ ЯЗЫК

Методические материалы

**Рекомендовано учебно-методической комиссией направления подготовки
27.03.05 «Инноватика» в качестве электронного издания
для использования в образовательном процессе**

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Целью методических указаний является обучение студентов направления подготовки 27.05.03 Инноватика работе с терминологией, которая может быть использована в сфере профессионального общения. Текстовый материал и система упражнений способствуют активному овладению навыками чтения, обогащению словарного запаса студентов и рекомендуются для аудиторной и самостоятельной работы.

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ПРЕДИСЛОВИЕ

Данные методические указания составлены в соответствии с рабочей программой дисциплины «Иностранный язык (английский)» направления подготовки 27.03.05 Инноватика и предназначены для практических занятий и самостоятельной работы студентов.

Содержание данных методических указаний представлено следующими темами:

Тема 1: SELF-PRESENTATION.

Тема 2. MY NATIVE PLACE. KUZBASS.

Тема 3. KUZBASS STATE TECHNICAL UNIVERSITY.

Тема 4. HIGHER EDUCATION IN RUSSIA.

Тема 5: SCIENCE AND SCIENTISTS.

Тема 6: MANAGEMENT.

Тема 7: QUALITY MANAGEMENT.

Каждая тема сопровождается системой коммуникативных и лексико-грамматических заданий, направленных на приобретение студентами компетенций, предусмотренных образовательным стандартом направления подготовки 27.03.05 Инноватика.

UNIT I. SELF-PRESENTATION

I. Read and try to memorize the following words.

to differentiate	отличать
to christen	крестить
to accept	принимать
to consider	считать
nickname	прозвище
to signify	означать
to share	делить
particularity	особенность
appearance	внешность
to hire	нанимать
to call after	назвать в честь
wisdom	мудрость
common	распространённый
advantage	преимущество
job application	устройство на работу

II. Compose sentences using as many words from the previous exercise as possible.

III. Read and translate the following text into Russian.

What Do You Know about Names?

As long as there has been language, there have been names. Through naming we differentiate one person or thing from all others. In Christian societies the child is christened in church. He or she is given a name and accepted into the religion. In the past it was considered unlucky for anyone outside the family to hear the name of the baby before he or she was christened.

Some Australian Aborigines keep their names a secret and always use nicknames as they believe that if someone finds out their names, they will have control over them. In China names are believed to reflect the character of a person. Many girls are given names that signify beauty. Boys are given names that reflect strength and good

health. In some countries, name choices are regulated by the government.

A person's Christian name is his or her first name, especially when they are given this name in a Christian religious ceremony. Middle name is the name that is between a person's first name and his or her family name. It is common in the US and the UK for people to have one or more middle names, though they do not usually use these names.

Some parents give their kids middle names that are the same as the first name of someone else in the family. In the US, people often include the first letter of their middle name as part of their name, for example John F. Kennedy. A person's family name or surname is the name he or she shares with all the members of their family. In the course of their lives many people get nicknames that reflect some particularities of their appearance or character.

A lot of parents nowadays find it very difficult to choose names for their children. There are a lot of ideas from books, magazines and Web sites. Some are even hiring professional baby-name consultants. Some parents call their children after their friends or relatives. Other people call their kids after fictional characters, pop stars or film actors. Since the 1950s, television has been the most effective medium for creating new name fashions. Video and computer games have also become name sources nowadays.

All parents want their kids to be successful and happy and they try to find names with characteristics. Some parents choose names which mean richness such as Darius, Daria, Edwina, Pluto, Richmond and Donald. They believe that a name can mould a child's personality, give strength, wealth or wisdom. Nowadays parents are more likely to search out less common names for their children.

For example a girl in Washington was christened Merry Christmas and her surname was Day. Most names have a meaning. For example Victoria comes from a Latin word "Victoria" meaning "victory". Margaret derived from Latin Margarita, which was from Greek "margaritas" meaning "pearl". Diana means "heavenly, divine".

Choosing your baby's name is a very difficult decision because it will become an important part of his life and self-image. Bruce Lansky, an author of eight books on baby names, says that "when you pick the right name, you are giving your child a head start".

Psychologists say that common names elicit positive reactions, while unusual names bring negative responses. A person's name can create a positive or a negative image. Having a popular name may be an advantage, for example when a person submits a job application.

Like everything else, names come in and out of fashion. Some names become very popular, then they disappear. But very often they come back. Babynamesworld.com gives a list of the 10 most popular names in 2011.

1. Jacob 2. Michael 3. Ethan 4. Joshua 5. Daniel 6. Christopher 7. Anthony 8. Emily 9. Isabella 10. William

IV. Read the following sentences and mark them “true” or “false”. Prove your opinion. 1) In the past it was considered lucky for anyone outside the family to hear the name of the baby before he or she was christened. 2) In China names are believed to reflect the character of a person. 3) In China many girls are given names that reflect strength and good health. 4) In the US and the UK people do not usually use their middle names. 5) Since the 1950s, video and computer games have been the most effective medium for creating new name fashions. 6) Victoria comes from a Latin word “Victoria” meaning “divine”. 7) Some names become very popular, but then they disappear and never come back again.

V. Who gave you your name? Why was your name chosen?

VI. Answer the questions. 1) Why do people give names to each other? 2) Why do parents find it very difficult to choose names for their children? 3) Why do people choose names with meanings? 4) Why is choosing a baby's name a very important decision? 5) Do you agree that “when you pick the right name, you are giving your child a head start”? Why? 6) What do you think about unusual names? Is it difficult for children to live with such names? 7) What names are popular in our country now? 8) Do you believe that a person's name influences his or her destiny? Why? 9) Do you like your name? What does it mean? 10) Do you know the origin of your name? 11) What name would you give to your son/daughter? Why? 12) Do you know any Russian names? 13) Do you have your nickname? Do you like it?

VII. Read the text and repeat the description of your Star Sign? Does this description suits you?

Star Signs

There are 12 star sings. And people who belong to the definite sign have their own characters, habits and manners. So if you were born under the sign of Aquarius (21st January-18th February) you like to be free. You have original ideas. Some of your ideas are crazy!

Pisces (19th February-20th March) are friendly and kind. They are good at art and they love music. They often lose things and forget the time.

Aries (21th March-20th April) like jokes, parties and loud music. They are good at sport. They don't often ask for advice. Sometimes they're a bit selfish.

The people who are born under the sign of Taurus (21st April-21st May) work hard. They are very practical and helpful. They don't like changes. They like food!

If you're Gemini (22nd May-21st June) you love surprises. You like chatting with your friends. You do a lot of things at once.

Cancer (22nd June-22nd July) seems strong and selfish. But really these people are soft and sensitive. One minute they're happy, the next minute they feel bad.

Leos (23rd July-23rd August) are leaders. They want to be rich and important one day. They love expensive things.

Virgo (24th August-22nd September) always works hard. She chooses her friends carefully because she has to be perfect!

If you're Libra (23rd September-23rd October) people like you because you always say nice things. You hate fights. You want everyone to be happy. You're a bit lazy.

People who were born under the sign of Scorpio (24th October-22nd November) are very strong. They always get what they want. They're very good friends.

If you are Sagittarius (23rd November-21st December) you are friendly. You spend money like water. You always tell the truth. Sometimes this can hurt your friends' feelings.

Capricorns (22nd December-20th January) are quiet and serious. They work hard. Their friends like them because they never do stupid things.

UNIT II. MY NATIVE PLACE. KUZBASS

I. Read and try to memorize the following words.

education	образование
industrial	промышленный
to be founded	быть основанным
to be situated	находиться
bank of the river	берег реки
district	район
many-storied	многоэтажный
apartment house	жилой дом
block of flats	жилой дом
recreation areas	места отдыха
to remain	оставаться
Embankment	набережная
city habitant	житель города
to grow	расти
population	население
to offer	предлагать
a wide range of	широкий спектр
development	развитие
mechanical engineering	машиностроение
coal mining	добыча угля
enterprise	предприятие
thanks to	благодаря чему-л.
construction	строительство
plants and factories	заводы и фабрики
flower bed	клумба
within	в пределах

II. Compose sentences using as many words from the previous exercise as possible.

III. Read and translate the following text into Russian.

My native town is Kemerovo. Kemerovo is an administrative, cultural, educational and industrial center of Kuzbass, located in the

south of Western Siberia. It was founded in 1918. First its name was Shcheglovsk and it was renamed in Kemerovo in 1924.

The town of Kemerovo is situated on the river Tom. The river divides it into two parts. The older part of the town lies on the right bank of the river. Here you can see some old buildings and historical part of the city. There is also the museum “Krasnaya Gorka”, where you can learn a lot of interesting facts about first settlers of the city.

But there are also new districts on the right bank of the river consisting of modern many-storied apartment houses, commercial centers and recreation facilities. Every year hundreds of Kemerovites move to live in these huge blocks of flats.

On the left bank of the river Tom some newer districts are situated. Nevertheless, here one can also find some old buildings. The whole architectural complex called “the old center” remains almost untouched since the middle of the last century. There is the beautiful Embankment, where the city habitants and our guests like to walk in summer. In this district all city administration buildings are also situated.

Kemerovo is a growing town. Now its population is a little bit more than 500 thousand people. But a lot of students coming to study in Kemerovo contribute to its permanent growth. Kemerovo is one of the main educational centers of Western Siberia. There are a lot of higher education institutions offering a wide range of educational programs to the young people from different Siberian regions.

Among those there is Kuzbass State Technical University, which is the largest educational center of Kuzbass. There is also Kemerovo State University, Institute of Food Industry, Academy of Arts and Culture, Medical Academy, University of Trade and Commerce and many other educational institutions.

Kemerovo is also an industrial city. In the past its industrial development was determined by coal mining and mechanical engineering plants. Now there are no mining enterprises but thanks to the development of chemical, fertilizer, construction and some other plants and factories it still remains an important industrial center.

There are a lot of recreation areas in the town. Kemerovo is well known for its green parks where people of all ages can find everything for their leisure activities. There are many trees and flower beds along

the streets and it's very pleasant to walk around the town, especially in summer.

Kemerovo is the cultural capital of the region. Here one can visit Drama Theatre, Philharmonic Society, Puppet Theatre, some smaller theatres among which there are the students' theatres "Lozha" and "Vstrecha". The best artists from all over the world often come to our city and we can enjoy their performances. There are also some modern cinema halls and a circus in our city.

My town is noted for its unique pine wood situated within urban limits. It gives us the possibility to go there for a walk or picnics. There you can see many skiers in winter. I like my city very much and I'm sure that I will come here as often as possible even if I leave it in future.

IV. Answer the following questions: 1. What is your native town? Is your native town ancient or modern? 3. Do you know the history of your native town? 4. Where is your native town situated? 5. Which river runs through your city? 6. What is your town famous for? 7. Are there any architectural monuments in your town? What are they? 8. Are there any museums in your town? Have you visited them? 9. What places of your city are popular among the citizens? 10. What famous people lived in your town? 11. Which is the main street in your city? Who is it named after? 12. Are there any Universities in your town? What are they? 13. Do you often visit theaters? Why? 14. Are there any industrial enterprises in your town? 15. What goods are produced in your town? 16. What can you say about cultural life of your town? 17. How do people of your town spend their leisure time? 18. Are you proud of your town? Why?

V. Process the information given in the text in the following way: a) divide the text into some parts according to its content; b) write out a number of key-words to each part of the text; c) retell each part using the key-words; d) determine the main idea of the text; e) retell the text in 10-12 sentences.

VI. Compose the story about your own native city.

UNIT III. KUZBASS STATE TECHNICAL UNIVERSITY

I. Read and try to memorize the following words.

higher educational institution	вуз
to provide	обеспечивать, снабжать
corresponding	соответствующий
degree	степень
to be awarded	присуждать, награждать
graduate	выпускник
research	научное исследование
free of charge	бесплатный
grant	стипендия
full-time department	очное отделение
part-time department	заочное отделение
post-graduate courses	аспирантура
facilities	инфраструктура, оборудование
staff	персонал, штат
senior lecturer	старший преподаватель
access	доступ
to be held	проводить
amateur	любительский
choir	хор
abilities	способности
recreation	отдых
available	доступный, имеющийся
accommodation	размещение

II. Compose sentences using as many words from the previous exercise as possible.

III. Read and translate the following text into Russian.

Our University is a higher educational institution providing a full five-year professional course of study with corresponding degrees and qualifications awarded afterwards. State diplomas of higher education and qualification certificates are awarded to our graduates. Our

University is a large academic and research center. Tuition in many departments is free of charge and the students get grants.

At present there are six institutes and one faculty at the University. Besides there are a Research Group and Computer Centre. The University has a full-time department, a part-time department and a correspondence department. In some subjects the University has post-graduate courses.

The University is well provided with facilities to support study and research. It is staffed with highly qualified teachers with a long list of research works. At present the University staff includes 30 doctors and full professors, 230 candidates of science and senior lecturers, 70 research workers. Among them there are 5 people awarded the Honorable Degree for Achievements in Science and Technology.

There is a library with two reading rooms and some depositors containing over 660,000 volumes together with a large range of periodicals, monographs and works of reference. The University also has adequate computer facilities of various capacities. Basic computer training is done in 7 computer rooms. Students can also access a range of electronic information systems.

All the departments of the University comprise about 8 thousand students. They do not only study, but also take an active part in scientific conferences which are held at the University every year. A lot of students carry out research work in various laboratories which are equipped with up-to-date devices and apparatus. The students have their own learned society.

The University has a wide variety of amateur groups and societies, where the students have every opportunity to develop their abilities and talents.

The University has the following recreation facilities: students' café and a recreation camp. The dining hall offers a choice of hot dishes and various salads and other items at lunch and dinner.

The students can go in for sports they like: volley-ball, football, boxing, swimming, wrestling and others. Indeed, sport has become an essential part of the student's life.

The University has nearby hostels and offers accommodation in the form of bed-sitting rooms.

IV. Answer the following questions: 1. How many years is it necessary to study at the University to get the diploma? 2. What is awarded to the graduates of our University? 3. Do the students have to pay for their education? 4. How many faculties and institutes are there at our University? 5. How many buildings are there at our University? 6. What study facilities are there at our University? 7. What research facilities are there at our University? 8. What do you know about scientific research conducted at our University? 9. What leisure activities can the students take part in? 10. What recreation facilities are there at our University? 11. What sport clubs are there at our University? 12. How many hostels are there at our University?

VI. Make up three questions about our University to ask your groupmates.

VI. Make up your own story about KuzSTU.

UNIT IV. HIGHER EDUCATION IN RUSSIA

I. Read and try to memorize the following words.

to face	сталкиваться
to make sure	убедиться
to enable	позволять, поощрять
inclination	наклонность
to succeed	преуспеть
to be forced	быть вынужденным
promotion prospects	перспективы карьерного роста
to climb the ladder	взбираться по лестнице
salary	зарплата
sociable	общительный
timid	пугливый, робкий
skill	навык
exhausting	изматывающий
to devote	посвящать

II. Compose sentences using as many words from the previous exercise as possible.

III. Read and translate the following text into Russian.

Choosing a career is one of the most important problems in our life. Sooner or later everyone faces it. But the sooner we begin to think about it the greater is our chance to learn more about it and to make sure that we made a correct choice.

It gives us a goal to work towards and enables to choose a right, suitable course of study. We are happy if we made a correct choice.

But it is of course very difficult to choose your future profession when you are young; you haven't yet discovered all your abilities and inclinations. We usually want to choose prestigious and high-paid professions.

But when become older we begin to understand that to succeed in such professions one must have a great talent. That is why few boys and girls choose their professions at an early age.

School education plays an important role in choosing a career. It helps children to discover their special talents and forms their character. But of course nobody is free from mistakes.

You can be forced into a career path before you really know what you would like to do in future. That is why we must not be in a hurry and do our best not to make a mistake. We should think about how well we can do what we would like to do.

Because of a wide variety of jobs we should find out all we can about any job which interests us. Very often it is the profession of the parents that influences the choice of the children.

In families where parents are fond of their work, children know much about it and often choose the same profession as their parents. Some families have their own family traditions according to which children make their choice.

Perhaps the best way to prepare for any job is to get a good education, to do well at the University and to learn all you can outside it. Jobs are changing and the new ones are constantly appearing.

In some years there will be a number of new jobs nobody knows anything about today. By reading and talking to people we can learn what great opportunities are in store for us.

Nowadays there is a great variety of jobs to any taste. Choosing a future career, we should consider the following things.

Is the size of your salary important? Of course there may be various situations, but if you are going to be independent, successful and wealthy, you have to find a well-paid job. Moreover, if you are going to have a family, you should be ready to support it, to be a breadwinner. Naturally, you would like to live in good conditions, and your children to study at good schools, and then to enter prestigious universities, to travel all around the world and so on. Now you understand why you should take money into consideration when choosing a job.

Further training, promotion prospects and job conditions should also be kept in mind. Just after graduating it is very difficult to find a plum job which will respond to all your preferences.

It is usually a monotonous, tedious clerical job. If you are a capable and hard-working person, you will certainly be offered an opportunity to climb the ladder.

You ought to decide whether you want to work indoors (cashier, chemist, librarian, secretary, etc.) or outdoors (driver, firefighter, estate agent, etc.). Your choice may be based on your lifestyle or health condition.

There is no set pattern to part-time working. It may involve a later start and earlier finish time than a full-time position, working mornings or afternoons only, fewer working days in a week for less salary.

It is a perfect variant for students who want to juggle their studies and work, as well as flexitime jobs. Employees decide by themselves when to begin and end their working day.

Meeting and dealing with people doesn't appeal to every person. Some people are not very sociable; on the contrary, they are timid, shy and diffident.

Frankly speaking, it is a great talent to have communication skills. If you think you have it, you may choose a profession involving close contacts with people, such as a doctor, a journalist, a lawyer, a guide, a teacher.

You should keep in mind that some professions imply travelling all over the world, such as tour guides, scientists, actors, journalists, pilots and so on. It's not always fun.

Business trips may last a week, a month and even more. You may be sent to London for a few days, and then you'll spend only a

few hours in Paris, and right after that, without any rest, you'll have to go to Berlin.

Sometimes it turns out that you don't have even an hour for yourself just to relax and see the town you've come to. Such trips may be very exhausting and stressful. However, if you are young, ambitious and full of energy, you will be able not only to do your job successfully but also see the world.

If you are a creative person, it's a must for you to find such a job. It can be a job of an artist, a tailor, a designer or a stylist.

Jobs connected with risk are usually well-paid, but very dangerous. Such jobs as a police officer, a fireman, a bodyguard, a lifeguard certainly imply some risks. Those, who want a rewarding but demanding job and who are ready to devote all their lives to it, may choose this kind of work.

Profession is an occupation in which advanced education and special training is required. There are a lot of professions for example law, architecture, medicine, economics, science, etc. To master a profession we have to receive higher education.

As for me I don't know exactly what profession to prefer, but I'd like to study Such kind of occupation demands all-round development, strong will and great desire. I hope that I'll make a right choice and my future profession will be interesting for me all my life.

IV. Make up your own sentences using the word-combinations: sooner or later, to play an important role, to be fond of, a number of, I'd like to, to make a choice, to be free from, to be in a hurry, to do our best, a number of, according to, suitable, to face, to be forced.

V. Answer the following questions: 1. Have you already thought about your future career? What makes the profession chosen so attractive for you? 2. Do your parents give you a piece of advice about your future profession? 3. What are your parents? 4. Are there any job traditions in your family? 5. Try to take a realistic view of your strengths and weaknesses. Which of your qualities are worth improving? 6. What occupations are popular nowadays in our country? Why? 7. What is the best way of preparing for your future profession? 8. Is it easy to choose a career? 9. Do you agree with the

quotation: "It doesn't matter what job you do. It's how you do it"?
 10. In what spheres of economy can you work after the graduation?
 11. Why did you choose that faculty? 12. What diploma will you get after the graduation? 13. What specialty will you get in four years? 14. What jobs will you be able to apply for? 15. Do you know how much will you be paid for your work? Is it enough for you? 16. Do you have the job of your dream? What should you do to get it? 17. What subject do you have to study to become a good specialist? 18. What qualities should you have to become successful? Do you possess them? 19. Do you try to develop yourself? In what way? 20. How do you think can you become the leader? Why? 21. Have you ever thought about working abroad? Why? 22. Is it difficult for you to study at the University? Why? 23. Can you say that career is the main aim of your life? Why?

VI. Test yourself: <http://www.selectsmart.com/topjobs.html>

VII. Make up the summary of the text.

UNIT V. SCIENCE AND SCIENTISTS

I. Read and try to memorize the following words.

inventor	изобретатель
fortune	состояние
mankind	человечество
explosive	взрывчатка, взрывчатый
to improve	усовершенствовать
mining	горное дело
weapon	оружие
throughout	на протяжении
to avoid	избегать
to deserve	заслуживать
taste	вкус
landmine	мина, фугас
skilful	умелый, квалифицированный
excellent	отличный
imaginative	одаренный богатым воображением

luck	удача
outstanding	выдающийся
ability	способность
to combine	сочетать
quality	качество
concern	зд. интерес
to provide	обеспечивать
to care	заботиться

II. Compose sentences using as many words from the previous exercise as possible.

III. Read and translate the following text into Russian.

The scientific method

Alfred Nobel (1833-1896), Swedish inventor, was a man of many contrasts. He was a son of a bankrupt, but became a millionaire; a scientist who loved literature. He made a fortune but lived a simple life. A lover of mankind, he never had a wife or family to love him, a patriotic son of his native land, he died alone on foreign soil.

He discovered a new explosive, dynamite, to improve the peacetime industries of mining and road building, but saw it used as a weapon of war. World-famous for his works he was never personally well-known, for throughout his life he avoided publicity. "I do not see" he once said, "that I have deserved any fame and I have no taste for it", but since his death his name has brought fame and glory to others.

He was born in Stockholm on October 21, 1833 but moved to Russia with his parents in 1842, where his father made a strong position in engineering industry. He made a lot of money for his invention of landmine, but later went bankrupt. Alfred came to Sweden in 1863, and started his own study of explosives in his father's laboratory.

He had never been to school or University but he studied privately and by the time he was twenty he became a skilful chemist and excellent linguist, speaking Swedish, Russian, German, French and English. Like his father, Alfred Nobel was imaginative and

inventive, but he had better luck in business and showed more financial sense.

He was quick to see industrial openings for his scientific inventions and built up over 80 companies in 20 different countries. Indeed his greatness lay in his outstanding ability to combine the qualities of an original scientist with those of a forward-looking industrialist.

But Nobel's main concern was never with making money or even making scientific discoveries. He was always searching for a meaning to life, and from his youth he had taken a serious interest in literature and philosophy. Perhaps, because he could not find ordinary human love – he never married – he came to care deeply about the whole of mankind. His greatest wish, however, was to see an end to wars and he spent much time and money working for this cause until his death in Italy in 1896.

His famous will, in which he left money to provide prizes for outstanding works in physics, chemistry, psychology, medicine, literature and peace, is a memorial to his interests and ideals.

IV. Make up questions using the words from ex. I.

V. Write the annotation to the text. Follow the guidelines.

a) Formulate the theme of the text using the following clichés: the text deals with (touches upon, is devoted to, describes), the main idea of the texts is to show (to analyze, to describe). Determine the sphere of knowledge this information belongs to.

b) Process the information given in the text in the following way:

1) divide the text into some parts according to its content; 2) write out a number of key-words to each part of the text; 3) retell each part using the key-words; 4) determine the main idea of the text; 5) retell the text in 10-12 sentences.

c) Give the summary of each paragraph using key words and language clichés: it is reported about the development of (the improvement of, the experiment in the field of, the results of, a new design of, the characteristics of); details of design (technology, process) are given; it is told in details about; a brief description of ...

is given; it is told in short about; special (much) attention is given (is paid) to; it is specially noted that; some facts (figures, terms, characteristics) are given.

d) Present your annotation of the text according to the following structure. 1. Sphere of knowledge this information belongs to. 2. The theme of the text. 3. Summary of the text.

VI. Do you know where and when the following items were invented? Find and translate their description. In what way do you use them in your everyday life? Vacuum cleaner, microwave oven, synthetic rubber, sunglasses, toilet paper, incandescent light bulb, hand-held cell phone, Internet, automobile , MP3, carbonated water, elevator.

A ... is a device that uses an air pump to create a partial vacuum to suck up dust and dirt, usually from floors, and optionally from other surfaces as well. The dirt is collected by either a dust bag or a cyclone for later disposal.

A ... is a kitchen appliance that heats food by bombarding it with electromagnetic radiation in the microwave spectrum causing polarized molecules in the food to rotate and build up thermal energy in a process known as dielectric heating.

... are a form of protective eyewear designed primarily to prevent bright sunlight and high-energy visible light from damaging or discomforting the eyes. They can sometimes also function as a visual aid, as variously termed spectacles or glasses exist, featuring lenses that are colored, polarized or darkened.

... is any type of artificial elastomer mainly synthesised from petroleum byproducts. An elastomer is a material with the mechanical (or material) property that can undergo much more elastic deformation under stress than most materials and still return to its previous size without permanent deformation.

... is a soft tissue paper product. It is typically sold as a long strip of perforated paper wrapped around a paperboard core, to be stored in a dispenser adjacent to a toilet.

An ... is an electric light which produces light with a filament wire heated to a high temperature by an electric current passing through it, until it glows. The hot filament is protected from oxidation with a glass or quartz bulb that is filled with inert gas or evacuated.

A ... is a phone that can make and receive telephone calls over a radio link while moving around a wide geographic area. It does so by connecting to a cellular network provided by a mobile phone operator, allowing access to the public telephone network.

The ... is a global system of interconnected computer networks that links several billion devices worldwide. It is a *network of networks* that consists of millions of private, public, academic, business, and government networks, of local to global scope, that are linked by a broad array of electronic, wireless, and optical networking technologies.

An ... is a wheeled motor vehicle used for transporting passengers, which also carries its own engine or motor.

... is an encoding format for digital audio which uses a form of lossy data compression. It is a common audio format for consumer audio streaming or storage, as well as a de facto standard of digital audio compression for the transfer and playback of music on most digital audio players.

... is water into which carbon dioxide gas under pressure has been dissolved.

An ... is a type of vertical transport equipment that efficiently moves people or goods between floors of a building, vessel, or other structure. Elevators are generally powered by electric motors that either drive traction cables or counterweight systems like a hoist, or pump hydraulic fluid to raise a cylindrical piston like a jack.

VII. Quiz: Science and technology.

1. All radioactivity is man-made. Is this statement true or false?
2. Electrons are smaller than atoms. Is this statement true or false?
3. Lasers work by focusing sound waves. Is this statement true or false?
4. The continents on which we live have been moving their location for millions of years and will continue to move in the future. Is this statement true or false?
5. Which one of the following types of solar radiation does sunscreen protect the skin from? (X-rays, Infrared, Ultraviolet, Microwaves)

6. Does nanotechnology deal with things that are extremely... (small. large, cold, hot).

7. Which gas makes up most of the Earth's atmosphere? (hydrogen, nitrogen, carbon dioxide, oxygen).

8. What is the main function of red blood cells? (Fight disease in the body, Carry oxygen to all parts of the body, Help the blood to clot).

9. Which of these is a major concern about the overuse of antibiotics? (It can lead to antibiotic-resistant bacteria. Antibiotics are very expensive. People will become addicted to antibiotics).

10. Which is an example of a chemical reaction? (Water boiling, Sugar dissolving, Nails rusting).

11. Which is the better way to determine whether a new drug is effective in treating a disease? If a scientist has a group of 1,000 volunteers with the disease to study, should she... (Give the drug to all of them and see how many get better. Give the drug to half of them but not to the other half, and compare how many in each group get better).

12. What gas do most scientists believe causes temperatures in the atmosphere to rise? (Carbon dioxide, Hydrogen, helium, radon).

13. Which natural resource is extracted in a process known as "fracking"? (Coal, Diamonds, Natural gas, Silicon).

UNIT VI: MANAGEMENT

I. Key vocabulary to the unit:

affair	n	дело, занятие
competent	a	знающий; отвечающий требованиям
define <i>syn.</i> characterize	v	определять, характеризовать
value <i>syn.</i> value, estimate	v	оценивать
firm	a	непоколебимый, непреклонный, решительный
foreman	n	мастер; бригадир, начальник цеха
implement <i>syn.</i> accomplish, carry out, enforce		выполнять, осуществлять

influence	v,n	влиять; влияние, воздействие
innovate <i>syn.</i> improve		вводить новшества, рационализировать
operate	v	работать; управлять; разрабатывать
persuade	v	убеждать, склонить (к чему-л.)
responsibility	n	ответственность, обязательство
skill	n	мастерство, умение; квалификация
staff <i>syn.</i> personnel	v,n	укомплектовывать штаты, набирать кадры; штат, персонал, сотрудники, кадры
success	n	удача, успех, благоприятный исход
supervise	v	смотреть, наблюдать за
to be fit	v	подходить, соответствовать

II. Read and translate international words into Russian:
 personnel, company, president, vice president, alternative, potential,
 analyze, problem, function, plan, organize, control, element, business,
 productive, motivation, leader, communication, innovation, criticism,
 colleague, project, document, physical, loyalty, factor, associate.

III. Translate into Russian. Mind suffixes:

to operate – operation – operator, to innovate – innovation –
 innovator, to estimate – estimation – estimator, to supervise –
 supervision – supervisor, to characterize – characteristic – character.

IV. Read, translate and memorize the following word-combinations:

the right to make decisions, to influence company's affairs, the most
 important responsibility of a manager, a skill of choosing from
 alternatives, to define and analyze the problem, to evaluate solutions,
 to implement the chosen approach, staffing and innovating, to have
 management skills, to be the key to business success.

V. Read the text and do the tasks given below.

Management

Management is the art of getting things done through other people. It includes the personnel who have the right to make decisions that influence company's affairs.

There are three management levels: top management, middle management and operating management. Top management includes the president, vice presidents, and the general manager. Middle management includes department managers and plant managers. Operating management includes supervisors, foremen, etc.

The most important responsibility of any manager is decision-making. Successful management is a skill of choosing from alternatives.

Decision-makings are divided into: recognizing the problem, defining and analyzing the problem, evaluating alternative solutions, choosing the most favorable solution and implementing the approach chosen.

Management functions are planning, organizing, directing, controlling, staffing and innovating. It should be noted that successful management is based on three basic elements: leadership, motivation and communication.

To operate a successful business one should have management skills because effective management is the key to business success.

VI. Match the questions in A with the answers in B.

A

1) Whom does top management include?

2) What managers does middle management include?

3) What specialists does operating management include?

4) What steps is decision-

B

a) Planning, organizing, directing, controlling, staffing and innovating.

b) Department managers and plant managers.

c) Supervisors, foremen, etc.

d) Recognizing the problem,

making divided into?

choosing the most favorable solution.

5) What are the management functions?

e) The president, vice presidents and the general manager.

VII. Match the two parts of the sentences choosing the right answer.

- | | |
|---------------------------------------|------------------------------|
| 1) Top management includes... | a) department managers. |
| 2) Middle management includes... | b) a general manager. |
| 3) Decision-making is divided into... | c) supervisors. |
| 4.) Management functions are.... | d) planning and controlling. |

VIII. What do you think a good manager should be like? Study the information given below and express your opinion. Argue if you don't agree.

Use the following:

Yes

No

I quite agree with you.

I can't agree with you.

I certainly agree with you.

I'm afraid you are wrong.

That's it.

I don't think so.

Qualities of a good manager:

1. A good manager should be competent.
2. A good manager should be able to deal with people, to talk to them about their jobs, problems, their future.
3. A good manager should be adaptable to the situation.
4. A good manager is one who can persuade people that his way is right. It is necessary to make people accept his decisions and follow his leadership.
5. A good manager should be firm with his people. That's how they will come to respect him.

6. A good manager should be physically fit. Only mentally competent and physically fit can survive.

IX. Discuss with your group mates.

Are you going to be a manager? Why? Give your arguments.

X. Pass the “Career Quiz” and find out if you will become a good manager.

Career Quiz: Will you become a good manager?

1. Can you be depended upon by your friends / colleagues?	a) Yes b) Most of the times c) No
2. Before you take up a project, you organize all the schedules.	a) Yes b) Not always c) Rarely if ever
3. Do you misplace important documents?	a) On no account b) Sometimes c) Yes
4. You answer your e-mails promptly.	a) Yes b) Most of the times. c) Rarely
5. You measure your words before you speak.	a) Yes b) Sometimes c) No
6. Do you think your time management is proper?	a) Yes b) Sometimes c) No
7. Do you have high self-estimation?	a) Yes b) I am trying to develop c) No

Your results:

More (a): You have the potential to be a good manager. You have good organizational abilities and can be independent.

More (b): With little effort, you can become a good manager. Try to make more efforts and improve yourself with feedback (обратная связь) of friends and colleagues.

More (c): You may not have all the qualities to be a good manager but everything can be learned. Why not find out more about your shortcomings (недостатки) and get rid of them?

XI. Fill in the blanks and try to speak about management.

1. Management is the art of
2. ... the personnel who have the right to
3. There are three ... levels: ..., ...,
4. Top management includes.... .
5. ... includes department managers and plant managers.
6. Operating management
7. The most important responsibility of any manager is
8. ... are divided into: ..., ..., ...,
9. Management functions are
10. Successful management is based on three basic elements: ..., ...,
11. So to operate a successful business one should have ... because effective management is

XII. Now look through the text “Five ways to help you become a better manager” and give its short summary using phrases at page 47.

Five ways to help you become a better manager

It's often said that good managers are born rather than made, but that's not actually true. Management skills can be learned. If you've recently moved into a management position, or you simply want to improve your management skills, take heart (мужайтесь). Here are five quick ways to help you become a better manager, for (ради) your own sake and that of the employees you oversee.



Use the personal approach. Remember that the employees you oversee are people first, not simply employees will help you tremendously (чрезвычайно) as you manage them on a daily basis. Each person will have unique likes

and dislikes, personalities and even quirks (причуды) that make them who they are. Getting to know them individually, treating them with respect, and as you would want to be treated will help you be a better manager whatever your level of experience.

Learn to criticize without being critical. There is a fine line between constructive criticism and a critical attitude (отношение). Learning to tell employees when they've done something wrong without insulting them is important for any manager. It's necessary to tell employees when they've missed the mark, but it can be done kindly and politely without name calling or yelling. Learning to manage well includes learning to correct others properly and respectfully.

Be open and available to your employees. Your employees need your guidance, assistance and direction as their manager. Offer them help if they need it, allow them to come to you with questions, ideas and complaints, and your personnel management skills will improve dramatically.

Encourage employees to improve themselves. Offer your subordinates (подчиненные) the opportunity for training that will help them in their jobs as well as in their personal lives. Allow time for them to take online classes that will give them new skills they need. Create a comfortable office environment where they feel at ease (чувствовать себя в своей тарелке) and have a desire to spend time and you'll be rewarded with happier employees who are much more productive and effective.

At the same time, continue your own education by taking online management courses, leadership workshops, interpersonal relationship seminars and other e-Learning classes (электронное обучение) that can help you learn and grow as a manager. Letting employees see that

your further education is important will help them value the opportunity to do so as well.

Give employees something to work toward. Letting employees know that there are rewards and incentives for a job well done will make your job as a manager much easier. Do your best (постарайтесь) to promote from within and encourage workers to strive for promotion. Offer added authority and responsibility to those who do a good job. Reward loyalty and recognize achievement. All of these factors will go far in helping to ensure your people do their best for the company, and for you.

Management skills may not come naturally to everyone, but almost anyone can learn to be a better manager. Strive to improve your skills, continually add to your knowledge and you'll develop the resources needed to help people do their best work while enjoying your own work more fully.

From www.coursepark.com

XIII. Do you consider Steve Jobs to be successful in business? Why?

Note: Steven Paul “Steve” Jobs was an American entrepreneur, marketer, and inventor, the cofounder and chairman (соучредитель, председатель), and CEO of Apple Inc.



Now, click here and watch a video “Steve Jobs explains the rules for success”

www.youtube.com/watch?v=KuNQgln6TL0

While watching try to understand as much as possible and find the answer to the question: What qualities should you have to be successful?

(Answer: love, passion, fun)

UNIT VII: QUALITY MANAGEMENT

I. Key vocabulary to the unit:

achieve	v	достигать, выполнять
aim <i>syn.</i> goal, purpose, objective	n,v	цель, стремиться
apply <i>syn.</i> use, utilize	v	применять, использовать
approach	n	подход, метод
assure	v	обеспечивать, гарантировать
benefit	n	выгода, польза
exist	v	существовать, жить
complete <i>syn.</i> finish	v	заканчивать, завершать
concept	n	понятие, идея
confidence	n	доверие
customer	n	покупатель, заказчик, клиент
effort	n	усилие, попытка
embed	v	лежать, заключаться
emerge	v	появляться, возникать
emphasize	v	делать ударение, подчеркивать
ensure <i>syn.</i> assure, (guarantee, insure)	v	гарантировать, обеспечивать
evolve	v	развиваться
goods	n	товары
improve	v	улучшать, совершенствовать
involve <i>syn.</i> include, comprise	v	включать, вовлекать
long-term	a	долгосрочный
maintain	v	поддерживать, сохранять
manufacture <i>syn.</i> make, produce, develop	v	вырабатывать, производить, изготавливать
meet the demand (requirement)		удовлетворять требованию
outcome	n	результат, исход, выпуск продукции
output	n	выпуск, выработка, добыча
oversee	v	наблюдать

participate <i>syn.</i> take	v	участвовать, принимать участие
part in		
reliability	n	надежность
shareholder	v	акционер, держатель акций

II. Read, translate and memorize the following word-combinations:

the concept of quality as we think of it; to emerge out of the Industrial Revolution; mass production brought huge teams of people together to work; to recognize the limitations of the methods; to oversee the quality of production and rectifying of errors; the responsibility of; an application of statistical control; to see as many changes as; to achieve a status of.

III. Translate into Russian. Mind the suffixes:

application, assurance, existence, completion, ensurance, improvement, involvement, maintainance, participation, limitation.

IV. Translate into Russian. Mind Participle I and Participle II: goods made from start to finish by the same person or a team of people; the limitations of the methods being used in mass production; the varying quality of output; the managerial process associated with the quality function; introduced during the second half of the 20th century; a status of a recognized profession.

V. Read the text given below and answer the following questions:

1. When did the concept of quality emerge?
2. Who tried (пытался) to improve industrial efficiency?
3. What was W. Edwards Deming famous for?
4. When was Quality introduced as a profession?
5. Quality has achieved a status as a recognized profession, hasn't it?

Concept of quality – historical background

The concept of quality, as we think of it now, first emerged out of the Industrial Revolution. Previously goods had been made from start to finish by the same person or team of people to meet “quality criteria”. Mass production brought huge teams of people together to work on specific stages of production where one person would not necessarily complete a product from start to finish. In the late 1800s pioneers such as Frederick Winslow Taylor and Henry Ford recognized the limitations of the methods being used in mass production at the time and the subsequent (последующий) varying quality of output. Taylor established Quality Departments to oversee the quality of production and rectifying (очищать) of errors (ошибки), and Ford emphasized standardization of design and component standards to ensure a standard product was produced. Management of quality was the responsibility of the Quality department and was implemented by Inspection of product output to “catch” defects.

Application of statistical control came later as a result of World War production methods (методы эксплуатации). Quality management systems are the outgrowth (вырост) of work done by W. Edwards Deming, a statistician, after whom the Deming Prize for quality is named.

Quality, as a profession and the managerial process associated with the quality function, was introduced during the second half of the 20th century, and has evolved since then. Over this period, few other disciplines have seen as many changes as the quality profession.

The quality profession grew from simple control to engineering and to systems engineering. Quality control activities were predominant in the 1940s, 1950s and 1960s. The 1970s were an era of quality engineering and the 1990s saw quality systems as an emerging field. Like medicine, accounting (бухучёт), and engineering, quality has achieved status as a recognized profession.

VI. Translate the given abstract in written form within 15 minutes. Remember the terms: *quality control*, *quality assurance*, *quality improvement*.

Quality terms

There are three main Quality terms: Quality Control, Quality Improvement and Quality Assurance.

Quality Control is the ongoing (постоянный) effort to maintain the integrity of a process to maintain the reliability of achieving an outcome.

Quality Improvement is the purposeful change of a process to improve the reliability of achieving an outcome.

Quality Assurance is the planned or systematic actions necessary to provide enough confidence that a product or service will satisfy the given requirements for quality.

VII. Read the text “Total Quality Management” and answer the following questions:

1. What is Total Quality Management?
2. What steps does management include?
3. Is the origin of the expression “Total Quality Management” clear?
4. When did the expression “Total Quality Management” come to existence?

Total Quality Management (TQM)

Total Quality Management (TQM) is a business management strategy aimed at embedding awareness (информированность) of quality in all organizational processes. TQM has been widely used in manufacturing, education, call centers, government, and service industries, as well as NASA space and science programs.

When used together as a phrase, the three words in this expression have the following meanings:

Total: involving the entire organization, supply chain, and / or product life cycle;

Quality: with its usual definitions;

Management: the system of managing with steps like Plan, Organize, Control, Lead, Staff, Provisioning (снабжение) and organizing.

As defined by the International Organization for Standardization (ISO) “TQM is a management approach for an organization, centered on quality, based on the participation of all its members and aiming at

long-term success through customer satisfaction, and benefits to all members of the organization and to society”. (ISO 8402:1994)

So, by a comprehensive (всесторонний) definition Total Quality Management is the organization-wide management of quality. Management consists of planning, organizing, directing, control and assurance. Total quality is called total because it consists of two qualities: quality of return (оборот; доход, прибыль) to satisfy the needs of the shareholders (акционер), and quality of products.

The origin of the expression Total Quality Management is unclear. But “Total Quality Control” was the key concept of Armand Feigenbaum’s book, “Quality Control: Principles, Practice, and Administration”, 1951. The expression Total Quality Management came to existence in the 1980s.

VIII. Change the form of the word so that it could be filled in the blank space in the sentence.

express

1. The origin of the ... Total Quality Management is unclear.

manage

2. Total Quality Management (TQM) is a business ... strategy.

manufacture

3. TQM has been widely used in ..., education, call centers, government and service industries, etc.

follow

4. When used together as a phrase, this expression has the ... meanings.

rebuild

5. Japan decided to make quality improvement a national idea as part of ... their economy.

initiate

6. A number of highly successful quality ... have been invented by the Japanese.

limit

7. One of the ... of the craft approach was that relatively few goods could be produced.

IX. Now, click here and watch a video “Total Quality Management” <http://www.youtube.com/watch?v=OSA1q107IYg>

While watching make notes and try to understand what TQM is and what in the heart of TQM is.