

Министерство образования и науки Российской Федерации

ФЕДЕРАЛЬНОЕ ГОСУДАРСТВЕННОЕ БЮДЖЕТНОЕ ОБРАЗОВАТЕЛЬНОЕ УЧРЕЖДЕНИЕ ВЫСШЕГО ОБРАЗОВАНИЯ

**«Санкт-Петербургский государственный университет
промышленных технологий и дизайна»**

АНГЛИЙСКИЙ ЯЗЫК

ОБУЧЕНИЕ В 3-м СЕМЕСТРЕ

Утверждено

Редакционно-издательским советом
университета в качестве учебного пособия

Санкт-Петербург
2018

УДК 811.111(075.8)
ББК 81.432.1я73

A64

Рецензенты:

доцент Санкт-Петербургского государственного университета промышленных технологий и дизайна *А. А. Родичева*;

кандидат филологических наук, доцент
Российского Государственного Педагогического Университета им. А. И. Герцена
Н. Б. Ершова

Английский язык: обучение в 3-м семестре / А. В. Коханова [и др.]–
А64 СПб.: ФГБОУВО «СПбГУПТД», 2018. – 288 с.
ISBN 978-5-7937-1595-9

Цель данного пособия - дать основные рекомендации по изучению программного материала курса английского языка в Санкт-Петербургском государственном университете промышленных технологий и дизайна.

Пособие предназначено для обучающихся второго курса заочной формы обучения, осваивающих образовательные программы бакалавриата всех направлений подготовки.

Данное пособие включает материалы для аудиторных занятий по дисциплине «Иностранный язык» для бакалавров второго курса заочного отделения, контрольные работы и краткие справочные материалы по грамматике английского языка. Кроме того, в пособие включены тексты для дополнительного чтения и материалы для самостоятельной работы студентов.

УДК 811.111(075.8)
ББК 81.432.1я73

© ФГБОУВО «СПбГУПТД», 2018
© Коханова А. В., 2018
© Вербин А. А., 2018
© Дедик О. П., 2018
© Катан Л. М., 2018
© Кайшева К.В., 2018
© Климов Е. А., 2018
© Климова С. В., 2018
© Львова А. Ф., 2018
© Марницына Е. С., 2018
© Михальчук Е. П., 2018
© Сеницына В. И., 2018
© Украинский В. А., 2018
© Чахоян А. О., 2018

ISBN 978-5-7937-1595-9

Оглавление

Введение.....	6
Вводные замечания.....	7
Раздел 1. Материалы для аудиторной работы в третьем семестре	
Тексты и задания для работы по Модулю 5.....	10
Тексты и задания для работы по Модулю 6.....	12
Тексты и задания для работы по Модулям 7-8 для направлений подготовки:	
18.03.01 «Химическая технология» и	
20.03.01 «Техносферная безопасность»	16
38.03.01 «Экономика» и	
38.03.02 «Менеджмент»	17
42.03.01 «Реклама и связи с общественностью».....	19
43.03.02 «Туризм»	20
29.03.02 «Технологии и проектирование текстильных изделий» и	
29.03.05 «Конструирование изделий легкой промышленности».....	21
29.03.01 «Технология изделий легкой промышленности»	23
50.03.04 «Теория и история искусств»	24
29.03.04 «Технология художественной обработки материалов».....	25
09.03.03 «Прикладная информатика»,	
15.03.02 «Технологические машины и оборудование» и	
15.03.04 «Автоматизация технологических процессов и производств».....	27
39.03.02 «Социальная работа»	28
46.03.02 «Документоведение и архивоведение»	29
44.03.04 Профессиональное обучение по отраслям (все профили подготовки)...	31
Раздел 2. Грамматический справочник по темам третьего семестра.....	32
Таблица неправильных глаголов.....	44
Раздел 3. Контрольная работа № 3	
Пояснения к выполнению контрольной работы № 3.....	51
Образец выполнения контрольной работы № 3.....	53
Контрольная работа № 3 (4 варианта).....	60
18.03.01 «Химическая технология» и	
20.03.01 «Техносферная безопасность»	
Вариант 1.....	60
Вариант 2	64
Вариант 3	68
Вариант 4	72
38.03.01 «Экономика» и 38.03.02 «Менеджмент»	
Вариант 1	76
Вариант 2	80
Вариант 3	84
Вариант 4	87
42.03.01 «Реклама и связи с общественностью»	
Вариант 1	91
Вариант 2	95
Вариант 3	98

Вариант 4	102
43.03.02 «Туризм»	
Вариант 1	106
Вариант 2	110
Вариант 3	113
Вариант 4	117
29.03.02 «Технологии и проектирование текстильных изделий» и	
29.03.05 «Конструирование изделий легкой промышленности»	
Вариант 1	121
Вариант 2	124
Вариант 3	128
Вариант 4	132
29.03.01 «Технология изделий легкой промышленности»	
Вариант 1	135
Вариант 2	139
Вариант 3	142
Вариант 4	146
50.03.04 «Теория и история искусств»	
Вариант 1	149
Вариант 2	153
Вариант 3	157
Вариант 4	160
29.03.04 «Технология художественной обработки материалов»	
Вариант 1	164
Вариант 2	167
Вариант 3	170
Вариант 4	174
09.03.03 «Прикладная информатика,	
15.03.02 «Технологические машины и оборудование» и	
15.03.04 «Автоматизация технологических процессов и производств»...	
Вариант 1	178
Вариант 2	181
Вариант 3	185
Вариант 4	188
39.03.02 «Социальная работа»	
Вариант 1	192
Вариант 2	195
Вариант 3	199
Вариант 4	203
46.03.02 «Документоведение и архивоведение»	
Вариант 1	206
Вариант 2	210
Вариант 3	213
Вариант 4	217
44.03.04 Профессиональное обучение по отраслям (все профили подготовки)	
Вариант 1	221

Вариант 2	224
Вариант 3	228
Вариант 4	232
Раздел 4. Материалы для самостоятельной работы студентов по направлениям:	
18.03.01 «Химическая технология» и	
20.03.01 «Техносферная безопасность»	236
38.03.01 «Экономика» и 38.03.02 «Менеджмент»	242
42.03.01 «Реклама и связи с общественностью»	244
43.03.02 «Туризм»	253
29.03.02 «Технологии и проектирование текстильных изделий» и	
29.03.05 «Конструирование изделий легкой промышленности».....	258
29.03.01 «Технология изделий легкой промышленности»	264
50.03.04 «Теория и история искусств»	266
29.03.04 «Технология художественной обработки материалов»	269
09.03.03 «Прикладная информатика»	
15.03.02 «Технологические машины и оборудование» и	
15.03.04 «Автоматизация технологических процессов и производств».....	272
39.03.02 «Социальная работа»	274
46.03.02 «Документоведение и архивоведение»	276
44.03.04 Профессиональное обучение по отраслям (все профили подготовки).....	278

Введение

Данное учебное пособие предназначено для студентов 2-го курса заочного отделения всех направлений подготовки.

Цель данного пособия – представить учебные материалы по английскому языку, изучаемые в соответствии с программой третьего семестра СПбГУПТД, и объяснить студентам правила выполнения контрольных работ.

Используемый материал заимствован из оригинальной литературы и интернет-сайтов на английском языке. В пособии затронуты такие темы, как «Проблемы современного мира», «Информационные технологии XXI века», «Международные контакты в профессиональной сфере». Тексты подобраны таким образом, чтобы дать возможность последовательного повторения лексических тем и основного грамматического материала. Кроме того представлен материал, затрагивающий этику делового общения, что позволяет улучшить навыки составления деловой корреспонденции.

Пособие составлено с учетом специфики заочного обучения и значительное место в нем отводится материалам для самостоятельного изучения.

Пособие имеет следующую структуру: Введение, 4 раздела, включающие в себя материалы для изучения в третьем семестре, а именно: материалы для аудиторной работы в третьем семестре, грамматический справочник, контрольная работа № 3 и образец ее выполнения, а также дополнительные материалы для самостоятельного изучения.

Данное учебное пособие основано на материалах, заимствованных из аутентичных англоязычных источников и специализированной литературы последних лет, а также интернет-сайтов. Все материалы соответствуют ФГОС 3, поэтому издание будет способствовать развитию необходимых профессиональных компетенций и навыков у учащихся в чтении, говорении и письме.

Раздел 1. Материалы для аудиторной и самостоятельной работы в третьем семестре, варианты заданий для контрольных работ третьего семестра

Вводные замечания

Процесс обучения в высшей образовательной организации базируется на основе умений и навыков, приобретенных ранее. Большая часть языкового материала при заочной форме обучения прорабатывается слушателями в процессе самостоятельной работы.

Настоящее пособие поможет студенту в самостоятельной работе по развитию практических навыков работы с аутентичным текстом, усвоению нового грамматического материала, расширению словарного запаса.

В данном разделе студентам предлагается освоить программный материал третьего семестра, который включает изучение грамматических и лексических тем Модулей 5, 6, 7 и 8.

Грамматические темы раздела:

Неличные формы глагола:

- инфинитив
- герундий

Сложносочиненные и сложноподчиненные предложения

Лексические темы Модулей 5-8:

Модуль 5. Глобальные проблемы человечества. (Проблемы современного мира. Информационные технологии XXI века.)

Модуль 6. Международные контакты в профессиональной сфере. (Этика делового общения. Деловая корреспонденция)

Модуль 7-8. Сферы деятельности в профессиональной области. Выдающиеся личности в профессиональной области.

Ниже даны некоторые краткие рекомендации по работе с аутентичным текстом.

Именно этот аспект речевой деятельности - умение получать информацию из иноязычного источника - является одной из главных целевых установок обучения иностранному языку. Поиск информации в огромном потоке литературы требует от специалиста владения навыками чтения. Понимание иностранного текста достигается при осуществлении в основном двух видов чтения: ознакомительного (чтение текстов с извлечением основного содержания) и изучающего (чтение с извлечением полной информации из текста). Навыки владения этими видами чтения проверяются в текстовых заданиях контрольных работ и во время сдачи зачета.

Ознакомительное чтение текста - чтение с охватом основного содержания складывается из умений:

- догадываться о значении незнакомых слов на основе словообразовательных признаков и контекста;

- видеть интернациональные слова и устанавливать их значение;
- игнорировать незнакомые слова, не являющиеся важными для понимания основного содержания текста;
- распознавать связующие слова-ориентиры, выражающие логические отношения между предложениями и абзацами, и указывающие на последовательность развития темы;
- находить знакомые грамматические формы и конструкции и устанавливать их эквиваленты в русском языке;
- применять знания по специальным предметам в качестве основы смысловой и языковой догадки и др.

Полное понимание текста осуществляется путем *изучающего чтения*. Данный вид чтения предполагает умение проводить лексико-грамматический анализ текста. Итогом изучающего чтения является точный перевод текста на русский язык. Этот вид работы развивает навыки адекватного перевода текста с использованием общих и специальных словарей, при этом необходимо помнить, что перевод - это передача смыслового содержания на одном языке средствами другого. Стремясь выразить средствами русского языка форму и содержание оригинала, можно отступить от точного соответствия отдельных слов, предлагаемого словарем. Смысловая структура слова, т.е. перечень всех его словарных значений, не исчерпывает возможностей заложенных в слове. Некоторые оттенки значений слова выступают только в соответствующем контексте.

За аудиторной работой с преподавателем над различными аспектами речевой деятельности на иностранном языке следует самостоятельная подготовка студента по пройденным темам и выполнение письменных контрольных работ, которые являются одним из видов проверки качества знаний студентов. Целью выполнения контрольных заданий является самостоятельное приобретение и углубление знаний студентами в области грамматики английского языка, лексики по заданной тематике, развитие умений и навыков письменного перевода текста. Подробные рекомендации по выполнению контрольных работ даны на с. 51-61 данного пособия.

Кроме выполнения контрольных заданий, программа курса английского языка включает самостоятельное чтение. Это предполагает, что кроме текста своего варианта контрольной работы студент должен также уметь перевести тексты остальных вариантов данного контрольного задания и текстов из раздела «Материалы для самостоятельной работы студентов». Проверка знания этих текстов осуществляется на занятиях во время экзаменационной сессии.

Итогом работы в третьем семестре является экзамен по английскому языку, который проводится в соответствии с учебными планами университета и требованиями рабочей программы по дисциплине. На экзамене проверяются умения и навыки чтения и перевода текста, практическое знание грамматики и объем словарного запаса студента по изученным темам текущего семестра, умение составить грамотное монологическое высказывание на заданную

тему. Степень подготовленности студента к экзамену зависят от того, насколько внимательно, равномерно и систематически он изучал учебный материал на протяжении семестра. В процессе подготовки к экзамену рекомендуется: а) просмотреть материалы контрольных работ; б) повторить соответствующие разделы грамматики; в) проделать выборочно отдельные упражнения для самопроверки; г) повторно прочитать и перевести наиболее трудные тексты; д) просмотреть задания других вариантов тех же контрольных заданий; е) проработать тексты, предложенные в разделе 4 «Материалы для самостоятельной работы студентов». Только правильная организация самостоятельной работы, систематическая работа на практических занятиях могут облегчить изучение дисциплины «Иностранный язык» и обеспечить успешное ее усвоение.

Материалы для аудиторной работы в третьем семестре

Тексты и задания для работы по Модулю 5

Текст 1

1. Прочитайте и устно переведите текст, абзацы 1, 2 перепишите и переведите письменно:

SPECIES EXTINCTION

1. Human beings are currently causing the greatest mass extinction of species since the extinction of the dinosaurs 65 million years ago at rates 1000 to 10,000 times faster than normal. The 2012 update of the IUCN Red List of Threatened Species shows that of the 63,837 species examined worldwide, nearly a third is threatened with extinction. If present trends continue, scientists warn that within a few decades, at least half of all plant and animal species on Earth will be extinct, as a result of climate change, habitat loss, pollution, acidifying oceans, invasive species, over-exploitation of natural resources, overfishing, poaching and human overpopulation. Human overpopulation has been dominating planetary physical, chemical, and biological conditions and limits, with 50% of its land mass being transformed for human use. Compared to the natural background rate of one extinction per million species per year, we are now losing 30,000 species per year, or three species per hour, which is faster than new species can evolve.

2. The review, published in the journal Conservation Biology, highlights destruction and degradation of ecosystems as the main threat. Invasive animals and plants have devastated native species on many Pacific islands. The impact of invasive species is often compounded by pollution.

3. More than 2,500 invasive plant species have colonised Australia and New Zealand, competing for sunlight and nutrients. Many have been introduced by governments, horticulturists and hunters.

4. The report sets out a raft of recommendations to slow the decline by introducing laws to limit land clearing, logging and mining; restricting deliberate introduction of invasive species; reducing carbon emissions and pollution; and limiting fisheries.

2. Соедините слово и определение

1. species	a. illegal hunting or capturing of protected wild animals
2. extinction	b. a class of individuals having some common characteristics or qualities
3. nutrient	c. the act of sending out gas, heat, radiation, etc.
4. emission	d. a substance that that plants or animals need to live and grow
5. poaching	e. the act of ending the existence of a plant or animal

3. Прочитайте текст еще раз и вставьте подходящие по смыслу слова из текста.

1. Scientists warn that many plant and animal species on Earth will be
2. The main threat is degradation of
3. Scientists recommend to slow the decline by introducing to limit land clearing, logging and mining.
4. If we reduce carbon and pollution, it will help the planet.
5. Species are being threatened by habitat loss and degradation, species, climate change, over-exploitation, pollution and wildlife disease.

4. Найдите в тексте соответствия.

Природные ресурсы

Браконьерство

Угроза

Агрессивные виды

Садовод

Текст 2

DEPLETION OF NATURAL RESOURCES

1. Прочитайте и устно переведите текст, абзацы 1, 2 перепишите и переведите письменно:

1. Despite massive landscapes and endless blue, our planet is limited in its resources and capabilities to support its inhabitants. According to the Global Footprint Network, "Humanity uses the equivalent of 1.5 planets to provide the resources we use and absorb our waste. This means it now takes the Earth one year and six months to regenerate what we use in a year. Turning resources into waste faster than waste can be turned back into resources puts us in global ecological overshoot, depleting the very resources on which human life and biodiversity depend."

2. All over the world we are witnessing the effects of using more resources than the Earth can provide in the form of diminishing forest cover, disappearing coral reefs, collapsing fisheries, biodiversity decline, increasing greenhouse gases, depleting fresh water systems, acidifying oceans, disease, famine, mass migrations, depleting arable land, resource conflicts and wars, just to name some of the more noticeable effects. Scientists concluded that, the structure of the world's ecosystems changed more rapidly in the second half of the twentieth century than at any time in recorded human history, and virtually all of Earth's ecosystems have now been significantly transformed through human actions.

3. Traditionally, when faced with the challenge of resource depletion, countries and industries would simply focus their needs elsewhere, but those who can no longer afford or discover such trajectories, such as the fishing and oil industry, are left to cope with limited resources or pursue unconventional methods, which can create a disproportionate impact on the poor,

and the ones that can be finding that even the furthest and deepest corners of the Earth are being exploited, leaving fewer and fewer resources for future generations. The only true, long-term solution to resource depletion is pursuing and measuring sustainability.

2. Соедините слово и определение

1. inhabitant	a. a marked effect or influence
2. famine	b. a person or animal that lives in a particular place
3. sustainability	c. a situation in which there is not enough food for a great number of people
4. biodiversity	d. the property of biological systems to remain diverse and productive indefinitely
5. impact	e. the variety of plant and animal life in the world or in a particular habitat

3. Прочитайте текст еще раз и вставьте подходящие по смыслу слова из текста.

1. The Earth is limited in its to support its inhabitants.
2. We turn our resources into faster than waste can be turned back into resources.
3. World's changed quickly in the second half of the twentieth century.
4. Resource depletion create a disproportionate on people.
5. Unconventional methods leave fewer and fewer for future generations.

4. Найдите в тексте соответствия.

- Истощение ресурсов
- Истощение пахотных земель
- Справиться с чем-либо
- Влияние
- Будущие поколения

Тексты и задания для работы по Модюлю 6

1. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Подчеркните вставленные слова.

Sincerely / collaborating with / position / BA / experience / interview

MARY J. SAMPSON
32 Lindon Str.
Sometown, NY 55

August 10, 2017

Mr. Michael Preston

Human Resources Director
ABC Corporation
55 Madison Ave.
Sometown, NY 46

Dear Mr. Preston,

I am very interested in the graphic designer posted on Monster, and hope to have the chance to interview for this exciting opportunity.

My background includes corporate, agency and freelance graphic design..... . I have worked on nationwide and international marketing, advertising, product launch and image campaigns for global brands and companies, including DEF Co, GHI Co, JKL Co, as well as a host of startup and mid-size businesses.

I am backed by a in graphic design and proficiencies in Adobe Creative Suite, HTML, HTML5, CSS, WordPress and a range of other design, video, web, wireframe and multimedia software.

I enjoy clients, creative teams and production professionals to deliver design solutions propelling web traffic, social media engagement, response rates and customer-acquisition results.

You may visit my portfolio at Portfolio URL to see examples of my work, and call me at (535) 545-1586 to set up an Thank you.

.....,
Mary J. Sampson

2. Выберите правильный ответ.

1. The body of a job letter is divided into three sections.
a. application b. business c. CV
2. These sections are the introduction, which details why the applicant is writing; the body, which discusses relevant; and the closing, which thanks the reader and provides contact information and follow-up details.
a. contacts b. qualifications c. salary
3. It's rare to send an application letter without also sending a
a. company name b. experiences c. resume
4. Include a thank you at the end of your letter. You can also give your
a. contact information b. background c. certification

3. Составьте словосочетания

1. letter of	a. candidate
2. competitive	b. experience
3. work	c. application
4. apply	d. for a job
5. contact	e. information

4. Измените слова, данные в скобках таким образом, чтобы они грамматически и лексически соответствовали содержанию предложения:
 Business etiquette is not just knowing what to discuss during a 1 (busy) dinner or how to address colleagues; it is a way of presenting yourself in such a way that you will be taken seriously. This involves 2 (to demonstrate) that you have the self-control necessary to be good at your job, expressing a 3 (to know) of business situations and having the 5 (able) to make other comfortable around you. Poor business etiquette can cost you the trust of your workers and your customers, and the loss of 6 (value) business opportunities.

Грамматические упражнения

1. Выберите правильный ответ, чтобы условное предложение звучало корректно.

1. If it rains, the boys hockey.
 a. won't play b. wouldn't play c. wouldn't have played
2. Would you go out more often if the weatherbetter?
 a. is b. had been c. were
3. We John if we had known about his problems.
 a. will help b. would help c. would have helped
4. If I you, I would tell him straightaway.
 a. am b. had been c. were
5. If youyellow and blue, you get green.
 a. will mix b. mix c. had mixed

2. Переведите следующие предложения, используя герундий.

1. Она упрекала себя за то, что сказала это.
2. Он уехал, не оставив своего адреса.
3. Они настаивали на том, чтобы вопрос был пересмотрен.
4. Я думал о том, чтобы пригласить Джона с его женой на ужин.
5. Вместо того, чтобы поехать дома, они решили пойти в ресторан.
6. Они любят играть в шахматы.
7. У нас нет оснований говорить это.
8. Я предпочитаю читать классические романы.
9. Я боюсь, как бы не сделать ошибку.
- 10.Я устал спорить с вами.
11. После того как он вернулся домой (после возвращения), он возобновил работу.
- 12.Он продолжал работать, хотя почувствовал себя плохо.
- 13.Этот спектакль стоил того, чтобы его посмотреть.
- 14.Кларк отрицает, что сделал это.
- 15.Энн отрицала, что была замужем за Джоном.
- 16.Я не помню, чтобы когда-нибудь слышал эту легенду.

3. Поставьте частицу to перед инфинитивом где необходимо.

1. I think you ought ... apologize.
2. Make him ... speak louder.
3. Help me ... carry this bag.
4. My son asked me ... let him ... go to the theater.
5. I must ... go to the country.
6. She asked me ... read the letter carefully and ... write an answer.
7. I'll help him ... do it.
8. We have come ... ask whether there is anything we can ... do.
9. You must make him practice an hour a day.
10. I looked for the book everywhere, but couldn't ... find it.

4. Подчеркните и определите инфинитивные обороты в следующих предложениях и переведите их на русский язык.

1. Tell me what you would like me to do. 2. Put on a thicker coat, I don't want you to catch cold. 3. The devaluation of the pound sterling is known to have led to a rise of prices on all goods imported into England. 4. I don't like you to say such words. 5. We knew him to be very brave. 6. A great number of inventions is known to have been suppressed by monopolistic industrial associations in capitalist countries. 7. The opening of the conference is understood to have been fixed for the 15th of December. 8. I like people to tell the truth. 9. He was said to have been travelling about the country a good deal. 10. We noticed him enter the house in silence. 11. They are unlikely to come back soon. 12. I heard her ask him about it. 13. Do you want me to help you? 14. I have never heard him speak French. 15. He ordered the documents to be checked carefully. 16. We know them to be experienced enough to do this work. 17. I'd like you to explain this rule to me once more. 18. This book seems to be very popular with children. 19. This house appears to have been built in the 18th century. 20. I consider him (to be) the best specialist in this field.

5. Переведите на русский предложения, содержащие инфинитив, и определите его функцию.

1. The car was waiting at the door to take them to the station.
2. The plan of our work will be discussed at the meeting to be held on the 25th of May.
3. Give me something to eat.
4. To explain the problem he drew diagrams all over the blackboard.
5. The first question to be considered is whether the offer of the sellers should be accepted.
6. To read much is useful.
7. The lecturer told us to listen to the new theme with great attention.
8. The secretary's duty was to inform the CEO of the arrival of their quests from Germany immediately.
9. To drive a car in a megalopolis is very difficult.

6. Вставьте глаголы в форме инфинитива или герундия.

1. I need for my geometry exam tomorrow. (study)
2. I enjoy with friends. (cook)
3. Liz started..... about her plans for the weekend. (talk)
4. They have decided into a new apartment. (move)
5. They finished the boxes at midnight. (unpack)
6. Are you planning anyone with you on your road trip? (take)
7. The porter offered me with my luggage. (help)
8. We had just begun..... dinner when the first trick-or-treater showed up.
(eat)
9. Please stop so quickly! (drive)
10. Did you remember the door this morning? (lock)

Тексты и задания для работы по Модулям 7 – 8

Для специальностей «Химическая технология» 18.03.01 и «Техносферная безопасность» 20.03.01

1. Прочитайте и устно переведите текст, абзацы 1, 2, 3 перепишите и переведите письменно:

1. Chemistry is a branch of science that studies the composition and properties of matter and the changes it undergoes. Chemistry is far more than a collection of facts and a body of knowledge. It's all about matter, which is anything that has mass and occupies space.

2. Matter is made up of either pure substances or mixtures of pure substances. The change from one substance into another is what chemists call a chemical change, or chemical reaction, and it's a big deal because when it occurs, a brand-new substance is created.

3. The general field of chemistry is so huge that it was originally subdivided into a number of different areas of specialization. But there's now a tremendous amount of overlaps between the different areas of chemistry, just as there is among the various sciences.

Here are the traditional fields of chemistry:

Analytical chemistry which is highly involved in the analysis of substances.

Biochemistry which specializes in living organisms and systems. Biochemists study the chemical reactions that occur at the molecular level of an organism.

Biotechnology which is a relatively new area of science that is the application of biochemistry and biology, when creating or modifying genetic material or organisms for specific purposes. It's used in such areas as cloning and the creation of disease-resistant crops, and it has the potential for eliminating genetic diseases in the future.

Inorganic chemistry which is involved in the study of inorganic compounds such as salts. It includes the study of the structure and properties of these

compounds. It also involves the study of the individual elements of the compounds.

Organic chemistry which is the study of carbon and its compounds.

Physical chemistry which figures out how and why a chemical system behaves as it does. Physical chemists study the physical properties and behavior of matter and try to develop models and theories that describe this behavior.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. Matter is anything that occupies space, possesses mass and can be perceived by our sense organs.
2. A chemical reaction is a process that leads to the transformation of one set of chemical substances to another.
3. There are only few different areas of specialization in chemistry.
4. Inorganic chemistry is used in cloning.
5. Physical chemistry is the study of macroscopic, atomic, subatomic, and particulate phenomena in chemical systems.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. biochemistry/What/study/does?
2. Which field of/specializes/chemistry/living/in/organisms?
3. matter/Is/pure/substances/made up of?
4. Does/inorganic compounds/include/chemistry/the study of?
5. a chemical/reaction/is/ What ?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

химическая реакция	
вещество	
неорганическая химия	
масса	
совершенно новый	

Тексты и задания для работы по Модулям 7 – 8

Для специальностей «Экономика» 38.03.01 и «Менеджмент» 38.03.02

1. Прочитайте и устно переведите весь текст, а абзацы 1, 2, 3 и 4 перепишите и переведите письменно:

TYPES OF BUSINESS ORGANIZATION

1. There are different forms of business organization and ownership. They can be divided into those belonging to the private sector, i.e. in the control of private individuals, and those working in the public sector, i.e. owned by the state. Now in both the public sector and private sector.

2. In the private sector, there are various types of business organization such as sole traders, partnerships, companies, etc.

3. The type of business described as ‘a sole trader’ (or ‘sole proprietor’) is one which is owned, run and controlled by one person. It is the most common form of business operating in the service sector, and is typically a small newsagent’s shop or a tradesman’s business such as plumbing or repairing.

4. Partnership is a form of business organization owned by between two and twenty partners who provide the capital and share the profits. The partner who provides more capital will receive a bigger share of the profits. If otherwise is not specified the profits and losses must be shared equally by the partners. Partnership is the form of business most commonly found in professions such as medicine, dentistry, law, accountancy and professional services such as building.

5. A company is a form of business organization which is owned by its shareholders who appoint the board of directors to control its operation. Funds are raised by shares in the form of small amounts bought by a number of small investors.

6. The public sector is dominated by large nationalized public enterprises. In addition to these nationalized industries, the public sector includes the productive activities of central government departments and local authorities.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. There are two types of business organization in the private sector.
2. A small newsagent’s shop can be given as an example of a sole trader.
3. Private companies cannot sell their shares to the general public.
4. The board of directors is appointed by shareholders.
5. Large public companies play an important role in the public sector.

3. Составьте вопросы к прочитанному тексту из предложенных сегментов предложений

1. there / many/ Are / forms / ownership / of ?
2. mixed / does / What / economy / mean?
3. What / type / business / called / a partnership / of / can / be?
4. many / How / can / own / partnership / a / people?
5. companies / What / dominate / sector / the / public?

4. Ниже даны слова и словосочетания на русском языке. Найдите в тексте их эквиваленты на английском

Слово / словосочетание	Эквивалент
форма собственности	
частный сектор	
государственный сектор	
индивидуальный предприниматель	
акция	

Тексты и задания для работы по Модулям 7-8

Для специальности «Реклама и связи с общественностью» 42.03.01

1. Прочитайте и устно переведите весь текст, а абзацы 2, 3 и 4 перепишите и переведите письменно:

HOW DOES PUBLIC RELATIONS DIFFER FROM ADVERTISING?

1. PR is not a form of advertising and is a much bigger than advertising. This is because PR relates to all the communications of the organization and advertising is mainly limited to the marketing function.

2. Public relations is neither 'free advertising' nor 'unpaid advertising'. There is nothing 'free' about PR: it is time-consuming and time costs money. This money may be represented by either staff salaries or consultancy fees. If a story appears in the news column, its value cannot be counted by advertisement rates for space or time because editorial space and radio or television program time is priceless.

3. Advertising may not be used by an organization, but every organization is involved in public relations. For example, a fire brigade does not advertise fires or even advertise its services, but it does have relations with many publics.

4. Public relations works with everyone and everywhere and advertising is limited to special selling and buying tasks such as promoting goods and services or recruiting staff. Public relations has to do with the total communications of an organization, it is more extensive than advertising. Sometimes PR may use advertising but PR is neither a form of advertising nor a part of advertising.

5. Another difference lies in the finances of the two. There are several ways in which advertising agencies receive their income, but basically the commission system is universal, agencies receiving commission from the media on the space or air time which they buy. The PR consultancy can sell only its time and expertise, and fees are charged according to the work made. Moreover, in advertising most of the budget is spent on media and production costs whereas in PR most of the money is spent to pay staff specialists or consultants.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. Every organization uses advertising of its products.
2. Media and production costs take the most of the budget in advertising.
3. Advertising is not limited to the marketing function.
4. Public relations specialists are divided into many positions.
5. PR relates to all the communications of the organization.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. bigger/ Public/ than/ Relations/ Is/ advertising ?
2. communications/ Does/ organization/ deal/ an/ Public/ the/ total /of/ with/ relations?
3. What/ radio/ or/ the/ television/ and/ space/ time/ price/ of/ is/ editorial/ program?

4. How /receive/ advertising/ income/ do/ agencies/ their?
5. What/ advertising/ the/ are/ functions/ of/?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

редакционная площадь	
требующий много времени	
оплата услуг агентства	
колонка новостей	
тарифы за место или время	

Тексты и задания для работы по Модулям 7-8

Для специальности «Туризм» 43.03.02

- 1. Прочитайте и устно переведите весь текст, а абзацы 2, 3 и 4 перепишите и переведите письменно:**

THE ACADEMY OF ARTS

1. The main façade of the Academy of Arts overlooks the Neva. The building was designed by the architects Alexander Kokorinov and Jean Batist Vallin de la Mothe in 1764. The construction of the building was finished in 1788. It is one of the vivid examples of early Classicism in Russian architecture. Over the entrance there is an inscription in bronze letters ‘To Free Arts. The year of 1765’. It was the first building in classic style in Saint Petersburg. The well-balanced proportions of the main façade are particularly impressive. Now the building houses the Saint Petersburg Repin Institute of Painting, Sculpture and Architecture.

2. The idea of creation of a Russia artistic school belonged to Peter I but it was realized only partially at that time. In 1757, Count Ivan Shuvalov came forward with a project to create the Academy of Fine arts. The Academy of the Three Most Noble Arts (painting, sculpture and architecture) was founded in 1757. The first students graduated from the Academy in 1762.

3. The academy of Arts has played an important role in the development of Russian art. A lot of famous Russian painters and sculptors studied and worked there. At the beginning of the 19th century, the graduates of the Academy of Arts deserved the European recognition.

4. The Uffizzi Gallery ordered the self-portrait of the portrait master Orest Kiprensky. The history artist Karl Bryullov painted the picture “The Last day of Pompei”, which was recognized in Europe. Now this masterpiece is in the collection of the Russian Museum of Saint Petersburg. The marinist Ivan Aivazovsky at the age of 30 became a member of the Academy. Now a lot of his best pictures we can see in the halls of the Russian Museum as well.

5. Such outstanding masters as architects Ivan Starov, Andrey Voronikhin, Andreyan Zakharov; sculptor Mikhail Kozlovsky; painters Alexander Ivanov, Karl

Bryullov, Ilya Repin, Valentin Serov, Vasily Surikov, Ivan Shishkin and others studied and worked there.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. In 1757, Count Ivan Shuvalov came forward with a project to create the Academy of Fine arts.
2. Along the classes and studios the building contains a research museum of the Academy and a reference library.
3. The building was designed by the architects Andrey Voronikhin and Jean Batist Vallin de la Mothe in 1764.
4. It was the second building in classic style in Saint Petersburg.
5. The history artist Karl Bryullov painted the picture “The Last day of Pompei”, which was recognized in Europe.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. finished? / When / of the building / was / the construction
2. does / now? / house / the building / What
3. Ivan Shuvalov / in 1757? / What / do / did
4. Who / of Orest Kiprensky? / ordered / the self-portrait
5. “The Last Day of Pompei” / can we see / Where / the picture

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

Художественная школа

Здание в классическом стиле

Академия была основана в 1757 году

Художник, рисующий на морские сюжеты

Картины можно увидеть в залах Русского музея

Тексты и задания для работы по Модулям 7 - 8

Для специальностей «Технологии и проектирование текстильных изделий» 29.03.02 и «Конструирование изделий легкой промышленности» 29.03.05

1. Прочитайте и устно переведите весь текст, а абзацы 2 и 3 перепишите и переведите письменно:

CHARLES FREDERICK WORTH

1. Born in Bourne, Lincolnshire, England, Charles Frederick Worth made his mark in the French fashion industry. He worked at several prosperous London drapery shops before moving to Paris in 1846. He was hired by Gagelin and Opigez, well-known Parisian drapers. While working in their shop, he married one of the firm's models, Marie Vernet. Marie would model shawls and bonnets for prospective

customers. Worth made a few simple dresses for his wife and customers started to ask for copies of the dresses as well.

2. Worth, by now a junior partner in the firm, urged his partners to expand into dressmaking, but they hesitated to risk their reputation in a business as low-class as dressmaking. Worth found a wealthy Swede, Otto Bobergh, who was opened the dressmaking establishment of Worth and Bobergh in 1858. Worth was soon patronized by the French Empress Eugénie, and after that by many titled, rich, and otherwise notable women. Cora Pearl, the famous demimondaine, and Pauline von Metternich, an Austrian princess and musical patron, were Worth devotees. He also dressed actresses such as Sarah Bernhardt. Many of his customers travelled to Paris from other countries, coming from as far away as New York and Boston.

3. Much of his work is associated with the movement to redefine the female fashionable shape, removing excessive ruffles and frills and using rich fabrics in simple but flattering outlines. He is credited as the first designer to put labels onto the clothing he manufactured. Worth gave his customers luxurious materials and meticulous fit.

4. He was the first of the couturiers, dressmakers considered artists rather than mere artisans.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True), неправильными (False) или искомой информации нет в тексте (Not Stated):

1. Charles Frederick Worth was French.
2. Worth's business partners were happy to expand their business into dressmaking.
3. Charles Frederick Worth used his own wife as a model.
4. Charles Frederick Worth designed clothes for the celebrities of the period.
5. Charles Frederick Worth is considered to be the first haute couturier.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

- 1) to Paris / When / move / did / Charles Frederick Worth?
- 2) Charles Frederick Worth / famous / Did / dress / actresses?
- 3) practice / was / working / his / What?
- 4) Worth / wasn't / was / he / the first / onto the clothing / labels / to put / he manufactured / labels?
- 5) Paris / Where / did / to / moving / work / before / he?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском: языке.

Магазин тканей и фурнитуры

демонстрировать шляпки

рисковать репутацией

удалить лишние оборки и рюши

роскошные материалы и безупречная посадка

Тексты и задания для работы по Модулям 7 – 8

Для специальности «Технология изделий легкой промышленности» 29.03.01

1. Прочитайте и устно переведите весь текст, а абзацы 1, 2 перепишите и переведите письменно:

THE TEXTILE INDUSTRY

1. The textile industry is the industry responsible for taking a raw material like cotton or wool and spinning it into yarn that is later used to create the fabric. All of the processes involved in the converting of the raw material into a finished product, including developing, producing, manufacturing, and distributing textiles are included in the industry.

2. The textile industry utilizes many different types of fabrics but, all of them can be broken down into two major categories, natural and synthetic. Natural fabrics are those that occur naturally from things like animals (sheep, silkworms, alpacas) and plants (cotton and flax). Synthetic fabrics are those that are created in a lab and are man-made. Some examples of synthetic fabrics include rayon, spandex, polyester, and nylon.

3. Up until the industrial revolution, many products in the textile industry were made at home and without the use of machines. But, the creation of machines led to the creation of factories, and soon fabric was mass produced. Some key inventions that led to this boom and development of the textile industry include the flying shuttle which allowed one weaver to use one hand and operate the loom. The Spinning Jenny led to the ability of spinning multiple threads at one time. And then there was the power loom which used steam to power it so that it could combine threads. The cotton gin was a mechanical invention that allowed for a more productive way to separate the cottonseed fabric instead of doing it manually, And, the Jacquard loom which allowed for the creation of designs and patterns on the fabric.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. The converting of the raw material into a finished product is a long process.
2. All fabrics can be divided into two types, natural and synthetic.
3. Man-made fabrics are artificial.
4. Textile industry has always used machines.
5. Jacquard loom was the first invention which allowed the development of the textile industry.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. is How made yarn?
2. could the cottonseed separate How from the cotton people?
3. created synthetic are fabrics Where?
4. in the industry What included processes are?
5. was Why invented flying shuttle?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

Пряжа

Изобретение

Лен

Многочисленный

Нити

Тексты и задания для работы по Модулям 7 – 8

Для специальности «Теория и история искусств» 50.03.04

1. Прочитайте и устно переведите весь текст, а абзацы 1, 2 перепишите и переведите письменно:

THE PRE-RAPHAELITE MOVEMENT

1. Pre-Raphaelitism began in 1848 when a group of seven young artists banded together against the dominance of the British Royal Academy, which championed a narrow range of idealized or moral subjects and conventional definitions of beauty drawn from Renaissance and ancient classical art. They called themselves the 'Pre-Raphaelite Brotherhood' because they were inspired by late medieval and early Renaissance art that came 'before Raphael'. The painters were: Dante Gabriel Rossetti, William Holman Hunt, John Everett Millais, James Collinson and Frederic George Stephens. The non-painters were sculptor Thomas Woolner and Brotherhood secretary William Michael Rossetti, Dante Gabriel Rossetti's brother. Inspired by the work of old masters such as Van Eyck, Memling, Mantegna, Giotto and Fra Angelico, and following a programme of 'truth to nature', the artists advocated a return to the simplicity and sincerity of subject and style found in an earlier age.

2. They believed painters before the Renaissance provided a model for depicting nature and the human body realistically, rather than idealistically, and that collective guilds of medieval craftspeople offered an alternative vision of artistic community to mid-nineteenth-century industrialized arts.

3. The Pre-Raphaelite movement is best understood as having two distinct parts: the first and principal part, the Pre-Raphaelite Brotherhood, was an organized society that disbanded after only four years; the second, known simply as the Pre-Raphaelites or Pre-Raphaelitism, was a larger and much more diffuse movement that lasted for over two more decades. Although it began with painting, Pre-Raphaelitism had a significant impact on other modern arts, influencing literature, illustration, and design. Artists directly connected to the group were major figures in Symbolism, the Arts and Crafts movement, and early fine art photography.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True), неправильными (False) или искомой информации нет в тексте (Not Stated):

1. The Pre-Raphaelite movement appeared in the XIX century.
2. The artists were inspired by late medieval and early Renaissance art.
3. The Pre-Raphaelite Brotherhood lasted for more than 20 years.
4. The Royal Academy criticised the Pre-Raphaelites.
5. Pre-Raphaelitism experimented with materials, forms and techniques.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. were Brotherhood the Who of the members?
2. late inspire medieval and early Renaissance art Did the artists?
3. you Can other modern arts notice their influence on?
4. Was one of the Van Eyck Pre-Raphaelites?
5. support Did the British Royal Academy the artists?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском: языке.

значительное влияние	
средневековый	
вдохновлять	
простота	
братство	

Тексты и задания для работы по Модулям 7-8

**Для специальности «Технология художественной обработки материалов»
29.03.04**

1. Прочитайте и устно переведите весь текст, а абзацы 2,3,4 перепишите и переведите письменно:

JEWELRY DESIGN MOTIFS OF ANCIENT GREECE

1. A popular Greek design motif was the Herakles knot, also known as the "knot of Hercules," or "marriage-knot," which was influenced by the ancient Egyptians, and later adopted by the Romans. This apotropaic (Greek apotropaicos) knot design depicted two intertwined ropes that were used as a wedding symbol ("tying the knot"), or as a protective amulet to ward off evil.

2. The Greeks were the first to use the cameo and intaglio (en cabochon) gem cut (carving a portrait into a piece of stratified agate called Indian), or Oriental sardonyx. The finest banded sardonyx was required to have at least three layers consisting of a black base, an intermediate zone of milk-white chalcedony, and an exterior layer of brown, tan or red shade. The image was carved into the upper white strata of the stone, leaving the darker layer as the background.

3. Early Greek jewelry employed simple designs and workmanship which made them distinct from the ornate styles of other Mediterranean cultures, although as time progressed, their designs techniques, and variety of materials grew in complexity. Greek jewelry was mostly about the metalwork however, and they were not as fond of gemstones as their contemporaries. Jewelry items consisted of diadems (headbands), bracelets, brooches, earrings, hairpins, pendants, necklaces and tassels. Clothing was held together by gold clasps, buttons or pins.

4. The ancient Greeks were fond of pendant earrings and necklaces adorned with the images of doves, or the gods Eros and Nike. Amphora pendants were lightly embellished with gemstones or enamel, hanging from a rosette usually topped by the crown of Isis.

5. Gold wreaths were worn as headdresses decorated with acorns, flowers and laurel leaf foliage, adorned with figures of Eros and Nikes. The laurel leaf was sacred to Apollo, the god of intellect and light, and the laurel wreath was used as a crown of honor for heroes and scholars. Some Greek earring designs were so complex and large that they were probably suspended from the diadem.

6. Greek rings were accented with a bezel-set carved glyptic seal-stone or other semi-precious stones, and used with hot wax to seal important documents.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True), неправильными (False) или искомой информации нет в тексте (Not Stated):

1. The Herakles knot was a popular Greek design motif.
2. Jewelry design motifs of ancient Greece are popular nowadays.
3. The ancient Greeks did not like pendant earring.
4. Apollo was the god of intellect and light.
5. Early Greek jewelry had complicated designs.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. in the did What intertwined two symbolize ropes apotropaic knot design?
2. cameo the Who first was to use the?
3. with were wreaths What gold decorated?
4. some Why Greek were suspended earrings?
5. for What were used Greek rings?

4. Ниже даны слова и словосочетания на русском языке. Найдите в тексте их эквиваленты на английском.

Подвеска Ожерелье Шпилька Кисточка Серьги	
---	--

Тексты и задания для работы по Модулям 7 – 8

Для специальности «Прикладная информатика» 09.03.03,
«Технологические машины и оборудование» 15.03.02 и «Автоматизация
технологических процессов и производств» 15.03.04

1. Прочитайте и устно переведите весь текст, а абзацы 2,3,4 перепишите и переведите письменно:

PROGRAMMING LANGUAGES

1. The only language computers can understand directly is called machine code.

2. It is known to consist of the 1s and 0s (binary code) that are processed by the CPU. However, machine code as a means of communication is very difficult to write. That is why it is necessary to use symbolic languages that are easier to understand. Then, by using a special programme, these languages can be translated into machine code.

3. Basic languages, in which the program is similar to the machine code version, are known as low-level languages. In these languages, each instruction is equivalent to a single machine code instruction, and the programme is converted into machine code by a special programme called an assembler. These languages are considered to be still quite complex and restricted to particular computers.

4. To make the programme easier to write and to overcome the problem of intercommunication between different types of machines, high-level languages were developed such as BASIC, COBOL, FORTRAN, Pascal, Ada, C and others.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте:

1. The only language computers can not understand directly is called machine code.

2. It is not necessary to use symbolic languages that are easier to understand.

3. Coding is the translation of the logical steps into a programming language.

4. A special programme called an assembler converts a program written in a low-level language into machine code.

5. To make the programme easier to write and to overcome the problems of intercommunication between different types of machines, higher-level languages were developed.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. only What the understand computers is language can understand computers?

2. necessary is Why use to language symbolic it?

3. are the languages What main programming?

4. coding is What?

5. you code the Do programme know instructions converts that machine into?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

едиственный язык средства коммуникации язык низкого уровня ассемблер язык высокого уровня	
---	--

Тексты и задания для работы по Модулям 7 – 8

Направление подготовки «Социальная работа» 39.03.02

1. Прочитайте и устно переведите весь текст, а абзацы 1, 2 и 3 перепишите и переведите письменно:

SOCIAL WORK

1. Social work is a discipline involving the application of social theory and research methods to study and improve the lives of people, groups, and societies. It uses other social sciences as a means to improve the human condition and positively change society's response to chronic problems, such as poverty and homelessness. Social work is also the name of the profession whose aim is the pursuit of social justice, the enhancement of the quality of life, and the development of the full potential of each individual, family, group, and community in society. It seeks to resolve social issues at every level of society and economic status, but especially among the poor and sick.

2. Social work as a profession originated in the nineteenth century beginning primarily in the United States and England in response to social problems that resulted from the Industrial Revolution.

3. During the twentieth century, the social workers began to rely more on scientific research as they attempted to improve their professionalism. As ideas of social responsibility developed, social work became more and more integral to the functioning of contemporary society. It is now considered an essential function that not only saves the weak and needy but also supports the general health of society.

4. Eventually an increasing number of educational institutions began to offer social work programmes. Professional social workers are generally considered those who hold a degree in Social Work. Often these practitioners must also obtain a license or be professionally registered. In many areas of the English-speaking world, social workers obtain a Bachelor of Social Work degree. Some countries also offer postgraduate degrees like the master's degree or the doctoral degree.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. Social work is aimed at improving people's lives.
2. Social work grew into profession in the twentieth century.
3. Many universities provide degree programmes in social work.
4. The concept of social work goes back to ancient times.
5. A social worker must have a Bachelor's degree in social work.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. social /do / workers / aim / What /to/ do?
2. When / profession / a / social / of / appear/ did / worker / the?
3. social / What / workers / their / professionalism / did / do / improve / to?
4. necessary/ it / to / registered / be / professionally /Is?
5. What / can / degree / work / social / get / you?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

Стремление к социальной справедливости	
Улучшение качества жизни	
Социальный работник	
Современное общество	
Степень бакалавра	

Тексты и задания для работы по Модулям 7 – 8

Для специальности «Документоведение и архивоведение» 46.03.02

1. Прочитайте и устно переведите весь текст, а абзацы 1 и 3 перепишите и переведите письменно:

1. Records enable and support an agency's work to fulfill its mission. Every organization, including Federal agencies, must address well-defined objectives that add value, either by achieving the organization's goals or by reducing costs. Since records contain information, a valuable resource, it is essential to take a systematic approach to the management of records.

2. Every Federal agency is legally required to manage its records. Records are the evidence of the agency's actions. Therefore, they must be managed properly for the agency to function effectively and to comply with Federal laws and regulations.

3. Records management, also known as records and information management, is an organizational function devoted to the management of information in an organization throughout its life cycle, from the time of creation or inscription to its eventual disposition. This includes identifying, classifying, storing, securing, retrieving, tracking and destroying or permanently preserving records. Some

specialists define records management as "the field of management responsible for the efficient and systematic control of the creation, receipt, maintenance, use and disposition of records, including the processes for capturing and maintaining evidence of and information about business activities and transactions in the form of records". An organization's records preserve aspects of institutional memory. In determining how long to retain records, their capacity for re-use is important. Many are kept as evidence of activities, transactions, and decisions. Others document what happened and why. The purpose of records management is part of an organization's broader function of Governance, risk management, and compliance and is primarily concerned with managing the evidence of an organization's activities as well as the reduction or mitigation of risk associated with it.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. It is necessary for every Federal agency to manage its records.
2. Documents of any organization are kept as the evidence its activity.
3. The duty of Records management doesn't include storing of records.
4. Any organization can't work properly without Records management.
5. Documents should be treated systematically.

3. Составьте предложения из слов, расположенных не по порядку:

1. records / What / the purpose / is / of /management?
2. the / important / management / information is / of / very.
3. include / What / Records / does / management?
4. of activities / Many / are / kept / as / documents / evidence.
5. the evidence / Are Records / company / of / the / actions?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

эффективный контроль информация о сделках цель свидетельство о деятельности организации уменьшение риска	
--	--

Тексты и задания для работы по Модулям 7 – 8
Для специальности «Профессиональное обучение по отраслям» 44.03.04
(все профили подготовки: «Дизайн интерьера», «Дизайн интерьера,
мебели и оборудования», «Дизайн среды»)

1. Прочитайте и устно переведите весь текст, а абзацы 1, 2, 3 и 10 перепишите и переведите письменно:

PRINCIPLES AND ELEMENTS OF DESIGN

Composition is the placement or arrangement of visual elements or ingredients in a work of art. It can also be defined as the organization of the elements of art according to the principles of design.

The **elements of design** are tools. They have visual and psychological characteristics that are essential for creating desired effects. Design elements create a relationship with each other, the space that contains them, and the observer (us).

The **principles of design** are guidelines to the possible ways design elements can be arranged into recognisable patterns.

The first principle to consider are **unity and harmony**. When designing interiors it is necessary to think of the house as a series of spaces linked together. As such, there needs to be a common style that runs throughout to unify the whole.

Balance can be described as the equal distribution of visual weight in a room. Balance can be achieved in one of three ways: symmetrical, asymmetrical, and radial.

Emphasis is about creating a feature in the room dominant enough to draw attention.

A good way to define your focal point is to set it at a strong **contrast** to the space surrounding it. Contrast is the fourth principle of interior design.

Rhythm in design is all about creating patterns of repetition and contrast to create visual interest. It is achieved by using the same element, or series of elements to move your eye around the room.

Scale refers to the size of your room versus the size of the contents, patterns, and even quantity of contents in a room.

Proportion – tells how the design is visually divided. It is the relationship in scale, visual weight and depth, between one element and another.

A well designed room incorporates the seven principles of interior design so they all work together to create a dramatic, beautiful room that pleases the eye, yet is functional for those who live in it.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. It is necessary to incorporate the seven principles of interior design in a room.
2. Harmony helps to create a common style.
3. Contrast helps to organize proportion in the room.
4. Rhythm makes a dominant and catches your eye.

5. When the size of your furniture is proportion to the size of your room it refers to unity.

3. Составьте предложения из слов, расположенных не по порядку:

1. Composition / elements / art / the / the / of / is / organization / of.
2. spaces / The / together / house / series / is / a / of / linked.
3. Is / to / draw / dominant / element / the / attention?
4. refers / depth / Visual / and / weight / to / proportion.
5. Does / eye / beautiful / the / room / please?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

желаемый эффект	
общий стиль	
привлечь внимание	
пространство	
повторение	

**КРАТКИЙ ГРАММАТИЧЕСКИЙ СПРАВОЧНИК
(для третьего семестра)**

**1. НЕЛИЧНЫЕ ФОРМЫ ГЛАГОЛА
(NON-FINITE FORMS OF THE VERB)**

**ИНФИНИТИВ
(THE INFINITIVE)**

Инфинитив (неопределенная форма глагола) представляет собой неличную глагольную форму, которая только называет действие, не указывая ни лица, ни числа. Инфинитив отвечает на вопросы *что делать? что сделать?* - **to read** *читать, прочесть.*

Формальным признаком инфинитива является частица **to**, которая не имеет самостоятельного значения.

Инфинитив может служить в предложении:

1. Подлежащим:

To read is useful.

Читать — полезно.

2. Именной частью сказуемого:

Your duty was **to inform** me about it immediately.

Вашей обязанностью было сообщить мне об этом немедленно.

3. Частью составного глагольного сказуемого (а также с модальными глаголами):

She began **to translate** the article.

Она начала переводить статью.

4. Дополнением:

I asked him **to help** me.

Я попросил его помочь мне.

5. Определением:

He expressed a desire **to help** me.

Он выразил желание помочь мне.

6. Обстоятельством:

I went to the station **to see off** a friend.

Я поехал на вокзал, чтобы проводить друга.

Глагольные свойства инфинитива выражаются в следующем:

1. Инфинитив может иметь прямое дополнение:

I told him **to post the letter**.

Я велел ему отправить письмо.

2. Инфинитив может определяться наречием:

I asked him to speak slowly.

Я попросил его говорить медленно.

3. Инфинитив имеет формы времени и залога:

В английском языке глаголы имеют *четыре* формы инфинитива в действительном залоге и *две* формы в страдательном залоге:

	Active	Passive
Simple	to ask	to be asked
Progressive	to be asking	—
Perfect	to have asked	to have been asked
Perfect Progressive	to have been asking	—

Только для двух форм инфинитива, а именно Simple Infinitive Active и Simple Infinitive Passive, имеются соответствующие формы в русском языке: *to ask спрашивать*, *to be asked быть спрошенным (спрашиваемым)*. Для остальных форм инфинитива в русском языке нет соответствующих форм, и они не могут переводиться на русский язык изолированно, т. е. вне предложения. Progressive Infinitive — *to be asking* — употребляется со значением *спрашивать в какой-нибудь определенный момент*, Perfect Infinitive — *to have asked* — *спрашивать, спросить до какого-нибудь момента*, Perfect Progressive Infinitive — *to have been asking* — *спрашивать в течение отрезка времени, предшествующего какому-нибудь моменту*, и Perfect Infinitive Passive — *to have been asked* — *быть спрошенным (спрашиваемым) до какого-нибудь момента*.

ИНФИНИТИВНЫЕ ОБОРОТЫ

1. ОБОРОТ FOR + СУЩЕСТВИТЕЛЬНОЕ (ИЛИ МЕСТОИМЕНИЕ) + ИНФИНИТИВ (FOR-TO-INFINITIVE CONSTRUCTION)

Действие, выраженное инфинитивом, может относиться к лицу (или предмету), которое не служит подлежащим или дополнением предложения. В этом случае лицо (или предмет), к которому относится действие инфинитива, выражается существительным в общем падеже или местоимением в объектном падеже с предшествующим предлогом *for*. оборот, состоящий из *for* + *существительное (или местоимение)* + *инфинитив*, представляет собой

один член предложения, а именно: сложное подлежащее, сложную именную часть сказуемого, сложное определение или сложное обстоятельство. Инфинитив может при этом употребляться как в действительном, так и в страдательном залоге. Такие обороты переводятся на русский язык при помощи инфинитива или придаточного предложения:

1. It is easy for you to say that (сложное подлежащее).	Вам легко это говорить.
2. It is necessary for the goods to be packed in strong cases (сложное подлежащее).	Необходимо, чтобы товары были упакованы (упаковать товары) в прочные ящики.
3. This is for you to decide (сложная именная часть сказуемого).	Это вы должны решить.
4. The first thing for me to do is to find out when the conference starts (сложное определение).	Первое, что я должен сделать, это выяснить, когда начинается конференция.
5. The water was too cold for the children to bathe (сложное обстоятельство, выражающее следствие).	Вода была слишком холодной, чтобы дети могли купаться.

2. ОБОРОТ «ОБЪЕКТНЫЙ ПАДЕЖ С ИНФИНИТИВОМ» (OBJECTIVE WITH THE INFINITIVE)

После некоторых глаголов в действительном залоге употребляется оборот «объектный падеж с инфинитивом», представляющий собой сочетание местоимения в объектном падеже или существительного в общем падеже с инфинитивом:

I want **him to help** me. Я хочу, чтобы он помог мне.

При образовании данного оборота порядок слов в утвердительном предложении будет следующим:

(1) подлежащее + (2) сказуемое + (3) оборот «объектный падеж с инфинитивом» + (4) остальные члены предложения.

При переводе оборота «объектный падеж с инфинитивом» на русский язык существительное или местоимение становятся подлежащими придаточного предложения, а инфинитив — сказуемым.

Случаи употребления оборота «объектный падеж с инфинитивом»

Оборот «объектный падеж с инфинитивом» употребляется после глаголов, выражающих желание — *to want хотеть, to wish, to desire желать, should (would) like хотел бы*, а также после глаголов *to like любить, нравиться, to hate ненавидеть*:

1. He *wanted me to come* on Sunday. | Он хотел, чтобы я пришел в

- | | |
|--|---|
| 2. He <i>wishes</i> the work to be done at once. | воскресенье.
Он желает, чтобы работа была выполнена немедленно. |
| 3. I <i>should like</i> him to be invited to the concert. | Я хотел бы, чтобы его пригласили на концерт. |

Оборот «объектный падеж с инфинитивом» употребляется после глаголов, выражающих восприятие посредством органов чувств — *to see* — видеть, *to watch, to observe* — наблюдать, *to notice* — замечать, *to hear* — слышать, *to feel* — чувствовать и др. После глаголов этой группы частица **to** перед инфинитивом опускается:

- | | |
|---|---|
| 1. I saw her enter the house. | Я видел, как она вошла в дом. |
| 2. Have you heard him play the violin? | Слышали ли вы, как он играет на скрипке? |
| 3. We noticed the delegates of the conference lodge at this hotel. | Мы заметили, что делегаты конференции поселились в этой гостинице. |

Оборот «объектный падеж с инфинитивом» употребляется после глаголов, выражающих предположение — *to expect* ожидать, *to think* думать, *to believe* полагать, считать, *to suppose* полагать, *to consider* считать, *to find* находить, признавать, а также после глаголов *to know* знать, *to declare* заявлять и некоторых других.

После глаголов этой группы чаще всего употребляется оборот «объектный падеж с инфинитивом», в котором инфинитив выражен глаголом **to be**, который может опускаться после глаголом *to consider* и *to declare*:

- | | |
|--|---|
| 1. I <u>consider</u> him (to be) a clever man. | Я считаю, что он умный человек . |
| 2. I <u>suppose</u> them to be honest people. | Я думаю, что они честные люди . |
| 3. The director <u>found</u> the terms of delivery to be acceptable . | Директор признал, что условия поставка приемлемы . |

Оборот «объектный падеж с инфинитивом» употребляется после глаголов, выражающих приказание, просьбу, разрешение: *to order, to command* приказывать, *to ask* просить, *to allow* разрешать, позволять.

- | | |
|---|---|
| The manager <u>ordered</u> the work efficiency to be increased . | Заведующий приказал, чтобы производительность труда была повышена (повысить производительность труда). |
|---|---|

3. ОБОРОТ «ИМЕНИТЕЛЬНЫЙ ПАДЕЖ С ИНФИНИТИВОМ» (NOMINATIVE WITH THE INFINITIVE)

Сложноподчиненное предложение с главным предложением, выраженным *безличным оборотом* типа *it is said* говорят, *it is reported* сообщают, *it seems* кажется, *it is likely* вероятно, может быть заменено оборотом «именительный падеж с инфинитивом»:

Говорят, что они хорошо знают японский язык.

<i>Сложноподчиненное предложение</i>	<i>Оборот «именительный падеж с инфинитивом»</i>
It is said that they know Japanese very well.	They are said to know Japanese very well.

Инфинитив в обороте «именительный падеж с инфинитивом» может употребляться в различных формах:

1. Инфинитив в форме **Indefinite** выражает действие, одновременное с действием глагола в личной форме:

He is said to live in London. Говорят, что он живет в Лондоне.

2. Инфинитив в форме **Continuous** выражает длительное действие, одновременное с действием глагола в личной форме:

He is said to be writing a new novel. Говорят, что он пишет новый роман.

3. Инфинитив в форме **Perfect** выражает действие, предшествующее действию глагола в личной форме:

Such a policy was known to have become very efficient. Было известно, что такая политика стала очень эффективной.

Случаи употребления оборота «именительный падеж с инфинитивом»

Оборот «именительный падеж с инфинитивом» употребляется, когда сказуемое выражено следующими глаголами в страдательном залоге: **to say** *говорить*, **to state** *заявлять, сообщать*, **to report** *сообщать*, **to announce** *объявлять*, **to believe** *полагать, считать*, **to suppose** *предполагать*, **to think** *думать, считать*, **to expect** *ожидать*, **to know** *знать*, **to understand** *в значении узнавать, иметь сведения*, **to consider** *считать*, **to see** *видеть*, **to hear** *слышать* и некоторыми другими:

The members of the committee were expected to come to an agreement. Ожидали, что члены комитета придут к соглашению.

Оборот «именительный падеж с инфинитивом» употребляется, когда сказуемое выражено глаголами **to seem**, **to appear** *казаться*, **to prove** *оказываться*, **to happen**, **to chance** *случаться*, которые употребляются только в действительном залоге:

He seemed to know the subject well. Оказалось, что он хорошо знает этот предмет.

Оборот «именительный падеж с инфинитивом» употребляется, когда сказуемое выражено прилагательными **likely** *вероятный*, **unlikely** *маловероятный*, **certain** *несомненный*, **sure** *верный*, следующими за глаголом-связкой.

The designer is likely to have begun his career by selling sketches. Вероятно, этот дизайнер начал свою карьеру продавая эскизы.

ГЕРУНДИЙ (THE GERUND)

Герундий представляет собой неличную глагольную форму, выражающую название действия и обладающую как свойствами *существительного*, так и свойствами *глагола*. Герундий образуется от основы глагола при помощи суффикса **-ing**. Функции герундия во многом сходны с функциями инфинитива, также сочетающего свойства существительного со свойствами глагола.

Герундий может определяться наречием:

She prefers designing all her projects <i>carefully</i> .	Она предпочитает разрабатывать все свои проекты <i>тщательно</i> .
--	--

Герундий имеет формы времени и залога:

	Active	Passive
Simple Perfect	reading having read	being read having been read

Формы герундия совпадают с формами причастий, и их образование происходит по тем же правилам, по которым образуются формы причастий.

В русском языке нет форм, соответствующих формам герундия.

Simple Gerund Active, однако, по своему значению приближается к русскому отглагольному существительному и выражает действие, одновременное с действием глагола-сказуемого: **reading** *чтение*, **smoking** *курение*, **waiting** *ожидание*.

Герундий в форме Perfect употребляется, когда действие, которое он выражает, предшествует действию, выраженному глаголом в личной форме и переводится на русский язык глаголом в прошедшем времени.

Наиболее часто герундий употребляется после предлогов. Поскольку предлоги могут управлять только существительными (или местоимениями), всякий глагол после предлога принимает форму герундия, т.е. форму глагола, наиболее близкую по своим свойствам к существительному. Наиболее употребительными предлогами являются: **at, in, of, on (upon), for, after, before, by, besides, instead of, without, against** и т.д. Герундий с предлогом в большинстве случаев переводится на русский язык *существительным с соответствующим предлогом* и в соответствующем падеже или *деепричастием*.

Drawing sketches was both his hobby and his vocation.	Создание набросков было и его увлечением и его призванием.
This designer enjoyed creating .	Этот дизайнер получал удовольствие от творчества.
By learning everything about developing the overall layout they tried to become famous graphic designers.	Изучая разработку общего плана, они пытались стать известными графическими дизайнерами.
In designing new logos he gave a vague sketch of his ideas.	При разработке новых логотипов он давал только общие идеи.

Сочетание герундия с предшествующим ему притяжательным местоимением или существительным в притяжательном падеже называется **сложным герундиальным оборотом**. Такой оборот обычно переводится придаточным предложением со словами **то, что; о том, что**. Существительное или притяжательное местоимение, стоящее перед герундием и являющееся определением, при переводе на русский язык становится подлежащим придаточного предложения, а герундий — сказуемым.

<i>This designer's assistants were responsible for his sketches being transformed into final logos.</i>	Помощники этого дизайнера отвечали за то, чтобы его наброски превращались в конечный логотип.
<i>We heard of the Frank Mason Robinson's style having become a trade mark of its own.</i>	Мы слышали о том, что стиль Френка Мейсона Робертсона сам по себе стал торговой маркой.

2. Типы предложений в английском языке

Прежде, чем перейти непосредственно к типам предложений в английском языке, нам нужно вспомнить, что представляет собой предложение (sentence). Нам хорошо известно, что предложение представляет собой единицу речи, которая выражает законченную мысль, обладающую определенной грамматической формой и интонацией.

В английском языке каждое предложение отличается модальностью (modality), это категория, которая характеризует отношение говорящего к действительности. Каждое предложение английского языка можно разделить по структуре (structure) самого предложения и по цели высказывания (purpose of the utterance).

В зависимости от цели высказывания предложения в английском языке делятся на следующие типы:

- повествовательные (narrative sentences) — констатируют факты в утвердительной или отрицательной форме;
- вопросительные (interrogative sentences) — выражают вопросы;
- повелительные (imperative sentences) — выражают приказания, просьбы и приглашения.

Следует отметить, что вопросительные предложения могут быть четырех видов: общие (general), специальные (special), альтернативные (alternative) и разделительные (disjunctive). Кроме того, любое из представленных предложений можно переделать в восклицательное (exclamatory sentence). Итак, приведем примеры каждого типа предложений.

Повествовательное (*narrative sentence*):

I like summer, because it is hot and sunny.	Я люблю лето, потому что оно жаркое и солнечное.
Michael doesn't appreciate your attitude.	Майкл не ценит твоего отношения.
Reading enriches your mind and intellect.	Чтение обогащает твой ум и интеллект.
We do not drink tea with sugar.	Мы не пьем чай с сахаром.
Our father is so tired that we are afraid	Наш отец так устал, что мы боимся его

to bother him.	беспокоить.
----------------	-------------

Вопросительное (*interrogative sentence*):

Do you know the reason of their leaving?	Ты знаешь причину их отъезда?
What city are you going to visit?	Какой город ты собираешься посетить?
Did he work or relax yesterday?	Он работал или отдыхал вчера?
How much sugar do you prefer in your tea?	Сколько сахара ты предпочитаешь в чай?
Does Mike visit his grandparents every week?	Майк навещает своих бабушку с дедушкой каждую неделю?

Повелительное (*imperative sentence*):

Please, close the door!	Пожалуйста, закрой дверь!
Let her help you!	Позволь ей помочь тебе (Пусть она поможет тебе)!
Don't be so cheeky!	Не будь наглым (Не наглей!)
Do not ask me so many questions!	Не задавай мне так много вопросов!
Help me, please.	Помоги мне, пожалуйста.

Восклицательное (*exclamatory sentence*):

What wonderful weather!	Какая чудесная погода!
I am so happy to see you!	Я так счастлив тебя видеть!
What a remarkable day!	Какой замечательный день!
Mike couldn't do that!	Майк не мог этого сделать!
It is delightful!	Это восхитительно!

Что представляет собой сложное предложение? Сложное - это такое предложение, в состав которого входят несколько простых, соответственно, сложное предложение состоит из нескольких грамматических основ.

Сложные предложения в английском языке делятся на следующие типы:

- Сложносочиненное (the compound sentence)
- Сложноподчиненное (the complex sentence)
- Придаточное подлежащее (subject clause)
- Придаточное предикативное (predicate clause)
- Придаточное дополнительное (object clause)
- Придаточное определительное (attributive clause)
- Придаточное обстоятельственное (adverbial clause)
- Условные предложения (conditional sentences)

Сложносочиненное предложение (the compound sentence):

Этот тип сложного предложения соединяет в себе простые предложения с помощью *сочинительных союзов* (перед которыми ставится запятая):

- and — и, а
- as well as — так же как и
- neither...nor — ни ... ни
- but — но
- not only ... but also — не только ... но также

A stormy wind was blowing, and it was extremely cold outside	Дул штормовой ветер, и на улице было ужасно холодно.
We do not like The Smiths, as well as they do not respect our family.	Мы не любим Смитов, также, как и они не уважают нашу семью.

I wanted to help Mike not to be alone, but he said that he likes his loneliness.	Я хотел помочь Майку не быть одному, но он сказал, что ему нравится его одиночество.
Anders was not only a good teacher, but also a very good person.	Мистер Андерс был не только хорошим учителем, но и очень хорошим человеком.

Сложносочиненное предложение может состоять из двух или более простых предложений, не соединенных союзами. При *бессоюзном соединении* предложения отделяются друг от друга *точкой с запятой* или *запятой*:

A stormy wind was blowing, it was extremely cold outside.	Дул штормовой ветер, было ужасно холодно на улице.
The most important elements for our body are water, air and nutrition; we need to drink water, to breathe and to eat every day.	Наиболее важные элементы для нашего организма — это вода, воздух и питание; мы нуждаемся в том, чтобы пить воду, дышать и питаться каждый день.

Сложноподчиненное предложение (the complex sentence):

Этот тип сложного предложения состоит в том, что придаточное предложение присоединяется к главному предложению с помощью подчинительных союзов или союзных слов:

- that — что
- if — если
- after — после того как
- because — потому что
- who — кто
- whose — чей
- when — когда
- where — где, куда

I supposed that Nick could come to us.	Я предположила, что Ник мог прийти к нам.
I can come to your party if you invite me.	Я могу прийти на вашу вечеринку, если вы пригласите меня.
Lily called her mother after she finished her breakfast.	Лили позвонила своей маме после того, как закончила завтрак.
We do not want to see Alex, because he offended our sister.	Мы не хотим видеть Алекса, потому что он обидел нашу сестру.
He asked me where I had spent my holidays.	Он спросил меня, где я провела свои каникулы.

Придаточное предложение может присоединяться к главному и без союза: Mike never thought he would see his sister — Майк никогда не думал, что снова увидит свою сестру.

Придаточное подлежащее предложение (subject clause)

Данный тип отвечает на вопросы **who?** — кто или **what?** — что? Присоединение зависимого предложения к главному происходит с помощью союзов и союзных слов:

- that — что
- whether

- if — ли
- who (whom) — кто (кого), чей
- what — что, какой
- which который
- when — когда
- where — где, куда
- how — как
- why — почему

What we want and need is rest.	Все, что мы хотим и нам нужно — это отдых.
Why he did not come is still not known.	Почему он не пришел, до сих пор неизвестно.
Who saved her life remained unknown.	Кто спас ей жизнь, осталось неизвестным.

Придаточное предикативное предложение (predicative clause)

Связующие слова в этих предложениях те же самые, что и в предыдущем типе. Но предикативные члены обычно присоединяются к подлежащему посредством глаголов-связок *to be, to get, to become, to grow* и других:

This is what they were talking about.	Это то, о чем они говорили.
All he knows is what he has seen in the press.	Все, что он знает — это то, что он читал в прессе.
The truth was that she was a woman before she was a scientist.	Дело было в том, что она была прежде всего женщиной, а потом ученым.

Придаточное дополнительное (object clause)

Этот тип имеет те же союзы и союзные слова, что и придаточные предложения подлежащие. В английском языке они *не отделяются запятой* от главного предложения:

He said that he cannot live without his family.	Он сказал, он не может жить без своей семьи.
You don't know what you are talking about.	Вы не знаете, о чем вы говорите.
We are happy that you forgot your anger.	Мы счастливы, что вы позабыли свой гнев.

Придаточные определительные предложения (Attributive Clauses)

Такие предложения отвечают на вопросы **which? what?** — какой? и присоединяются к главному предложению *бессоюзным способом* или с помощью *союзных слов* — *относительных местоимений и наречий*:

- who — который
- whom — которого
- whose — чей, которого
- which, that — который
- when — когда
- where — где, куда
- why — почему

Mendeleyev's Periodic Table of chemical elements, which was created in the 19th century, has opened a new era in chemistry and in other branches of science.	Периодическая таблица химических элементов Менделеева, которая была создана в XIX веке, открыла новую эру в химии и в других областях науки.
---	--

Обстоятельственные предложения (adverbial clauses) делятся на несколько видов:

а) образа действия и сравнения (*of manner and comparison*)

John sat down in the nearest armchair as if he were collapsing from fatigue.	Джон опустился на ближайшее кресло, как будто усталость сломила его.
--	--

б) причины (*of cause*)

As it is rainy, we will stay at home.	Так как на улице дождливо, мы останемся дома.
---------------------------------------	---

в) цели (*of purpose*)

Write down all the new words from the article lest you should forget them	Выпиши все новые слова из статьи, чтобы ты не забыл их.
---	---

г) следствия (*of result*)

The night was so dark that Mike could hardly see the road.	Ночь была такой темной, что Майк едва мог разглядеть дорогу.
--	--

д) уступительные (*of concession*)

Whatever weather it is the plane will start early in the morning.	Какая бы ни была погода, самолет вылетит рано утром.
---	--

е) условные (*of condition*)

If you leave the meat on the table, our cat will eat it.	Если ты оставишь мясо на столе, наш кот съест его.
--	--

УСЛОВНЫЕ ПРЕДЛОЖЕНИЯ (CONDITIONAL SETENCES)

Условные предложения первого типа выражают вполне реальные, осуществимые предположения и соответствуют в русском языке условным предложениям с глаголом в изъявительном наклонении. Такие условные предложения чаще всего выражают предположения, относящиеся к *будущему времени*.

Условные предложения второго типа выражают невероятные или маловероятные предположения. Они относятся к *настоящему* или *будущему времени* и соответствуют в русском языке условным предложениям с глаголом в сослагательном наклонении (т. е. с глаголом в форме прошедшего времени с частицей **бы**). В условных предложениях второго типа в придаточном предложении (условии) употребляется форма Past Simple, а в главном предложении (следствии) — сочетание **should** (с 1-м лицом ед. и мн. числа) или **would** (со 2-м и 3-м лицом ед. и мн. числа) с Simple Infinitive (без to).

Глагол to be употребляется в придаточном предложении в форме сослагательного наклонения, т. е. форма **were** употребляется со всеми лицами единственного и множественного числа. Однако в современном языке, особенно в разговорной речи, наряду с **were** с местоимениями в 1-м и 3-м лице единственного числа употребляется **was**:

If **he were (was)** here, he **would help** us. Если бы он был здесь, он помог бы нам.

Тип предложения	Условное придаточное предложение	Главное предложение
I реальный тип, относит-ся к настоя-щему и буду-щему («если»)	Present Simple If a woman chooses accessories carefully, <i>Если женщина тщательно подберет аксессуары,</i>	Future Simple she will look stylish. <i>она будет выглядеть стильно.</i>
II нереальный тип, относит-ся к настоя-щему («если бы»)	Past Simple If I were you, <i>На твоём месте</i> If a woman chose accessories carefully, <i>Если бы женщина тщательно выбирала аксессуары,</i>	Would / could + Infinitive I would go there right now. <i>я бы пошел туда прямо сейчас.</i> she would look stylish. <i>она бы выглядела стильно.</i>
III нереальный тип, относит-ся к прошед-шему («если бы»)	Past Perfect If a woman had chosen accessories carefully, <i>Если бы женщина тщательно подобрала аксессуары,</i>	Would / could + have + P. II she would have looked stylish. <i>она бы выглядела стильно. (Она этого не сделала и не сделает никогда.)</i>

Условные предложения третьего типа выражают предположения, относящиеся к *прошедшему времени* и являющиеся поэтому невыполнимыми. Как и условные предложения второго типа, они соответствуют в русском языке условным предложениям с глаголом в сослагательном наклонении (т. е. с глаголом в форме прошедшего времени с частицей **бы**).

В русском языке существует только одна форма сослагательного наклонения, которая образуется из формы прошедшего времени глагола с частицей **бы** (*пришел бы, сказал бы* и т. д.). Она употребляется в условных предложениях (в главном и придаточном предложении), относящихся как к настоящему или будущему, так и к прошедшему времени. Поэтому, для того чтобы определить, соответствует ли данное русское условное предложение второму или третьему типу английских условных предложений, необходимо предварительно установить, к какому времени относится высказываемое в нем предположение. Так, например, из предложения *Если бы я его встретил, я поговорил бы с ним об этом*, взятого изолированно, не видно, к какому времени относится данное предположение. Это может быть определено добавлением специальных пояснительных слов (**сегодня, завтра, вчера** и т. д.) или содержанием последующего или предшествующего предложения:

1. *Если бы я его встретил завтра (вчера), я поговорил бы с ним об этом.*

2. Если бы я его встретил, я поговорил бы с ним об этом. Я не знаю, однако, увижу ли я его скоро. Данное условное предложение относится к будущему времени, что определяется содержанием последующего предложения.

3. Жаль, что я его не видел вчера в институте. Если бы я его встретил, я поговорил бы с ним об этом. Данное условное предложение относится к прошедшему времени, что определяется содержанием предшествующего предложения.

ТАБЛИЦА НЕПРАВИЛЬНЫХ ГЛАГОЛОВ (IRREGULAR VERBS)

№	Infinitive	Past Indefinite	Past Participle	Translation
1	abide	abode abided	abode abided	пребывать, держаться
2	arise	arose	arisen	возникать
3	awake	awoke awaked	awoke awaked	будить; просыпаться
4	be	was were	been	быть
5	bear	bore	born	рождать
6	bear	bore	borne	носить, выносить
7	beat	beat	beaten	бить
8	become	became	become	становиться
9	befall	befell	befallen	случиться
10	begin	began	begun	начинать(-ся)
11	bend	bent	bent bended	гнуть, согнуться
12	beseech	besought	besought	умалить, упрашивать
13	bid	bad(e) bid	bid(den)	велеть, просить
14	bind	bound	bound	связывать
15	bite	bit	bit(ten)	кусать
16	bleed	bled	bled	истекать кровью
17	blow	blew	blown	дуть
18	break	broke	broken	ломать
19	breed	bred	bred	выводить, развод
20	bring	brought	brought	приносить
21	broadcast	broadcast broadcasted	broadcast broadcasted	передавать по радио
22	build	built	built	строить

№	Infinitive	Past Indefinite	Past Participle	Translation
23	burn	burnt	burnt	гореть, жечь
24	burst	burst	burst	разрываться
25	buy	bought	bought	покупать
26	cast	cast	cast	бросать, кидать
27	catch	caught	caught	ловить, схватывать
28	choose	chose	chosen	выбирать
29	cleave	clove cleft	cloven cleft	рассечь
30	cling	clung	clung	прилипать, цепляться
31	come	came	come	приходить
32	cost	cost	cost	стоять
33	creep	crept	crept	ползти
34	cut	cut	cut	резать
35	dare	durst dared	dared	смечь
36	deal	dealt	dealt	торговать; иметь дело
37	dig	dug	dug	копать
38	do	did	done	делать
39	draw	drew	drawn	тащить; рисовать
40	dream	dreamt dreamed	dreamt dreamed	видеть сны; мечтать
41	drink	drank	drunk	пить
42	drive	drove	driven	гнать; везти; ехать
43	dwell	dwelt	dwelt	обитать; останавливаться подробно
44	eat	ate	eaten	есть (принимать пищу)
45	fall	fell	fallen	падать
46	feed	fed	fed	кормить, -ся
47	feel	felt	felt	чувствовать
48	fight	fought	fought	сражаться
49	find	found	found	находить
50	flee	fled	fled	бежать, спасаться
51	fling	flung	flung	бросить
52	fly	flew	flown	летать
53	forbid	forbade	forbidden	запрещать
54	forget	forgot	forgotten	забывать
55	forgive	forgave	forgiven	прощать
56	freeze	froze	frozen	замерзать, замораживать
57	get	got	got	получать; становиться

№	Infinitive	Past Indefinite	Past Participle	Translation
58	gild	gilt gilded	gilt gilded	позолотить
59	give	gave	given	давать
60	go	went	gone	идти, ехать
61	grind	ground	ground	точить; молоть
62	grow	grew	grown	расти, выращивать
63	hang	hung hanged	hung hanged	висеть, вешать
64	have	had	had	иметь
65	hear	heard	heard	слышать
66	hew	hewed	hewed hewn	рубить, тесать
67	hide	hid	hid hidden	прятать
68	hit	hit	hit	ударять; поражать
69	hold	held	held	держат
70	hurt	hurt	hurt	повредить, ушибать; обидеть
71	keep	kept	kept	держат, хранить
72	kneel	knelt	knelt	становиться на колени
73	knit	knit	knit(ted)	вязать
74	know	knew	known	знать
75	lay	laid	laid	класть
76	lead	led	led	вести
77	lean	leant leaned	leant leaned	прислоняться
78	leap	leapt leaped	leapt leaped	прыгать
79	learn	learnt learned	learnt learned	учиться
80	leave	left	left	оставлять, уезжать
81	lend	lent	lent	давать взаимы, одалживать
82	let	let	let	позволять; сдать в наём
83	lie	lay	lain	лежать
84	light	lit lighted	lit lighted	зажигать, освещать
85	lose	lost	lost	терять
86	make	made	made	делать; заставлять
87	mean	meant	meant	значить; подразумевать
88	meet	met	met	встречать

№	Infinitive	Past Indefinite	Past Participle	Translation
89	mishear	misheard	misheard	ослышаться
90	mislead	misled	misled	ввести в заблуждение
91	mistake	mistook	mistaken	неправильно понимать
92	mow	mowed	mown	косить
93	pay	paid	paid	платить
94	put	put	put	класть
95	read	read	read	читать
96	rebuild	rebuilt	rebuilt	перестроить
97	ride	rode	ridden	ездить верхом
98	ring	rang	rung	звонить; звенеть
99	rise	rose	risen	подниматься
10	run			
		ran	run	бежать
10	saw	sawed	sawn	пилить
10	say	said	said	говорить, сказать
10	see	saw	seen	видеть
10	seek	sought	sought	искать
10	sell	sold	sold	продавать
10	send	sent	sent	посылать
10	set	set	set	помещать, ставить, заходить (о солнце)
10	sew	sewed	sewed sewn	шить
10	shake	shook	shaken	трясти
11	shave	shaved	shaven/shaved	брить, -ся
11	shear	sheared	shorn	стричь
11	shed	shed	shed	проливать (слёзы, кровь)
11	shine	shone	shone	сиять, светить
11	shoe	shod	shod	обуваться, подковывать

№	Infinitive	Past Indefinite	Past Participle	Translation
11	shoot	shot	shot	стрелять
11	show	showed	shown	показывать
11	shrink	shrank	shrunk	сжиматься, сокращаться, отпрянуть
11	shut	shut	shut	закрывать
11	sing	sang	sung	петь
12	sink	sank	sunk	погружаться, тонуть
12	sit	sat	sat	сидеть
12	sleep	slept	slept	спать
12	slide	slid	slid	скользить
12	smell	smelt smelled	smelt smelled	пахнуть; нюхать
12	sow	sowed	sown/sowed	сеять
12	speak	spoke	spoken	говорить
12	speed	ped	ped	спешить; ускорять
12	spell	spelt spelled	spelt spelled	писать или произносить слово по буквам
12	spend	spent	spent	тратить
13	spill	spilt spilled	spilt spilled	проливать
13	spin	span/spun	spun	прясть
13	spit	spat	spat	плевать
13	split	split	split	раскалывать, -ся
13	spoil	spoilt spoiled	spoilt spoiled	портить
13	spread	spread	spread	распространять, -ся

№	Infinitive	Past Indefinite	Past Participle	Translation
13	spring	sprang	sprung	прыгать
13	stand	stood	stood	стоять
13	steal	stole	stolen	красть
13	stick	stuck	stuck	приклеивать, -ся
14	sting	stung	stung	жалить
14	stink	stank stunk	stunk	вонять
14	strew	strewed	strewn strewed	усеять, устлать
14	stride	strode	stridden	шагать
14	strike	struck	struck	ударять; бастовать
14	string	strung	strung	нанизать, натянуть
14	strive	strove	striven	стремиться
14	swear	swore	sworn	клясться; браниться
14	sweep	swept	swept	мести
14	swell	swelled	swollen	пухнуть, раздуться
15	swim	swam	swum	плавать
15	swing	swung	swung	качаться; размахивать
15	take	took	taken	брать
15	teach	taught	taught	обучать, учить
15	tear	tore	torn	рвать
15	tell	told	told	рассказывать

№	Infinitive	Past Indefinite	Past Participle	Translation
15	think	thought	thought	думать
15	throw	threw	thrown	бросать
15	thrust	thrust	thrust	толкать, тыкать, пронзать
15	tread	trod	trodden	ступать
16	unbend	unbent	unbent	разогнуть(-ся)
16	understand	understood	understood	понимать
16	undertake	undertook	undertaken	предпринять
16	upset	upset	upset	опрокидывать, нарушать
16	wake	woke waked	woken waked	будить; просыпаться
16	wear	wore	worn	носить
16	weave	wove	woven	ткать
16	weep	wept	wept	плакать
16	win	won	won	выигрывать
16	wind	wound	wound	заводить (механизм)
17	withdraw	withdrew	withdrawn	взять назад, отозвать
17	wring	wrung	wrung	скрутить, выжимать (бельё, сок)
17	write	wrote	written	писать

Пояснения к выполнению контрольной работы № 3

Количество контрольных заданий, выполняемых студентами в течение семестра на каждом курсе, устанавливается учебным планом.

Для выполнения контрольной работы необходимо изучить изложенные ниже указания, ознакомиться с требованиями, предъявляемыми к технической стороне оформления работы.

В третьем семестре студентам заочного отделения необходимо выполнить одну контрольную работу. В пособии представлены 4 варианта контрольных работ для студентов заочного отделения всех направлений по дисциплине «Иностранный язык». Студенты выбирают один вариант в соответствии с последними цифрами номера студенческого билета/зачетной книжки студента, а именно: студенты, шифр студенческого билета/зачетной книжки которых заканчивается на 1 и 2, выполняют вариант № 1; на 3 или 4 - вариант № 2; на 5, 6 или 7 – вариант № 3; 8, 9 или 0 – вариант № 4.

Перед тем, как приступить к выполнению контрольной работы, студентам следует изучить те грамматические и лексические темы, которые предлагаются в контрольной работе. Кратко необходимые грамматические разделы представлены в данном пособии. Однако иногда такого представления оказывается недостаточно для успешного выполнения задания, поэтому на установочной сессии преподаватели дают студентам рекомендации, какие учебники и справочники можно использовать для самостоятельного изучения английского языка в объеме, предусмотренном учебной программой Санкт-Петербургского государственного университета промышленных технологий и дизайна.

Следующим шагом выполнения задания по английскому языку будет внимательное изучение раздела, который называется «Образец выполнения контрольной работы». Данный пункт поможет студентам определить, правильно ли они понимают, как необходимо выполнить и оформить задания контрольной работы.

Выполнять и сдавать контрольные работы необходимо только в электронном виде, в текстовом редакторе Word (иные форматы не принимаются). Готовый вариант высылается на сайт информационно-образовательной среды университета <http://edu.sutd.ru/moodle/> в установленные сроки. Если контрольная работа выполнена без соблюдения сроков, указаний или не полностью, она не принимается для проверки.

Контрольная работа **обязательно** должна иметь **титульный лист**, где указывается название учебного заведения, названия дисциплины, иностранный язык, на котором выполняется работа, номер контрольной работы и номер выполняемого варианта, номер зачетной книжки, номер группы, курс и фамилия, имя и отчество студента.

Контрольные работы должны выполняться в той последовательности, в которой они даны в настоящем пособии. В контрольной работе сначала приводится сам **текст задания**, а затем **выполненное упражнение** (См.

Образец выполнения контрольной работы). Выделяйте вставленные слова жирным шрифтом и не забывайте ставить нумерацию.

Левая сторона страницы	Правая сторона страницы
Текст задания	Выполненное студентом

После проверки студенту высылается отзыв о проверенной работе. Если контрольная работа зачтена, то на сайте она получает статус «допустить к зачету». Если нет, то работа приобретает статус «для исправления». Такую работу необходимо переделать. По возвращении проверенной рецензентом контрольной работы необходимо внимательно ознакомиться с замечаниями рецензента и проанализировать допущенные ошибки.

Все, что нужно исправить, рецензент отмечает красным цветом, замечания и комментарии также выделяются красным. При проверке контрольных работ рецензент может использовать сокращения, которые имеют следующие значения:

GR – grammar (грамматика, ошибка в переводе или употреблении английских конструкций);

Voc – vocabulary (словарь, неверное использование слова, неверный перевод);

SP – spelling (неправильное написание слова на английском языке);

ST – Style (стиль, предложение плохо переведено, страдает стиль в русском языке);

WO – word order (неправильный порядок слов);

WW – wrong word (неправильное использование слова);

T – tense (грамматическое время).

Затем следует еще раз проработать учебный материал, исправить ошибки и, учитывая рекомендации, которые даются в отзыве рецензента, переделать все исправленные предложения, (**выделив их цветом!**), и назвав новый файл **Исправления**, снова поместить на электронный ресурс университета <http://edu.sutd.ru/moodle/>. Таким образом, на повторную проверку необходимо присылать не только работу над ошибками, но и первоначальный вариант с ошибками и замечаниями. Замечания рецензента ни в коем случае удалять нельзя.

Электронная платформа университета дает студентам возможность письменно общаться с рецензентом и сообщать ему обо всех затруднениях, возникших у студента при самостоятельном изучении материала и выполнении контрольных заданий, какие предложения в тексте вызывают затруднения при переводе, какой раздел грамматики непонятен, какие правила, пояснения, формулировки неясны, какие упражнения трудны и что именно в них представляется затруднительным. Сообщая о своих затруднениях и задавая вопросы, студенту необходимо указать название учебника или учебного пособия, по которому он/она занимается, издательство, год издания, страницу учебника, номер упражнения. Возможность такого общения позволяет улучшить качество выполняемой работы и облегчить студенту процесс работы над контрольными заданиями.

Следует принять во внимание, что **контрольные работы, выполненные без соблюдения всех вышеупомянутых требований и сроков**, не принимаются для проверки и возвращаются студенту с замечанием «Не соответствует установленным требованиям».

Рецензия «Допустить к зачету/экзамену» является основанием для допуска к соответствующей форме аттестации.

Образец выполнения контрольной работы № 3

Контрольная работа № 3 представлена в 4 вариантах. Она состоит из 12 заданий и включает в себя работу с текстом и задания к нему (например, перевод отрывка, установление истинности/ложности высказываний, составление вопросов, поиск соответствий словам). Чтобы проверить усвоение пройденного материала, в контрольной работе предлагаются лексико-грамматические задания по темам модулей третьего семестра (в различных форматах: выбор альтернативы, изменения словоформы, нахождение соответствий, определения функциональной роли единицы и др.).

Ниже приведен пример оформления контрольной работы. Сначала дан образец текста работы целиком, а затем вариант оформления ответа.

Вариант контрольной работы

1. Прочитайте и устно переведите весь текст, а абзацы 1, 2 перепишите и переведите письменно:

1. One of the most compelling reasons for studying environmental science and management is the fact that, in the view of many leading authorities, we are now experiencing an environmental crisis; indeed, many authors have claimed that the present environmental crisis is unprecedented in its magnitude, pace and severity.

2. There is a wide range of environmental problems. They include anthropogenic climate change ('global warming'), the depletion of stratospheric ozone (the 'ozone hole'), the destruction of tropical forests, the extinction of species, and the precipitous decline of biodiversity. Yet, while all of these problems have physical (environmental) manifestations, their causes - and their potential solutions - are invariably bound up with human values, needs, desires, expectations, and behaviours. Thus the symptoms of the environmental crisis cannot be regarded purely as physical problems requiring solutions by environmental 'specialists'; instead, they are intrinsically human problems and they are intimately related to the question of what it means to be human.

3. The causes of the environmental crisis have been the subject of considerable debate. However, in general, its main causes are now acknowledged to be:

- **technological developments** over the course of human history - and particularly since the Industrial Revolution - which have allowed humans to exert a greater influence over natural resources and ecosystems;
- **rapidly increasing human population** which has led to significant increases in human population density in many parts of the world;
- **dramatic increases in resource and energy consumption** - particularly since the Industrial Revolution, and especially since around 1950 - which have accompanied economic growth and rising standards of living in some parts of the world;
- **the emergence and development of the capitalist world economy** in which increasing flows of people, resources, products, energy and waste have occurred, together with increasing environmental impacts;
- **utilitarian attitudes towards the environment** which have allowed the unrestricted exploitation of natural resources and ecosystems;
- **short-term patterns of decision-making** exhibited by many governments, companies and individuals, which place greater emphasis on short-term profit maximisation (or value maximisation) than on environmental protection.

4. For these reasons, among others, the environmental crisis presents an immense challenge to policy-makers and to many other organisations and individuals who must find creative responses to these issues - ideally, within the policy that promotes a sufficiently strong version of sustainable development.

2. Прочитайте весь текст. Являются ли следующие предложения правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. Environmental crisis is one of the reasons for studying environmental science.
2. The cause of environmental problems is mainly anthropogenic factor.
3. The potential solutions depend only on environmental 'specialists'.
4. Resource and energy consumption increased greatly only at the end of the XX century.
5. The destruction of tropical forests is the only reason for the 'ozone hole'.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. present / Is /unprecedented /the environmental /crisis?
2. What/ surface waters /the acidification/ is/ of?
3. Why /the environmental problems/ do/ increase?
4. can/ natural resources/ unrestricted exploitation /of /How /be stopped?
5. we / environmental crisis /Can/ solve?

4. Найдите в тексте соответствия.

- Потенциальное решение
- Плотность населения
- Потребление энергии
- Экономический рост
- Устойчивое развитие

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

skills / the position of / interview / confident / thank you for / an expert

Sam Leghart
1556 Broadway, suite 416
New York, NY, 10120, USA.

April 2, 2017

Karen Elson
Hiring Manager
Weitzman Brands International
155 Broadway St.
New York, NY 10012

Dear Ms. Elson,

I am writing to apply for Graphic Designer at Weitzman Brands International. As an experienced graphic designer, I have spent over four years crafting digital content and campaigns for established media groups in the Greater New York area, and I am that my skills make me a strong candidate to fulfill the creative needs of your company.

Having served as a digital graphic designer at Simmons Media, I am at a wide range of digital media marketing, including websites, online advertisements, social media campaigns, and brand identity design.

Weitzman Brands International is a leading goods company in the industry, and I believe that my and creative vision would partner well with the company's future goals. I would love to meet you in person for an at your earliest convenience. You can contact me at 455-983-1034 or by email at SLeg/GD.master.com. your time, and I look forward to hearing from you soon.

Sincerely,

Sam Leghart

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. Writing your letter of application or use an official business letter format.

- a. resume b. cover letter c. employment

2. Include the date, and the employer's contact information at the top.

- a. your contact information b. the purpose c. the enclosure

3. Be sure to provide a salutation at the beginning, and yourat the end.
 a. signature b. some references c. additional details
4. Provide specific examples of times when you demonstrated or abilities that would be useful for the job.
 a. evidence b. value c. skills

7. Составьте словосочетания:

business	details
contact	the letter
additional	letter format
main purpose of	your skills
evidence of	information

8. Измените слова, данные в скобках таким образом, чтобы они грамматически и лексически соответствовали содержанию предложения:

.....1 (busy) etiquette involves communicating effectively. This includes always returning phone calls and emails. When calling or 2 (receive) a call, you should always 3 (identity) yourself and your department, and speak in a polite and considerate manner. Personalize the 4 (converse) with a short question about the other person rather than rushing straight into business. This will help you to make a 5 (connect) with your caller. When sending an email, use a 6 (specify) subject line and keep the message businesslike and not overly personal or casual.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

1. If you me about Maxwell's birthday I would forget it.
 a. don't tell b. didn't tell c. hadn't told
2. If I can I..... his advise.
 a. will follow b. followed c. had followed
3. I shopping tomorrow if I have time.
 a. will go b. would go c. go
4. If you see him, him to call me?
 a. will you ask b. would you have asked c. would you asked
5. The salad better if you added some garlic.
 a. will taste b. would taste c. had tasted

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

1. The professor wanted to know the names of the students.
 2. He expressed a desire to help me with the article.
 3. He came to Moscow to study at the University.
 4. She can use this book for her report.
 5. To run an experiment means to be ready to all sorts of results.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и дайте им определение:

1. It is necessary for them to know the results.
2. I know him to be a software developer.
3. He is said to have been appointed a digital graphic designer.
4. He appears to prefer research work.
5. They are likely to present their own research at the scientific conference.

Образец выполнения контрольной работы

1. Прочитайте и устно переведите весь текст, а абзацы 1, 2 перепишите и переведите письменно:

<p>One of the most compelling reasons for studying environmental science and management is the fact that, in the view of many leading authorities, we are now experiencing an environmental crisis; indeed, many authors have claimed that the present environmental crisis is unprecedented in its magnitude, pace and severity.</p> <p>A wide range of environmental problems has emerged; those problems include anthropogenic climate change ...</p>	<p>Одна из наиболее веских причин изучения экологии и экологии управления - это то, что, по мнению многих ведущих правительств, мы сейчас переживаем экологический кризис. Действительно, многие авторы утверждают, что нынешний экологический кризис беспрецедентен по своим масштабам, темпам и остроте.</p> <p>Появилось множество экологических проблем, к которым относятся изменения климата ...</p>
--	--

2. Прочитайте весь текст. Являются ли следующие предложения правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. Environmental crisis is one of the reasons for studying environmental science.	T
2. The cause of environmental problems is mainly anthropogenic factor.	F
3. The potential solutions depend only on environmental 'specialists'.	F
4. Resource and energy consumption increased greatly only at the end of the XX century.	F
5. The destruction of tropical forests is the only reason for the 'ozone hole'.	F

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. present/Is/unprecedented/the environmental crisis?	1. Is the present environmental crisis unprecedented?
2. What/surface waters/the acidification/is/of?	2. What is the acidification of surface waters?
3. Why/the environmental problems/development of/does/the	3. Why does development of the capitalist world economy increase the

capitalist world economy/increase? ...	environmental problems? ...
---	--------------------------------

4. Найдите в тексте соответствия.

Потенциальное решение	potential solution
Потребление энергии	energy consumption
Плотность населения	population density
Экономический рост	economic growth
Устойчивое развитие	sustainable development

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

skills / the position of / interview / confident / thank you for / an expert

<p>Sam Leghart 1556 Broadway, suite 416 New York, NY, 10120, USA.</p> <p>April 2, 2017</p> <p>Karen Elson Hiring Manager Weitzman Brands International 155 Broadway St. New York, NY 10012</p>	<p>Sam Leghart 1556 Broadway, suite 416 New York, NY, 10120, USA.</p> <p>April 2, 2017</p> <p>Karen Elson Hiring Manager Weitzman Brands International 155 Broadway St. New York, NY 10012</p>
--	--

Dear Ms. Elson,

Dear Ms. Elson,

I am writing to apply for
Graphic Designer at Weitzman Brands
International. As an experienced
graphic designer, I have spent over four
years crafting digital content and
campaigns for established media
groups in the Greater New York area,
and I am that my skills
make me a strong candidate to fulfill
the creative needs of your company.

...

I am writing to apply for **the position of**
Graphic Designer at Weitzman Brands
International. As an experienced graphic
designer, I have spent over four years
crafting digital content and campaigns
for established media groups in the
Greater New York area, and I am
confident that my skills make me a
strong candidate to fulfill the creative
needs of your company.

...

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. Writing your letter of application or use an official business letter format.	1. Writing your letter of application or cover letter use an official business letter format.
--	--

a. resume b. cover letter c. employment 2. Include at the top, the date, and the employer's contact information. a. your contact information b. the purpose c. the enclosure	2. Include your contact information at the top, the date, and the employer's contact information.
--	---

7. Составьте словосочетания:

business	details	business letter format
contact	the letter	contact information
additional	letter format	additional details
main purpose of	your skills	main purpose of the letter
evidence of	information	evidence of your skills

8. Перепишите текст, образуя правильную часть речи от слов, предложенных в скобках, чтобы предложения имели смысл: Выделите полученные слова жирным шрифтом:

..... 1 (busy) etiquette involves communicating effectively. This includes always returning phone calls and emails. When calling or 2 (receive) a call, you should always 3 (identity) yourself and your department, and speak in a polite and considerate manner. ...	1) Business etiquette involves communicating effectively. This includes always returning phone calls and emails. When calling or 2) receiving a call, you should always 3) identify yourself and your department, and speak in a polite and considerate manner. ...
--	--

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

1. If you me about Maxwell's birthday I would forget it. a. don't tell b. didn't tell c. hadn't told 2. If I can I his advise. a. will follow b. followed c. had followed ...	1. If you didn't tell me about Maxwell's birthday I would forget it. 2. If I can I will follow his advise. ...
---	--

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

1. The professor wanted to know the names of the students. To know – часть составного глагольного сказуемого	Профессор хотел знать фамилии студентов.
2. He expressed a desire to help me with the article. To help - определение	Он выразил желание помочь мне со статьей.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и дайте им определение:

1. It is necessary for them to know the results. (сложное подлежащее)	1. Им необходимо знать результаты.
2. I know him to be a software developer. (объектный падеж с инфинитивом)	2. Я знаю, что он – программист.

Контрольная работа № 3

Направления «Химическая технология» 18.03.01 и «Техносферная безопасность» 20.03.01

Вариант 1

1. Прочитайте и устно переведите весь текст, а абзацы 2, 3 и 4 перепишите и переведите письменно:

WHAT IS A CHEMICAL REACTION?

1. You encounter chemical reactions all the time. Fire, respiration, and cooking all involve chemical reactions. Simply put, a chemical reaction is any transformation from one set of chemicals into another set. If the starting and ending substances are the same, a change may have occurred, but it is not a chemical reaction.

2. A reaction involves a rearrangement of molecules or ions into a different structure. Contrast this with a physical change, where the appearance is altered, but the molecular structure is unchanged, or a nuclear reaction, in which the composition of the atomic nucleus changes. In a chemical reaction, the atomic nucleus is untouched, but electrons may be transferred or shared to break and form chemical bonds.

Chemical Reactions and Chemical Equations

3. The atoms and molecules that interact are called the reactants. The atoms and molecules produced by the reaction are called products. Chemists use a shorthand notation called a chemical equation to indicate the reactants and the products. In this notation, the reactants are listed on the left side, the products are listed on the right side, and the reactants and products are separated by an arrow showing which direction the reaction proceeds. While many chemical equations show reactants forming products, in reality, the chemical reaction often proceeds in the other direction, too.

4. In a chemical reaction and a chemical equation, no new atoms are created or lost (conservation of mass), but chemical bonds may be broken and formed between different atoms.

5. Chemical equations may be either unbalanced or balanced. An unbalanced chemical equation doesn't account for conservation of mass, but it's often a good starting point because it lists the products and reactants and the direction of the chemical reaction.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. A reaction involves a restructuring of molecules or ions into a different structure.
2. Chemical bonds may be broken in a chemical reaction.
3. The composition of the atomic nucleus changes in a chemical reaction.
4. A double arrow may indicate the turn of reactants to products and the reverse reaction of some product to reform reactants.
5. In a chemical equation the products are listed on the left side.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. one/transformation/Is a chemical reaction/a/from/into/another/set of chemicals?
2. How/the/atoms/do/call/and/molecules/we/that interact?
3. separated by/ the/What/reactants/and/are/products?
4. Are/chemical atoms/in/created/a new/reaction?
5. Does/account for /an unbalanced chemical/conservation/of mass/equation?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

Реагент, вещество

Краткое обозначение

Молекулярная структура

Химические связи

Указать, обозначать

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

available for the interview / communication skills / experience / has a good reputation / for the post of / sincerely
--

William Mathura
Model Village
North Point, Hong Kong

22 July 2011

Mr. Hanukah Chan
Personnel Manager
Wong & Lim Consultants
P.O. Box 583
Kwai Chung, Kowloon

Dear Mr. Chan,

I am writing to apply MTO (Management Training Officer), which was advertised on the Oriental Daily Newspaper of the Hong Kong and Student Board of Polytechnic University on 21st July 2011.

I have one year working experience at King City Garment Manufactory Limited. This has played a pivot role in improving my leadership skills, and ability to work in a team environment. I can fluently speak and write English.

Currently I am studying for an MBA in Management at the Hong Kong Polytechnic University, graduating in 2012.

Working for Wong & Lim Consultants appeals to me because the company and it provides excellent training. Your organization produces a high-quality service, and I can contribute to this with my leadership skills and my ability to work under pressure.

I am at any time. I can be contacted most easily on the cell phone number given below. I look forward to meeting you soon.

Yours

William Mathura
Phone: 24862893
Mobile: 95427415
E-mail: abc@hkinternet.com

Encl: CV

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. Your application letter should let the know what position you are applying for.

a. employer b. employee c. worker

2. Include skills or abilities that are emphasized in the ad in your

a. CV b. postcard c. address

3. Keep your letter under a page long, with no more than about four paragraphs. An employer is more likely to read a letter.

- a. long b. concise c. extensive

4. Read through your cover letter attentively as employers an application with a lot of errors.

- a. ignore b. remember c. study

7. Составьте словосочетания:

job	for the position
candidate	manager
concise	interview
hiring	letter
contact	information

8. Перепишите текст, изменив слова так, чтобы они грамматически и лексически соответствовали содержанию предложения:

Good business etiquette includes dressing1 (appropriate). This shows 2 (considerate) for others, and indicates that you take yourself and your job seriously. An unkempt 3 (appear) indicates that you do not care about yourself or respect those around you. When you are unsure what type of dress is required, it is best to mistake on the 4 (conserve) side. For work-related 5 (society) events, do not be afraid to ask what the dress code will be. Remember that even if you are dressing down, such as for a casual Friday, it is still 6 (importance) to practice good grooming.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

- What would you say if you the President?
a. meet b. met c. would meet
- If we wasting, it'll help improve the environment.
a. stop b. stopped c. will stop
- If I were offered the job and the salary was OK, I it.
a. will take b. took c. would take
- If the trip hadn't been so expensive, I a reservation.
a. would make b. would have made c. will make
- If I were you, I her straightaway.
a. will tell b. shall tell c. would tell

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

- To solve this problem is very important.
- Your task is to describe the experiment.
- He claimed to be an expert in this field.
- He was the first to apply the new method of work.
- To test the device the engineer came to the laboratory.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и укажите тип оборота:

1. They are likely to ask you about your knowledge of computers in the interview.
2. Scientists from many countries are considered to take part in this conference.
3. Our engineers are working to improve the equipment.
4. This article appears to be very important.
5. We know mass media to lead active struggle against terrorism.

Контрольная работа № 3

Направления «Химическая технология» 18.03.01 и «Техносферная безопасность» 20.03.01

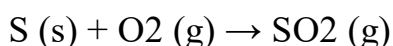
Вариант 2

1. Прочитайте и устно переведите весь текст, а абзацы 1, 2, 3 и 4 перепишите и переведите письменно:

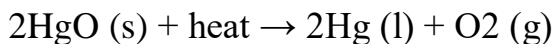
TYPES OF INORGANIC CHEMICAL REACTIONS

1. Elements and compounds react with each other in numerous ways. Memorizing every type of reaction would be challenging and also unnecessary since nearly every inorganic chemical reaction falls into one or more of four broad categories.

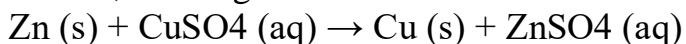
2. Two or more reactants form one product in a combination reaction. An example of a combination reaction is the formation of sulfur dioxide when sulfur is burned in air:



3. In a decomposition reaction, a compound breaks down into two or more substances. Decomposition usually results from electrolysis or heating. An example of a decomposition reaction is the breakdown of mercury (II) oxide into its component elements.



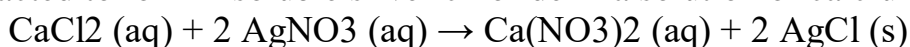
4. A single displacement reaction is characterized by an atom or ion of a single compound replacing an atom of another element. An example of a single displacement reaction is the displacement of copper ions in a copper sulfate solution by zinc metal, forming zinc sulfate:



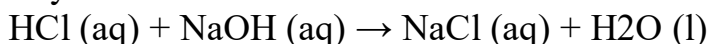
5. Single displacement reactions are often subdivided into more specific categories (e.g., redox reactions).

6. Double displacement reactions also may be called metathesis reactions. In this type of reaction, elements from two compounds displace each other to form new compounds. Double displacement reactions may occur when one product is removed

from the solution as a gas or precipitate or when two species combine to form a weak electrolyte that remains undissociated in solution. An example of a double displacement reaction occurs when solutions of calcium chloride and silver nitrate are reacted to form insoluble silver chloride in a solution of calcium nitrate.



7. A neutralization reaction is a specific type of double displacement reaction that occurs when an acid reacts with a base, producing a solution of salt and water. An example of a neutralization reaction is the reaction of hydrochloric acid and sodium hydroxide to form sodium chloride and water:



2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. Decomposition usually results from electrolysis or heating.
2. In metathesis reaction, elements from two compounds displace each other to form new compounds.
3. A single displacement reaction is a specific type of double displacement reaction that occurs when an acid reacts with a base.
4. When two species combine to form a weak electrolyte that remains undissociated in solution it is called a single displacement reaction.
5. Reactions can belong to more than one category.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. How many/product/form/one/reactants/in a combination reaction?
2. categories/of/single/you/displacement/reactions/What/do/know?
3. Does/ usually/decomposition/electrolysis/result/from/or heating?
4. a single displacement reaction/is/What/characterized by?
5. What/reaction/is/kind/of/it?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

Неорганическая химическая реакция

Реакция замещения

Сульфат меди

Хлорид натрия

Электролиз

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

<p>certification / degree in / apply for / have experience / education / Thank you for</p>

John Donaldson
8 Sue Circle
Smithtown, CA 08067
0044 121 638 0026

jo@don.com

22/09/2012

George Gilhooley
XYZ Company
87 Delaware Road
Hatfield, CA 08065

Dear Mr. Gilhooley,

I am writing to the programmer position advertised in the Times Union. As requested, I am enclosing a completed job application, my....., my CV, and three references.

The opportunity presented in this listing is very interesting, and I believe that my strong technical experience and will make me a very competitive candidate for this position.

With a BS Computer Programming, I have a good understanding of the full lifecycle of a software development project. I also in learning and excelling at new technologies as needed.

Please see my CV for additional information on my experience.

I can be reached anytime via email at john.donaldson@emailexample.com or my cell phone, 909-555-5555.

..... your time and consideration. I look forward to speaking with you about this employment opportunity.

Sincerely,
John Donaldson
Tel: 0044 121 638 0026
Email: jo@don.com

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. The job application letter you send to an employer explains why you are qualified for the position and should be selected for the
a. job b. position c. interview
2. Prioritize the sentences about your and incorporate the hardest hitting statements into your cover letter.
a. task b. qualifications c. family
3. Potential interviewers have certain expectations of the letter presentation and appearance, from (no more than a page) to font size.
a. length b. longevity c. eternity
4. Your letter should show the hiring manager why you are a good
a. candidate b. employer c. person

7. Составьте словосочетания:

potential	greeting
polite	information
gather	on your experience
relevant details	your signature
end with	interviewer

8. Перепишите текст, образуя правильную часть речи от слов, предложенных в скобках, чтобы предложения имели смысл:

Good etiquette involves showing respect not only to your 1 (super), but also to your peers and subordinates; in other words, to everyone. If you treat everyone with respect, you will avoid making 2 (cost) mistakes and experiencing discomfort by accidentally treating a superior in a 3 (respect) way. A consistently respectful attitude will also build your 4 (credibile) within the business or industry. Showing respect also means refraining from gossip and from being 5 (critic) and 6 (negate) to or about others.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

- If I'd known, I
a. will help b. would help c. would have helped
- If you see her, her to call me?
a. will you tell b. would you have told c. do you tell
- He will be really disappointed if you him the truth.
a. won't tell b. don't tell c. didn't tell
- If I the question, I would have answered .
a. had understood b. understand c. would understand
- If you hadn't been asking me questions all the time, I the film.
a. enjoyed b. will enjoy c. would have enjoyed

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

- To participate in environment protection is a very noble thing.
- Our opinion is to allow him to show his experience.
- Rising ocean temperatures reduce the ability of plankton to reproduce.
- I want you to write this article in time for the conference.
- I have come here to test your computer.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и дайте им определение:

- It was impossible for him to make such an important decision.
- They reported the plane to have landed.
- These students are sure to attend the lecture.
- 80% of the content on the World Wide Web seems to be in English.
- I called them to know the results.

Контрольная работа №3

Направления «Химическая технология» 18.03.01 и «Техносферная безопасность» 20.03.01

Вариант 3

1. Прочитайте и устно переведите весь текст, а абзацы 1, 2, 3 и 4 перепишите и переведите письменно:

CHEMICAL REACTION

1. A chemical reaction is a chemical change which forms new substances. A chemical reaction may be represented by a chemical equation, which indicates the number and type of each atom, as well as their organization into molecules or ions. A chemical equation uses the element symbols as shorthand notation for the elements, with arrows to indicate the direction of the reaction.

2. A conventional reaction is written with reactants on the left side of the equation and products on the right side. The state of matter of the substances may be indicated in parenthesis (s for solid, l for liquid, g for gas, aq for aqueous solution). The reaction arrow may go from left to right or there may be a double arrow, indicating reactants turn to products and some product undergoes the reverse reaction to reform reactants.

3. While chemical reactions involves atoms, typically only the electrons are involved in the breaking and formation of chemical bonds. Processes involving the atomic nucleus are called nuclear reactions.

4. The substances that participate in a chemical reaction are called reactants. The substances that are formed are called products. The products have different properties from the reactants.

5. Because there are so many reactions, there are additional ways to categorize them, but these other classes will still fall into one of the four main groups. Examples of other classes of reactions include oxidation-reduction (redox) reactions, acid-base reactions, complexation reactions, and precipitation reactions.

Factors That Affect Reaction Rate

6. The rate or speed at which a chemical reaction occurs is affected by several factors, including:

reactant concentration

surface area

temperature

pressure

presence or absence of catalysts

presence of light, especially ultraviolet light

activation energy

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. There are two main groups of reactions.
2. Only the electrons are involved in the breaking and formation of chemical bonds.
3. Chemical equation indicates the number and type of each atom.
4. Reactant is a directly reacting substance present at the initiation of the reaction.
5. The substances that are formed in a chemical reaction are called reactants.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. may/represented/chemical/What/a reaction/be/by?
2. go/May/right/the reaction/from left/to/arrow?
3. the products/from/have/properties/Do/the/different/reactants?
4. categorize/there/additional/Are/reactions/to/ways?
5. we/that/participate in/call/the substances/do/a chemical reaction/How?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

Скобка

Реагент

Химическое уравнение

Кислотно-основные реакции

Различные свойства

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

employed with / advertisement / enclosed my CV / contact me / the skills and knowledge / your time and consideration

Richard Daniels
444 Annere Road
Birmingham
B18 6NF

12 December 2010

Mr Philip Smith
Hiring Manager
IT design Company
Made Up Road
London
B18 6NF

Dear Mr Smith,

I have read your for a Graphic Designer with great interest as I believe that my skills and qualifications match your requirements for this position. I would

welcome the chance to apply I have gained to your vacancy and I feel my abilities would prove to be an asset for your organization.

Currently I am Unique Web Design Services as a graphic designer and have been involved in a number of high profile projects. I am comfortable working as part of a team or individually and have an in-depth understanding of emerging technologies in new media.

I have for your review, it includes a more detailed list of my technical skills. Please feel free to on the number given below and I look forward to meeting you in the near future.

Thank you in advance for and I look forward to hearing from you.

Yours sincerely,

Richard Daniels

Mobile: 0121 638 0026

Email: richD@niel.com

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. It's important to focus on your most relevant and strengths when writing resumes and cover letters, and when being interviewed.

a. jobs b. skills c. detail

2. Whenever possible, point to any positive or recognition you received while applying the skill.

a. results b. opportunities c. contacts

3. List the highest priority phrases at the beginning of your descriptions to get the most

a. orientation b. qualifications c. attention

4. Sign off your email with aclose, such as "Best" or "Sincerely," followed by your name.

a. polite b. perfect c. notorious

7. Составьте словосочетания:

correct	skills
relevant	an applicant
job	employer's name
qualifications of	advertisement
experience	level

8. Перепишите текст, образуя правильную часть речи от слов, предложенных в скобках, чтобы предложения имели смысл:

Good business etiquette is the recipe for 1 (advance) your career. In the business world, people with good etiquette are rewarded for their 2 (profession) and polite skills. For example, an 3 (employ) who arrives at a meeting on time (or early) and is ready to take notes has a better chance of 4 (impress) his supervisor than the employee who shows up to the meeting late, and forgets to bring a pen. Those who exemplify good business etiquette are proving that they respect their position, job, coworkers and take their 5 (perform) seriously. As such, these individuals win 6 (promote) and get ahead in their careers.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

1. He would play volleyball if he
a. can b. had to c. could
2. They to see you if they hadn't been away.
a. would come b. would have come c. came
3. Their teacher gets annoyed if students their mobile phones in class.
a. use b. used c. would use
4. I would have driven to Miami if I a car.
a. have b. had c. had had
5. If I were you, I the exam.
a. had passed b. would pass c. would have passed

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

1. To write a letter was the main thing for the day.
2. A company may also ask candidates for the job to complete a standard application form.
3. The aim of the experiment is to test a new substance.
4. She went to the lab to collect more material for her work.
5. He is always the first to come to the University.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и дайте им определение:

1. The professor recommended all the students to use their notes.
2. I want this article to be translated today.
3. Customs formalities happen to be more or less similar in all countries.
4. I happened to remember the title of his article.
5. He is sure to be asked about his skills.

Контрольная работа № 3

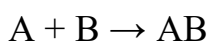
Направления «Химическая технология» 18.03.01 и «Техносферная безопасность» 20.03.01

Вариант 4

1. Прочитайте и устно переведите весь текст, а абзацы 1, 2, 3, 7 и 8 перепишите и переведите письменно:

SYNTHESIS REACTION

1. A synthesis reaction or direct combination reaction is one of the most common types of chemical reactions. In a synthesis reaction two or more chemical species combine to form a more complex product.

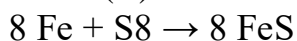


2. In this form, a synthesis reaction is easy to recognize because you have more reactants than products. Two or more reactants combine to make one larger compound.

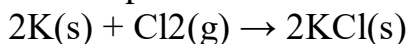
3. One way to think of synthesis reactions is that they are the reverse of a decomposition reaction.

Synthesis Reaction Examples

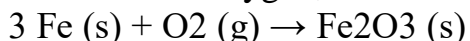
4. In the simplest synthesis reactions, two elements combine to form a binary compound (a compound made of two elements). The combination of iron and sulfur to form iron (II) sulfide is an example of a synthesis reaction:



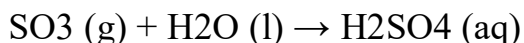
5. Another example of a synthesis reaction is the formation of potassium chloride from potassium and chlorine gas:



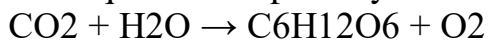
6. As in these reactions, it's common for a metal to react with a nonmetal. One typical nonmetal is oxygen, as in the everyday synthesis reaction of rust formation:



7. Direct combination reactions aren't always just simple elements reacting to form compounds. Another everyday example of a synthesis reaction is the reaction that forms hydrogen sulfate, a component of acid rain. Here, the sulfur oxide compound reacts with water to form a single product:



8. So far, the reactions you have seen have only one product molecule on the right-hand side of the chemical equation. Be on the lookout for synthesis reactions with multiple products. A familiar example of a more complex synthesis reaction is the overall equation for photosynthesis:



The glucose molecule is more complex than either carbon dioxide or water.

9. Remember, the key to identifying a synthesis or direct combination reaction is to recognize two or more reactants form a more complex product molecule!

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. A synthesis reaction is the reverse of a direct combination reaction.
2. Synthesis reactions are the same as decomposition reactions.
3. In a synthesis reaction you have more reactants than products.
4. Direct combination reactions aren't always just simple elements reacting to form compounds.
5. A binary compound is a compound made of two elements.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. a larger compound/How/be/can/made?
2. How/we/synthesis/identify/can/a/or/direct combination reaction?
3. the glucose molecule/Is/complex/than/more/the water one?
4. combination reactions/Do/just simple elements/direct/to form/react/compounds?
5. How/made/a/of/called/two/elements/is/compound?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

Реакция синтеза

Образование ржавчины

Бинарные соединения

Сульфат водорода

Химическое уравнение

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

rely on / advertisement / present employer / my CV / thank you for / independently

Deborah Clark

11 Leap Lane

London

B18 6NF

10th April 2017

Chloe Grayn

Hiring Manager

Dayjob Ltd

120 Vyse Street

Birmingham

B18 6NF

Dear Ms Grayn,

I am responding to your yesterday on the www.dayjob.com website for a Furniture Designer position. It is with great anticipation that I present to you as I firmly believe that I am perfectly qualified for the role.

I come to you as an experienced, hard-working and motivated individual with a high level of integrity who can design top quality furniture to the highest standards.

With my....., I work as part of a furniture manufacturing team designing, machining and building furniture solutions for both new and existing clients. I am involved in researching and identifying furniture trends from furniture fairs, shops, vintage shows, exhibitions and blogs.

You can me to meet any brand style, price and quality criteria needed to delight your customers. I possess a thorough work ethics, and can be a team player while also being able to work Furthermore, I have no trouble working to tight time frames with accuracy and minimal supervision.

Right now, I would like to work for a company like yours where every idea is given the opportunity to rise to the top.

In closing I would like to for your consideration, and I look forward to discussing the possibilities with you in greater details in the near future.

Yours sincerely,

Deborah Clark

Tel: 0044 121 638 0026

Email: DebbyC@.com

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. Before you begin writing your job application letter, consider what you want to include.
a. address b. job c. information
2. To include the most convincing, relevant details in your letter, you'll need to know what the wants.
a. employee b. employer c. worker
3. Make a connection between your skills and the employer's to create a list of the preferred qualifications for the ideal candidate for your target job.
a. requirements b. review c. responsibilities
4. Write about as many of the as possible detailing how you used that skill or exhibited that quality in a work, volunteer, academic or co-curricular role.
a. details b. skills c. qualifications

7. Составьте словосочетания:

communication	candidate
employer's	advice
ideal	requirements
job	skills
ask for	duties

8. Перепишите текст, образуя правильную часть речи от слов, предложенных в скобках, чтобы предложения имели смысл:

..... 1 (communicate) is the lifeblood of 2 (busy). For people to get along, work in unison and establish 3 (profession) relationships with one another, they must communicate with the appropriate etiquette. 4 (listen) skills are a main part of communication etiquette. When others are speaking, do not interrupt them. Employ active listening techniques, such as making good eye contact and showing the 5 (speak) that you are paying 6 (attentive) to them.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

1. If I were a rich man, I a very large boat.

a. will buy b. would buy c. had bought

2. If Max more time working and less time playing, his boss wouldn't have fired him.

a. spend b. spent c. had spent

3. We John if we had known about his problems.

a. would help b. will help c. would have helped

4. I would run away screaming if I an alien.

a. see b. saw c. had seen

5. If my brother me next year, I'll take him to Oktoberfest.

a. visits b. will visit c. visited

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

1. He advised us to look through the article.

2. We have no intention to order these fabrics.

3. The function of this device was to compute all these quantities.

4. To smoke is harmful.

5. They gave the programmers 48 hours to re-write a message on the website.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и дайте им определение:

1. The mistake was too obvious for everybody to notice it.

2. I know him to be a very good student.

3. The rules of the presentation are known to be followed (by everyone).

4. I happened to meet him at scientific conferences.

5. All my groupmates are likely to pass the exams.

Контрольная работа № 3

Направления «Экономика» 38.03.01 и «Менеджмент» 38.03.02

Вариант 1

1. Прочитайте и устно переведите весь текст, а абзацы 2 и 3 перепишите и переведите письменно:

ECONOMIC ACTIVITY

1. Most people work to earn a living and produce goods and services. Goods are either produced in the agricultural sector (like milk, vegetables, fruit) or manufactured at plants and factories (like pens, paper, and cars). Services are such things as education, medicine, and commerce. They are provided by people who are called employees. Some people provide goods, some provide services. Some other people provide both goods and services. For example, in the same garage a car can be bought or some service can be obtained in order to maintain this car or to repair it.

2. The work people do in exchange for payment is called economic activity. The economic system of a town, of a city, of a country, of the world is made up of all economic activities together of these respective communities. Countries differ in their economic activities. The work people undertake either provides them with what they need or provide the money with which they can buy essential commodities. Of course, most people hope to earn enough money to buy commodities and services, which are non-essential, but which provide some particular personal satisfaction, like books, visits to the cinema, trips, etc.

3. There are two extreme forms of economic arrangements of the economic activity: privately owned economy and state-owned one. The former is often called 'free market economy'; the latter is associated with the term 'command economy'. This type of economy dominated in the former socialist countries. If complete freedom of economic activity is allowed, this can create difficulties, because the freedoms of various individuals or individual companies can conflict. Laws have been created to regulate economic activity and they are concerned with working conditions, worker's health, wages, pensions, and location of places of work.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. Most people work not only to earn a living.
2. Goods are produced in the agricultural sector.
3. There are many forms of economic activities.
4. There are no laws regulating economic activity.
5. Russia has a number of plans to guide the economy.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. activity / is / What / economic ?
2. there / complete / Can / be / economic freedom ?
3. the most dedicated / What / free enterprise country / is ?
4. by / What goods / are / produced / the agricultural sector ?

5. your car / can / Where / you / repair ?

4. Ниже даны слова и словосочетания на русском языке. Найдите в тексте их эквиваленты на английском:

Слово / словосочетание	Эквивалент
зарабатывать на жизнь	
услуги	
экономическая деятельность	
экономика свободного рынка	
условия труда	

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

available for the interview / communication skills / experience / has a good reputation / for the post of / sincerely
--

William Mathura
Model Village
North Point, Hong Kong

22 July 2011

Mr. Hanukah Chan
Personnel Manager
Wong & Lim Consultants
P.O. Box 583
Kwai Chung, Kowloon

Dear Mr. Chan,

I am writing to apply MTO (Management Training Officer), which was advertised on the Oriental Daily Newspaper of the Hong Kong and Student Board of Polytechnic University on 21st July 2011.

I have one year working experience at King City Garment Manufactory Limited. This has played a pivot role in improving my leadership skills, and ability to work in a team environment. I can fluently speak and write English.

Currently I am studying for a M.B.A. in Management at the Hong Kong Polytechnic University, graduating in 2012.

Working for Wong & Lim Consultants appeals to me because the company and it provides excellent training. Your organization produces a high-quality service, and I can contribute to this with my leadership skills and my ability to work under pressure.

I am at any time. I can be contacted most easily on the cell phone number given below. I look forward to meet you soon.

Yours,

William Mathura
Phone: 24862893
Mobile: 95427415
E-mail: abc@hkinternet.com

Encl: CV

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. Your application letter should let the know what position you are applying for.

- a. employer b. employee c. worker

2. Include skills or abilities that are emphasized in the ad in your

- a. CV b. postcard c. address

3. Keep your letter under a page long, with no more than about four paragraphs. An employer is more likely to read a letter.

- a. long b. concise c. extensive

4. Read through your cover letter attentively as employers an application with a lot of errors.

- a. ignore b. remember c. study

7. Составьте словосочетания:

job	for the position
candidate	manager
concise	interview
hiring	letter
contact	information

8. Перепишите текст, изменив слова так, чтобы они грамматически и лексически соответствовали содержанию предложения:

Good business etiquette includes dressing1 (appropriate). This shows 2 (considerate) for others, and indicates that you take yourself and your job seriously. An unkempt 3 (appear) indicates that you do not care about yourself or respect those around you. When you are unsure what type of dress is required, it is best to mistake on the 4 (conserve) side. For work-related 5 (society) events, do not be afraid to ask what the dress code will be. Remember that even if you are dressing down, such as for a casual Friday, it is still 6 (importance) to practice good grooming.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

1. What would you say if you the President?
a. meet b. met c. would meet
2. If we wasting, it'll help to improve the environment.
a. stop b. stopped c. will stop
3. If I were offered the job and the salary was OK, I it.
a. will take b. took c. would take
4. If the trip hadn't been so expensive, I a reservation.
a. would make b. would have made c. will make
5. If I were you, I her straightaway.
a. will tell b. shall tell c. would tell

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

1. To solve this problem is very important.
2. Your task is to describe the experiment.
3. He claimed to be an expert in this field.
4. He was the first to apply the new method of work.
5. To test the device the engineer came to the laboratory.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и укажите тип оборота.

1. They are likely to ask you about your knowledge of computers at the interview.
2. Scientists from many countries are considered to take part in this conference.
3. Our engineers are working to improve the equipment.
4. This article appears to be very important.
5. We know mass media to lead active struggle against terrorism.

Контрольная работа №3

Направления «Экономика» 38.03.01 и «Менеджмент» 38.03.02

Вариант 2

1. Прочитайте и устно переведите весь текст, а абзацы 2 и 3 перепишите и переведите письменно:

PEOPLE IN EMPLOYMENT

1. If an offer of employment is received and is accepted, the employee and the company for which he or she is to work conclude a contract of employment. The contract specifies the terms and conditions governing employment. It normally includes such items as pay per hour, hours of work and pensions.

2. If either the employer or the employee is not satisfied, the contract of employment can be brought to an end. The period of notice is usually given in the

contract. If it comes to such cases as dishonesty, serious neglect of duties or absence without good reason, an employee will be dismissed without notice. If an employee feels that he or she has been dismissed unfairly, he or she can bring a complaint before an industrial tribunal. The employee will be reinstated to the job or awarded compensation provided the dismissal is found as unfair.

3. If an employee became redundant as a result of the firm's closure, the redundant employee would become entitled to redundancy pay. And it would depend upon the employee's age and length of service. Those who are employed in civil service, that is in government or public administration, feel more secure in their employment. The reason is that the number of people working in the public sphere is not reduced but steadily increases. Their job in administration is organized in a hierarchy. They are given more authority and material rewards as they rise from the bottom to the top of the hierarchy. Appointments and promotions are made on the basis of experience and qualification.

4. However, there are disadvantages to government work. The material rewards are often less generous than those offered by private companies. A working life normally ends in retirement. The retirement age varies from country to country.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. The terms and conditions of work are stated in the contract of employment.
2. Serious neglect of duties can be a reason for dismissal.
3. There is an increase in the number of people working in the public sphere.
4. Redundancy pay is always fair.
5. The retirement age is the same in all counties.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. is / concluded / Why / a contract of employment ?
2. your / redundancy pay / When / receive / will / you ?
3. in your employment now / you/ more secure / Do / feel ?
4. to rise / of / your / hierarchy / to the top / company's / Do / have / you / any chance ?
5. are / What / of the government employees / the advantages ?

4. Ниже даны слова и словосочетания на русском языке. Найдите в тексте их эквиваленты на английском:

Слово / словосочетание	Эквивалент
наемный работник	
государственная служба	
необоснованное увольнение	
материальное вознаграждение	
пенсионный возраст	

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

certification / degree in / apply for / have experience / education / Thank you for

John Donaldson
8 Sue Circle
Smithtown, CA 08067
0044 121 638 0026
Email: jo@don.com

22/09/2012

George Gilhooley
XYZ Company
87 Delaware Road
Hatfield, CA 08065

Dear Mr. Gilhooley,

I am writing to the programmer position advertised in the Times Union. As requested, I am enclosing a completed job application, my....., my CV, and three references.

The opportunity presented in this listing is very interesting, and I believe that my strong technical experience and will make me a very competitive candidate for this position.

With a BS Computer Programming, I have a good understanding of the full lifecycle of a software development project. I also in learning and excelling at new technologies as needed.

Please see my CV for additional information on my experience.

I can be reached anytime via email at john.donaldson@emailexample.com or my cell phone, 909-555-5555.

..... your time and consideration. I look forward to speaking with you about this employment opportunity.

Sincerely,
John Donaldson
Tel: 0044 121 638 0026
Email: jo@don.com

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. The job application letter you send to an employer explains why you are qualified for the position and should be selected for the

- a. job b. position c. interview

2. Prioritize the sentences about your and incorporate the hardest hitting statements into your cover letter.

- a. task b. qualifications c. family

3. Potential interviewers have certain expectations of the letter presentation and appearance, from (no more than a page) to font size.

- a. length b. longevity c. eternity

4. Your letter should show the hiring manager why you are a good

- a. candidate b. employer c. person

7. Составьте словосочетания:

potential	greeting
polite	information
gather	on your experience
relevant details	your signature
end with	interviewer

8. Перепишите текст, образуя правильную часть речи от слов, предложенных в скобках, чтобы предложения имели смысл:

Good etiquette involves showing respect not only to your 1 (super), but also to your peers and subordinates; in other words, to everyone. If you treat everyone with respect, you will avoid making 2 (cost) mistakes and experiencing discomfort by accidentally treating a superior in a 3 (respect) way. A consistently respectful attitude will also build your 4 (credibile) within the business or industry. Showing respect also means refraining from gossip and from being 5 (critic) and 6 (negate) to or about others.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

1. If I'd known, I

- a. will help b. would help c. would have helped

2. If you see her, her to call me?

- a. will you tell b. would you have told c. do you tell

3. He will be really disappointed if you him the truth.

- a. won't tell b. don't tell c. didn't tell

4. If I the question, I would have answered .

- a. had understood b. understand c. would understand

5. If you hadn't been asking me questions all the time, I the film.

- a. enjoyed b. will enjoy c. would have enjoyed

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

1. To participate in environment protection is a very noble thing.

2. Our opinion is to allow him to show his experience.

3. Rising ocean temperatures reduce the ability of plankton to reproduce.

4. He was the first to write this article on time for the conference.

5. I have come here to test your computer.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и дайте им определение:

1. It was impossible for him to make such an important decision.
2. They reported the plane to have landed.
3. These students are sure to attend the lecture.
4. 80% of the content on the World Wide Web seems to be in English.
5. I called them to know the results.

Контрольная работа №3

Направления «Экономика» и «Менеджмент»

Вариант 3

1. Прочитайте и устно переведите весь текст, а абзацы 1, 2 и 3 перепишите и переведите письменно:

ECONOMICS

1. Alfred Marshall defined economics as the study of mankind in everyday business life. There are other definitions too. But Marshall's definition draws attention to a unique feature of human society: that unlike animals, man provides for his everyday needs by means of a complex pattern of production, distribution and exchange.

2. We need food, clothes and shelter. If we could get them without working, we probably would not work. But even when we have these essential things, we may want other things because they might make life more enjoyable. Human beings certainly have a wide and very complex range of wants. This everyday business of providing the means of life is called by the general term 'economy'.

3. Economics is the study of economies. The science of economics is concerned with all that man produces and not just our basic needs like food, clothes and shelter. The science of economics is based upon the facts of our everyday lives and the general life of our communities. If we want to understand the whole economic system we have to study carefully the economic activity of the society. Apart from production, distribution of products among various groups in society and exchange, economics studies the institutions that were created by man to promote economic development.

4. Economists are those who observe and study economic facts and produce economic theories. They try to describe the facts of the economy in which we live, and to explain how it all works. The economist's methods should be strictly objective, if they are to be scientific. In order to understand the evolution of economy scientists must study economies at different stages of historic development. They study primitive economies, economies of the ancient and the medieval societies. But their main interest is focused on the economy of the advanced industrial countries.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. There are many different definitions of economics.
2. Basic needs include food, clothes and shelter.
3. Economics studies the economies of different countries.
4. Modern economics is based upon mathematics.
5. Economics is a social science that studies the production, distribution and exchange of goods.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. without working / get / Can / one / food, clothes and shelter ?
2. / mean / the term 'economy' / What / does ?
3. is / upon / What / the science of economics / based ?
4. Should / the economist's methods / strictly / be / scientific?
5. economies / at different stages of historic development / economists / Why / do / study ?

4. Ниже даны слова и словосочетания на русском языке. Найдите в тексте их эквиваленты на английском:

Слово / словосочетание	Эквивалент
экономика (наука)	
экономика (хозяйство)	
основные потребности	
экономическое развитие	
развитые промышленные страны	

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

employed with / advertisement / enclosed my CV / contact me / the skills and knowledge / your time and consideration
--

Richard Daniels
444 Annere Road
Birmingham
B18 6NF

12 December 2010

Mr Philip Smith
Hiring Manager
IT design Company
Made Up Road
London
B18 6NF

Dear Mr Smith,

I have read your for a Graphic Designer with great interest as I believe

that my skills and qualifications match your requirements for this position. I would welcome the chance to apply I have gained to your vacancy and I feel my abilities would prove to be an asset for your organization.

Currently I am Unique Web Design Services as a graphics designer and have been involved in a number of high profile projects. I am comfortable working as part of a team or individually and have an in-depth understanding of emerging technologies in new media.

I have for your review, it includes a more detailed list of my technical skills. Please feel free to on the number given below and I look forward to meeting you in the near future.

Thank you in advance for and I look forward to hearing from you.

Yours sincerely,

Richard Daniels

Mobile: 0121 638 0026

Email: richD@niel.com

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. It's important to focus on your most relevant and strengths when writing resumes and cover letters, and when being interviewed.

a. jobs b. skills c. detail

2. Whenever possible, point to any positive or recognition you received while applying the skill.

a. results b. opportunities c. contacts

3. List the highest priority phrases at the beginning of your descriptions to get the most

a. orientation b. qualifications c. attention

4. Sign off your email with aclose, such as "Best" or "Sincerely," followed by your name.

a. polite b. perfect c. notorious

7. Составьте словосочетания:

correct	skills
relevant	applicant
job	employer name
qualifications of	advertisement
experience	level

8. Перепишите текст, образуя правильную часть речи от слов, предложенных в скобках, чтобы предложения имели смысл:

Good business etiquette is the recipe for 1 (advance) your career. In the business world, people with good etiquette are rewarded for their 2 (profession) and polite skills. For example, an 3 (employ) who arrives at a meeting on time (or early) and is ready to take notes has a better chance of 4 (impress) his supervisor than the employee who shows up to the meeting late, and forgets to bring a pen. Those who exemplify good business etiquette are proving that they respect their position, job, co-workers and take their 5 (perform) seriously. As such, these individuals win 6 (promote) and get ahead in their careers.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

1. He would play volleyball if he
a. can b. had to c. could
2. They to see you if they hadn't been away.
a. would come b. would have come c. came
3. Their teacher gets annoyed if students their mobile phones in class.
a. use b. used c. would use
4. I would have driven to Miami if I a car.
a. have b. had c. had had
5. If I were you, I the exam.
a. had passed b. would pass c. would have passed

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

1. To write a letter was the main thing for the day.
2. A company may also ask candidates for the job to complete a standard application form.
3. The aim of the experiment is to test a new substance.
4. She went to the lab to collect more material for her work.
5. He is always the first to come to the University.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и дайте им определение:

1. The professor recommended all the students to use their notes.
2. I want this article to be translated today.
3. Customs formalities are likely to be more or less similar in all countries.
4. I happened to remember the title of his article.
5. He is sure to be asked about his skills.

Контрольная работа №3

Направления «Экономика» 38.03.01 и «Менеджмент» 38.03.02

Вариант 4

1. Прочитайте и устно переведите весь текст, а абзацы 1, 2 и 3 перепишите и переведите письменно:

ECONOMIC THEORIES

1. Until recently it was a common view that market economy was a magic arrangement making it possible to solve all economic problems which arise in society. And economics was considered a science producing accurate understanding and explanation of the workings of the economy. But none of the competing theories performed spectacularly well. Even annual forecasts of inflation, unemployment and output are regularly in error.

2. Two hundred years ago Adam Smith convinced most of the world that economy worked best when it was left alone. During the years of the Great Depression the British economist John Maynard Keynes forced people to rethink that conclusion. He convinced people that active government intervention in the market place was the only way to ensure economic growth and stability. For nearly thirty years this theory dominated economics and public policy while the economies of industrial countries displayed the longest economic boom in the history of these countries. In the early 1970s when the economy of all industrial countries was performing badly, most of the economists were sure that Keynes' theory would be abandoned.

3. This happened with the election of M. Thatcher in Great Britain and R. Reagan in the USA in 1979 and 1980, respectively, when Milton Freedman's monetarist theory was adopted as a guideline to run the economies of industrial countries. This theory began to be implemented in those two countries and later it was expanded to the rest of the industrial world, although with differing degrees. As unemployment and inflation rate began to decline, supporters of this theory claimed victory. But critics pointed to the problems of poverty, homelessness, budget deficits and inadequate public services. They also emphasized that there were no signs of economic improvement in all the industrial countries.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. Economics aims to explain how economies work.
2. In general, Adam Smith was against government intervention in economy.
3. Adam Smith's theory dominated economics till the 1970s.
4. Milton Freedman was awarded the Nobel Prize for Economics.
5. M. Freedman's monetary theory led to economic improvement in all the industrial countries.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. market economy / Is / making it possible / to solve all economic problems?
2. What /ensure / according to J.M. Keynes / economic growth / could ?
3. Keynes' theory / When / was / abandoned?
4. were / elected / When / M. Thatcher in Great Britain and R. Reagan in the USA ?
5. was / Whose theory / as a guideline / industrial countries / for / adopted ?

4. Ниже даны слова и словосочетания на русском языке. Найдите в тексте их эквиваленты на английском

Слово / словосочетание	Эквивалент
экономика (наука)	
гарантировать экономический рост	
промышленно развитые страны	
безработица	
монетаристская теория	

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

rely on / advertisement / present employer / my CV / thank you for / independently

Deborah Clark
11 Leap Lane
London
B18 6NF

10th April 2017

Chloe Grayn
Hiring Manager
Dayjob Ltd
120 Vyse Street
Birmingham
B18 6NF

Dear Ms Grayn,

I am responding to your yesterday on the www.dayjob.com website for a Furniture Designer position. It is with great anticipation that I present to you as I firmly believe that I am perfectly qualified for the role.

I come to you as an experienced, hard-working and motivated individual with a high level of integrity who can design top quality furniture to the highest standards.

With my....., I work as part of a furniture manufacturing team designing, machining and building furniture solutions for both new and existing clients. I am involved in researching and identifying furniture trends from furniture fairs, shops, vintage shows, exhibitions and blogs.

You can me to meet any brand style, price and quality criteria needed to delight your customers. I possess a thorough work ethics, and can be a team player while also being able to work Furthermore, I have no trouble working to tight time frames with accuracy and minimal supervision.

Right now, I would like to work for a company like yours where every idea is given the opportunity to rise to the top.

In closing I would like to for your consideration, and I look forward to discussing the possibilities with you in greater details in the near future.

Yours sincerely,

Deborah Clark

Tel: 0044 121 638 0026

Email: DebbyC@.com

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. Before you begin writing your job application letter, consider what you want to include.
 - a. address b. job c. information
2. To include the most convincing, relevant details in your letter, you'll need to know what the wants.
 - a. employee b. employer c. worker
3. Make a connection between your skills and the employer's to create a list of the preferred qualifications for the ideal candidate for your target job.
 - a. requirements b. review c. responsibilities
4. Write about as many of the as possible detailing how you used that skill or exhibited that quality in a work, volunteer, academic or co-curricular role.
 - a. details b. skills c. qualifications

7. Составьте словосочетания:

communication	candidate
employer's	advice
ideal	requirements
job	skills
ask for	duties

8. Перепишите текст, образуя правильную часть речи от слов, предложенных в скобках, чтобы предложения имели смысл:

..... 1 (communicate) is the lifeblood of 2 (busy). For people to get along, work in unison and establish 3 (profession) relationships with one another, they must communicate with the appropriate etiquette. 4 (listen) skills are a main part of communication etiquette. When others are speaking, do not interrupt them. Employ active listening techniques, such

as making good eye contact and showing the 5 (speak) that you are paying 6 (attentive) to them.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

1. If I were a rich man, I a very large boat.

a. will buy b. would buy c. had bought

2. If Max more time working and less time playing, his boss wouldn't have fired him.

a. spend b. spent c. had spent

3. We John if we had known about his problems.

a. would help b. will help c. would have helped

4. I would run away screaming if I an alien.

a. see b. saw c. had seen

5. If my brother me next year, I'll take him to Oktoberfest.

a. visits b. will visit c. visited

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

1. He advised us to look through the article.

2. We have no intention to order these fabrics.

3. The function of this device was to compute all these quantities.

4. To smoke is harmful.

5. They gave the programmers 48 hours to re-write a message on the website.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и дайте им определение:

1. The mistake was too obvious for everybody to notice it.

2. I know him to be a very good student.

3. The rules of the presentation are known to be followed (by everyone).

4. I happened to meet him at scientific conferences.

5. All my group mates are likely to pass the exams.

Контрольная работа № 3

Направление «Реклама и связи с общественностью» 42.03.01

Вариант 1

1. Прочитайте и устно переведите весь текст, а 1-й и 3-й абзацы текста перепишите и переведите письменно:

Non-profit organizations

1. Charities are non-profit organizations, so profit is not at stake as with other businesses. What is at stake is much more important — survival. Whether they are devoted to finding missing people or helping children, charities need to do all they

can to continue their good work and PR can help achieve that, harmoniously. Good PR can work wonders in enhancing fundraising efforts of charities and can help them in overcoming the growing competition.

2. If there is a continuing need for funding, and a specific purpose for the PR activity then redundancy through success is not a situation charities should find themselves in. Charities do not offer donors tangible goods which benefit them directly and there is also vast skepticism over how funds are used and whether they are actually benefiting the cause. It follows that a key role for PR is to communicate to both potential and current donors how donations are being spent and to highlight past successes. By publicizing the information, charities can seek to gain this mutual trust.

3. A charity's status of being in the business of helping people rather than increasing profits can be used to its advantage but that alone is not enough. PR can enhance, broaden and communicate this status, and improve perception. It has been said that "perception is reality." Whether that is true or not, perception is vital to any business, and even more so for charities who heavily rely on their publics for funding. Charities must be cautious when using PR and have a specific purpose for it. The outcome should be sufficient success to achieve.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. Every organization uses advertising of its products.
2. Media and production costs take the most of the budget in advertising.
3. advertising is not limited to the marketing function.
4. Public relations specialists are divided into many positions.
5. PR relates to all the communications of the organization.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. can / charities / help / PR / How?
2. directly / tangible / charities / goods / offer / donors / benefit / which / Do / them?
3. What / gain / help / can / trust / charities / to / the / donors / mutual / their / with?
4. broaden / and / PR / enhance, / What / communicate / can?
5. so / is / to / perception / vital / Why / charities?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

На кону (поставлено на карту)

некоммерческая организация

восприятие

увеличивать прибыль

физический товар (который можно потрогать)

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

available for the interview / communication skills / experience / has a good reputation / for the post of / sincerely
--

William Mathura
Model Village
North Point, Hong Kong

22 July 2011

Mr. Hanukah Chan
Personnel Manager
Wong & Lim Consultants
P.O. Box 583
Kwai Chung, Kowloon

Dear Mr. Chan,

I am writing to apply MTO (Management Training Officer), which was advertised on the Oriental Daily Newspaper of the Hong Kong and Student Board of Polytechnic University on 21st July 2011.

I have one year working experience at King City Garment Manufactory Limited. This has played a pivot role in improving my leadership skills, and ability to work in a team environment. I can fluently speak and write English.

Currently I am studying for a M.B.A. in Management at the Hong Kong Polytechnic University, graduating in 2012.

Working for Wong & Lim Consultants appeals to me because the company and it provides excellent training. Your organization produces a high-quality service, and I can contribute to this with my leadership skills and my ability to work under pressure.

I am at any time. I can be contacted most easily on the cell phone number given below. I look forward to meeting you soon.

Yours

William Mathura
Phone: 24862893
Mobile: 95427415
E-mail: abc@hkinternet.com

Encl: CV

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. Your application letter should let the know what position you are applying for.

- a. employer b. employee c. worker

2. Include skills or abilities that are emphasized in the ad in your

- a. CV b. postcard c. address

3. Keep your letter under a page long, with no more than about four paragraphs. An employer is more likely to read a letter.

- a. long b. concise c. extensive

4. Read through your cover letter attentively as employers an application with a lot of errors.

- a. ignore b. remember c. study

7. Составьте словосочетания:

job	for the position
candidate	manager
concise	interview
hiring	letter
contact	information

8. Перепишите текст, изменив слова так, чтобы они грамматически и лексически соответствовали содержанию предложения:

Good business etiquette includes dressing1 (appropriate). This shows 2 (considerate) for others, and indicates that you take yourself and your job seriously. An unkempt 3 (appear) indicates that you do not care about yourself or respect those around you. When you are unsure what type of dress is required, it is best to mistake on the 4 (conserve) side. For work-related 5 (society) events, do not be afraid to ask what the dress code will be. Remember that even if you are dressing down, such as for a casual Friday, it is still 6 (importance) to practice good grooming.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

1. What would you say if you the President?

- a. meet b. met c. would meet

2. If we wasting, it'll help improve the environment.

- a. stop b. stopped c. will stop

3. If I were offered the job and the salary was OK, I it.

- a. will take b. took c. would take

4. If the trip hadn't been so expensive, I a reservation.

- a. would make b. would have made c. will make

5. If I were you, I her straightaway.

- a. will tell b. shall tell c. would tell

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

1. To solve this problem is very important.
2. Your task is to describe the experiment.
3. He claimed to be an expert in this field.
4. He was the first to apply the new method of work.
5. To test the device the engineer came to the laboratory.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и укажите тип оборота.

1. They are likely to ask you about your knowledge of computers at the interview.
2. Scientists from many countries are considered to take part in this conference.
3. Our engineers are working to improve the equipment.
4. This article appears to be very important.
5. We know mass media to lead active struggle against terrorism.

Контрольная работа № 3

Направление «Реклама и связи с общественностью» 42.03.01

Вариант 2

1. Прочитайте и устно переведите весь текст, а абзацы 2, 3 перепишите и переведите письменно:

TRADE FAIRS

1. Out of all the marketing instruments available trade fairs offer by far the widest range of functions. This is where exhibitors can conduct business, cultivate their image, look for business partners or examine the market. The same applies to visitors. Trade fairs are the ideal place for surveying the market, comparing prices and sales terms, trying out products, discussing their applications and doing business.

2. For this reason, even in the internet age the importance of trade fairs has not diminished. In order to make the most of a trade fair it is essential to prepare optimally and to choose the “right“ event, the best option for meeting the stated objectives. It involves everything from choosing the right employees for one’s stand to using advertising materials that target prospective visitors. Ultimately, the most important thing is to systematically collect and evaluate the contact information secured at trade fairs.

3. For the trade, information is just as important as the goods themselves. More and more products need explaining and with so many choices available making a decision becomes more difficult. Thus, exchanging information and establishing trust become increasingly important. Trade visitors come for the

products and services from around the world and exhibitors are able to address a large segment of their potential customers.

4. Specialist trade fairs and their international dimension are responsible for creating expert knowledge around the world. Trade fair advisory boards including representatives of the supply and the demand side support and ensure industry-compliant developments of the trade fairs. In order to make a strategic decision regarding trade fair participation a company must look at its marketing mix in terms of its products, pricing, communications and sales channels.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. Many events create the image of a company and its products.
2. In the internet age the importance of trade fairs has diminished.
3. Advertising materials target prospective visitors.
4. Specialist trade fairs help to create expert knowledge around the world.
5. Trade fairs offer a narrow range of functions.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. can / at / What / the / exhibitors / trade / do / fairs?
2. Are / market / for / trade / fairs / place / the / ideal / surveying / the?
3. information / for / trade / as / goods / Is / the / as / important / the?
4. How / about / company / participation / a / does / decide / trade / fair?
5. fair / boards / What / people / advisory / do / trade / include?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

инструменты маркетинга
самый широкий диапазон функций
изучение рынка
условия продажи
экспертный совет

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

certification / degree in / apply for / have experience / education / Thank you for

John Donaldson
8 Sue Circle
Smithtown, CA 08067
0044 121 638 0026
jo@don.com

22/09/2012

George Gilhooley
XYZ Company

87 Delaware Road
Hatfield, CA 08065

Dear Mr. Gilhooley,

I am writing to the programmer position advertised in the Times Union. As requested, I am enclosing a completed job application, my....., my CV, and three references.

The opportunity presented in this listing is very interesting, and I believe that my strong technical experience and will make me a very competitive candidate for this position.

With a BS Computer Programming, I have a good understanding of the full lifecycle of a software development project. I also in learning and excelling at new technologies as needed.

Please see my CV for additional information on my experience.

I can be reached anytime via email at john.donaldson@emailexample.com or my cell phone, 909-555-5555.

..... your time and consideration. I look forward to speaking with you about this employment opportunity.

Sincerely,
John Donaldson
Tel: 0044 121 638 0026
Email: jo@don.com

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

- The job application letter you send to an employer explains why you are qualified for the position and should be selected for the
a. job b. position c. interview
- Prioritize the sentences about your and incorporate the hardest hitting statements into your cover letter.
a. task b. qualifications c. family
- Potential interviewers have certain expectations of the letter presentation and appearance, from (no more than a page) to font size.
a. length b. longevity c. eternity
- Your letter should show the hiring manager why you are a good
a. candidate b. employer c. person

7. Составьте словосочетания:

potential	greeting
polite	information
gather	on your experience

relevant details	your signature
end with	interviewer

8. Перепишите текст, образуя правильную часть речи от слов, предложенных в скобках, чтобы предложения имели смысл:

Good etiquette involves showing respect not only to your 1 (super), but also to your peers and subordinates; in other words, to everyone. If you treat everyone with respect, you will avoid making 2 (cost) mistakes and experiencing discomfort by accidentally treating a superior in a 3 (respect) way. A consistently respectful attitude will also build your 4 (credible) within the business or industry. Showing respect also means refraining from gossip and from being 5 (critic) and 6 (negate) to or about others.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

- If I'd known, I
a. will help b. would help c. would have helped
- If you see her, her to call me?
a. will you tell b. would you have told c. do you tell
- He will be really disappointed if you him the truth.
a. won't tell b. don't tell c. didn't tell
- If I the question, I would have answered .
a. had understood b. understand c. would understand
- If you hadn't been asking me questions all the time, I the film.
a. enjoyed b. will enjoy c. would have enjoyed

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

- To participate in environment protection is a very noble thing.
- Our opinion is to allow him to show his experience.
- Rising ocean temperatures reduce the ability of plankton to reproduce.
- I want you to write this article in time for the conference.
- I have come here to test your computer.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и дайте им определение:

- It was impossible for him to make such an important decision.
- They reported the plane to have landed.
- These students are sure to attend the lecture.
- 80% of the content on the World Wide Web seems to be in English.
- I called them to know the results.

Контрольная работа № 3

Направление «Реклама и связи с общественностью»

Вариант 3

1. Прочитайте и устно переведите весь текст, а абзацы 1, 2, 3 перепишите и переведите письменно:

BRAND VALUES

1. Successful brands provide quality products and deliver the perceived benefits a customer expects. To make a brand attractive in the minds of the consumer, a manufacturer aims to creating a unique position in the market place and establish a clear advantage over its competitors.

2. The word 'values' is frequently used in marketing, yet there is sometimes confusion about its meaning. A brand's values effectively say 'This is what we believe in and this is how we think our business should be conducted'.

3. In the case of service brands, where staff are the brand, staff have a better feel for the types of behaviour they should adopt to reinforce the brand if they understand the brand values. Brand values offer an opportunity for brand differentiation and attract people whose values match those being projected by their chosen brand. These people are employees who are proud to align themselves with these values, as well as consumers.

4. One of the principles of effective branding is that there should be a low number of core values, typically no more than five. As the number of values rises it becomes more difficult for staff to recall them all.

5. A further advantage of majoring on a few core values is that as they encourage specific types of staff behavior. When Midland Bank (as it was then) set up a team to develop a new approach to banking – telephone banking through First Direct – one of the team's early actions was to define the brand's values. These were chosen as being: respect, openness, energy, thinking and getting it right.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. There is no confusion about the meaning of the word 'values'.
2. People behave in different ways personally or socially.
3. A brand's values is what people in a company believe their business should be conducted.
4. Brand values do not offer any advantages to the employees.
5. One of the principles of effective branding is that there is normally no more than five core values for a company.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. brand's What at Bank chosen Midland values were early?
2. What offer values brand opportunity do?
3. Do behavior values of encourage core specific staff types?
4. How recommended many core are values?
5. Why for of them it is difficult staff to recall sometimes all?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

преимущество
значение
потребитель
новый подход
конкурент

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

employed with / advertisement / enclosed my CV / contact me / the skills and knowledge / your time and consideration

Richard Daniels
444 Annere Road
Birmingham
B18 6NF

12 December 2010

Mr Philip Smith
Hiring Manager
IT design Company
Made Up Road
London
B18 6NF

Dear Mr Smith,

I have read your for a Graphic Designer with great interest as I believe that my skills and qualifications match your requirements for this position. I would welcome the chance to apply I have gained to your vacancy and I feel my abilities would prove to be an asset for your organization.

Currently I am Unique Web Design Services as a graphics designer and have been involved in a number of high profile projects. I am comfortable working as part of a team or individually and have an in-depth understanding of emerging technologies in new media.

I have for your review, it includes a more detailed list of my technical skills. Please feel free to on the number given below and I look forward to meeting you in the near future.

Thank you in advance for and I look forward to hearing from you.

Yours sincerely,

Richard Daniels

Mobile: 0121 638 0026
Email: richD@niel.com

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. It's important to focus on your most relevant and strengths when writing resumes and cover letters, and when being interviewed.
a. jobs b. skills c. detail
2. Whenever possible, point to any positive or recognition you received while applying the skill.
a. results b. opportunities c. contacts
3. List the highest priority phrases at the beginning of your descriptions to get the most
a. orientation b. qualifications c. attention
4. Sign off your email with aclose, such as "Best" or "Sincerely," followed by your name.
a. polite b. perfect c. notorious

7. Составьте словосочетания:

correct	skills
relevant	applicant
job	employer name
qualifications of	advertisement
experience	level

8. Перепишите текст, образуя правильную часть речи от слов, предложенных в скобках, чтобы предложения имели смысл:

Good business etiquette is the recipe for 1 (advance) your career. In the business world, people with good etiquette are rewarded for their 2 (profession) and polite skills. For example, an 3 (employ) who arrives at a meeting on time (or early) and is ready to take notes has a better chance of 4 (impress) his supervisor than the employee who shows up to the meeting late, and forgets to bring a pen. Those who exemplify good business etiquette are proving that they respect their position, job, coworkers and take their 5 (perform) seriously. As such, these individuals win 6 (promote) and get ahead in their careers.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

1. He would play volleyball if he
a. can b. had to c. could
2. They to see you if they hadn't been away.
a. would came b. would have come c. came
3. Their teacher gets annoyed if students their mobile phones in class.
a. use b. used c. would use

4. I would have driven to Miami if I a car.

a. have b. had c. had had

5. If I were you, I the exam.

a. had passed b. would pass c. would have passed

10. Перепишите и переведите предложения, содержащие инфинитив.

Выпишите инфинитивы и определите их функцию в предложениях:

1. To write a letter was the main thing for the day.

2. A company may also ask candidates for the job to complete a standard application form.

3. The aim of the experiment is to test a new substance.

4. She went to the lab to collect more material for her work.

5. He is always the first to come to the University.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и дайте им определение:

1. The professor recommended all the students to use their notes.

2. I want this article to be translated today.

3. Customs formalities happen to be more or less similar in all countries.

4. I happened to remember the title of his article.

5. He is sure to be asked about his skills.

Контрольная работа № 3

Направление «Реклама и связи с общественностью» 42.03.01

Вариант 4

1. Прочитайте и устно переведите весь текст, а абзацы 1, 2, 3 и 7 перепишите и переведите письменно:

HOW TECHNOLOGY IS CHANGING MARKETING

1. The rise of smartphones and apps means marketers have to develop digital skills to communicate effectively with customers. A transformation of marketing is underway as we spend more time on our mobiles, tablets and laptops. The challenge for brands is to connect with customers through all these devices in real time and create campaigns that work across social media, display advertising and e-commerce.

2. The websites and mobile apps have changed the nature of marketing. The modern-day marketing department needs to combine the creative side of the discipline – using powerful narratives to tap into people’s wishes and aspirations – with the technical side of data, digital engineering and analytics. Getting creative marketers to work alongside technical staff can be a huge challenge.

3. To explore these issues, the Guardian, in association with software firm Adobe, invited a panel of five top marketers and digital chiefs to discuss the matter before an audience of about 50 marketing and digital professionals.

4. The question they addressed was: “What does the merging of technology and marketing mean for marketers?” The panel examined the challenges of bringing together these two distinct worlds. Marketing is concerned with understanding people’s motivations and using these insights to create campaigns that promote brands and encourage people to buy their products. It is a creative and often intuitive process. The technology used to achieve this, however, requires skills in mathematics, statistics and computing.

5. How has the explosion of digital technology changed marketing? This was the theme of the discussion panel organised by the Guardian in association with Adobe. Today’s connected consumers are using smartphones, iPads, laptops - and even glasses and watches - to access content. As a result, marketing departments need to provide compelling campaigns across these different devices and become proficient in using technology. Marketers need to work closely with IT departments and technologists. They need to understand the processes behind developing websites, handling data and running social media campaigns. The panel discussed how marketers could develop the skills to enable them to work hand in hand with technologists while retaining their creativity, flair and intuition.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. How digital technology has changed marketing was the theme of the discussion panel organised by the Guardian in association with Adobe.
2. The modern-day marketing department does not need to combine the creativity with the technical side of data, digital engineering and analytics.
3. A software firm Adobe has presented their new device to the audience.
4. Marketers should cooperate with IT departments and technologists.
5. There is no merging of technology and marketing nowadays.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. should / digital / marketers / Why / skills / develop?
2. can / through / What / do / devices / smartphones / other / apps / and / brands / and?
3. can / for / be / huge / of / challenge / a / What / the / marketing / nature?
4. What / Guardian / Adobe / the / with / was / the / organized / theme / of / by / the / panel / in / discussion / association?
5. are / laptops / consumers / iPads / using / What / smartphones, / and / for?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

развивать навыки работы в цифровом информационном пространстве
продвигать торговые марки
работать рука об руку с
слияние, объединение

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

rely on / advertisement / present employer / my CV / thank you for / independently

Deborah Clark
11 Leap Lane
London
B18 6NF

10th April 2017

Chloe Grayn
Hiring Manager
Dayjob Ltd
120 Vyse Street
Birmingham
B18 6NF

Dear Ms Grayn,

I am responding to your yesterday on the www.dayjob.com website for a Furniture Designer position. It is with great anticipation that I present to you as I firmly believe that I am perfectly qualified for the role.

I come to you as an experienced, hard-working and motivated individual with a high level of integrity who can design top quality furniture to the highest standards.

With my....., I work as part of a furniture manufacturing team designing, machining and building furniture solutions for both new and existing clients. I am involved in researching and identifying furniture trends from furniture fairs, shops, vintage shows, exhibitions and blogs.

You can me to meet any brand style, price and quality criteria needed to delight your customers. I possess a thorough work ethics, and can be a team player while also being able to work Furthermore, I have no trouble working to tight time frames with accuracy and minimal supervision.

Right now, I would like to work for a company like yours where every idea is given the opportunity to rise to the top.

In closing I would like to for your consideration, and I look forward to discussing the possibilities with you in greater details in the near future.

Yours sincerely,

Deborah Clark

Tel: 0044 121 638 0026

Email: DebbyC@.com

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. Before you begin writing your job application letter, consider what you want to include.
a. address b. job c. information
2. To include the most convincing, relevant details in your letter, you'll need to know what the wants.
a. employee b. employer c. worker
3. Make a connection between your skills and the employer's to create a list of the preferred qualifications for the ideal candidate for your target job.
a. requirements b. review c. responsibilities
4. Write about as many of the as possible detailing how you used that skill or exhibited that quality in a work, volunteer, academic or co-curricular role.
a. details b. skills c. qualifications

7. Составьте словосочетания:

communication	candidate
employer's	advice
ideal	requirements
job	skills
ask for	duties

8. Перепишите текст, образуя правильную часть речи от слов, предложенных в скобках, чтобы предложения имели смысл:

..... 1 (communicate) is the lifeblood of 2 (busy). For people to get along, work in unison and establish 3 (profession) relationships with one another, they must communicate with the appropriate etiquette. 4 (listen) skills are a main part of communication etiquette. When others are speaking, do not interrupt them. Employ active listening techniques, such as making good eye contact and showing the 5 (speak) that you are paying 6 (attentive) to them.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

1. If I were a rich man, I a very large boat.
a. will buy b. would buy c. had bought
2. If Max more time working and less time playing, his boss wouldn't have fired him.
a. spend b. spent c. had spent
3. We John if we had known about his problems.
a. would help b. will help c. would have helped
4. I would run away screaming if I an alien.
a. see b. saw c. had seen
5. If my brother me next year, I'll take him to Oktoberfest.
a. visits b. will visit c. visited

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

1. He advised us to look through the article.
2. We have no intention to order these fabrics.
3. The function of this device was to compute all these quantities.
4. To smoke is harmful.
5. They gave the programmers 48 hours to re-write a message on the website.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и дайте им определение:

1. The mistake was too obvious for everybody to notice it.
2. I know him to be a very good student.
3. The rules of the presentation are known to be followed (by everyone).
4. I happened to meet him at scientific conferences.
5. All my group mates are likely to pass the exams.

Контрольная работа № 3

Направление «Туризм» 43.03.02

Вариант 1

1. Прочитайте и устно переведите весь текст, а абзацы 2, 3 и 4 перепишите и переведите письменно:

THEATRE SQUARE

1. Theatre Square was shaped in the second part of the 18th century. It was the venue for popular festivals, amateur performances and mounted games with theatrical elements. In 1765, a wooden theatre was built there. Between 1775 and 1783, the Bolshoy or Stone Theatre was erected by the design of Antonio Rinaldi.

2. For a long time the Bolshoy ranked with the best theatres of Europe and remained the largest theatre in Europe. The theatre was rebuilt many times, burnt down and erected again from the ashes. Operas, ballets and plays were staged at that theatre. Its auditorium had three tiers and accommodated about 2000 spectators. But it was rebuilt in the first decade of the 19th century by Jean-Francais Thomas de Thomon.

3. Then the St. Petersburg Conservatoire was housed in this building. The first institution of higher musical education in Russia was founded in 1862 on the initiative of the composer Anton Rubinshtein. Pyotr Tchaikovsky was one of the first graduates of the Conservatoire. Many outstanding composers and musicians, including Sergey Prokofyev and Dmitry Shostakovich, studied in it. In 1944, the Conservatoire was named after the great Russian composer Nikolay Rimsky-Korsakov.

4. Next to the Conservatoire there are two monuments to the outstanding Russian composers. The monument to Nikolay Rimsky-Korsakov was designed by

sculptors Veniamin Bogolyubov and Victor Ingal and erected in 1952. The monument to Mikhail Glinka is the creation of the sculptor Robert Bakh. It was mounted in 1906.

5. Opposite the Conservatoire stands the Mariinsky Theatre. Between 1847 and 1849, a circus-theatre was built on this site. After the fire of 1859, the building was reconstructed according to the design of the architect Albert Kavos. The appearance of the building, its main façade, is a result of the reconstruction undertaken between 1894 and 1895 under the supervision of the architect Victor Schroter.

6. The new theatre was named the Mariinsky Theatre after Maria Alexandrovna, the wife of Alexander II. The theatre was inaugurated on the 2nd of October, 1860 with the opera “Life for the Tsar” (“Ivan Susanin”) by Mikhail Glinka.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. The new theatre was named the Mariinsky Theatre after Maria Alexandrovna, the wife of Alexander II.
2. The first institution of higher musical education in Russia was founded in 1847 on the initiative of the composer Anton Rubinshtein.
3. Opposite the Conservatoire stands the Mariinsky Theatre.
4. Sergey Prokofyev was one of the first graduates of the Conservatoire.
5. The Mariinsky Theatre is famous all over the world by its preserved traditions of Russian classic ballet.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. built When wooden theatre the was?
2. What Bolshoy Theatre architect the designed?
3. spectators auditorium How many did accommodate the?
4. Where housed the St Petersburg Conservatoire was?
5. building What stands the Conservatoire opposite?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

Зрительный зал

Выдающиеся композиторы и музыканты

Результат реконструкции

Театральные элементы

Ярус

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

available for the interview / communication skills / experience / has a good reputation / for the post of / sincerely

William Mathura
Model Village

North Point, Hong Kong

22 July 2011

Mr. Hanukah Chan
Personnel Manager
Wong & Lim Consultants
P.O. Box 583
Kwai Chung, Kowloon

Dear Mr. Chan,

I am writing to apply MTO (Management Training Officer), which was advertised on the Oriental Daily Newspaper of the Hong Kong and Student Board of Polytechnic University on 21st July 2011.

I have one year working experience at King City Garment Manufactory Limited. This has played a pivot role in improving my leadership skills, and ability to work in a team environment. I can fluently speak and write English.

Currently I am studying for a M.B.A. in Management at the Hong Kong Polytechnic University, graduating in 2012.

Working for Wong & Lim Consultants appeals to me because the company and it provides excellent training. Your organization produces a high-quality service, and I can contribute to this with my leadership skills and my ability to work under pressure.

I am at any time. I can be contacted most easily on the cell phone number given below. I look forward to meeting you soon.

Yours

William Mathura
Phone: 24862893
Mobile: 95427415
E-mail: abc@hkinternet.com

Encl: CV

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. Your application letter should let the know what position you are applying for.

a. employer b. employee c. worker

2. Include skills or abilities that are emphasized in the ad in your

a. CV b. postcard c. address

3. Keep your letter under a page long, with no more than about four paragraphs. An employer is more likely to read a letter.

a. long b. concise c. extensive

4. Read through your cover letter attentively as employers an application with a lot of errors.

- a. ignore b. remember c. study

7. Составьте словосочетания:

job	for the position
candidate	manager
concise	interview
hiring	letter
contact	information

8. Перепишите текст, изменив слова так, чтобы они грамматически и лексически соответствовали содержанию предложения:

Good business etiquette includes dressing1 (appropriate). This shows 2 (considerate) for others, and indicates that you take yourself and your job seriously. An unkempt 3 (appear) indicates that you do not care about yourself or respect those around you. When you are unsure what type of dress is required, it is best to mistake on the 4 (conserve) side. For work-related 5 (society) events, do not be afraid to ask what the dress code will be. Remember that even if you are dressing down, such as for a casual Friday, it is still 6 (importance) to practice good grooming.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

1. What would you say if you the President?
a. meet b. met c. would meet
2. If we wasting, it'll help improve the environment.
a. stop b. stopped c. will stop
3. If I were offered the job and the salary was OK, I it.
a. will take b. took c. would take
4. If the trip hadn't been so expensive, I a reservation.
a. would make b. would have made c. will make
5. If I were you, I her straightaway.
a. will tell b. shall tell c. would tell

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

1. To solve this problem is very important.
2. Your task is to describe the experiment.
3. He claimed to be an expert in this field.
4. He was the first to apply the new method of work.
5. To test the device the engineer came to the laboratory.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и укажите тип оборота.

1. They are likely to ask you about your knowledge of computers at the interview.
2. Scientists from many countries are considered to take part in this conference.
3. Our engineers are working to improve the equipment.
4. This article appears to be very important.
5. We know mass media to lead active struggle against terrorism.

Контрольная работа № 3

Направление «Туризм» 43.03.02

Вариант 2

1. Прочитайте и устно переведите весь текст, а абзацы 2, 3 и 4 перепишите и переведите письменно:

THE ADMIRALTY

1. Admiralty is the place where the city has its docks and shipyards, and stores of naval property, armament and stocks. In 1704, Peter the Great founded it as the Admiralty shipyards. In November 1705, an earthen fortress was built on the site of the future Admiralty. Then it was repeatedly reconstructed. In 1738, the Main building was rebuilt according to the design of the architect Ivan Korobov. The tower was raised and crowned with a gilded spire.

2. The Admiralty was reconstructed three times. The present building was constructed after the design of the architect Andreyan Zakharov. It took 17 years from 1806 to 1823 to construct the modern building of the Admiralty. The building of the Admiralty symbolizes Russia's access to sea.

3. The main façade is 407 metres wide. It is decorated with six multi-column porticoes. In the centre of the façade there is a tower with an entrance arch. The tower is adorned by a colonnade and crowned with a cupola and a gilded spire. The tower is 72,5 metres high. The gilded spire carries a weathervane in the shape of a ship. This ship is one of the symbols of Saint Petersburg. In good weather this ship can be seen far away from the building. The building is decorated with 56 large sculptures, 11 bas-reliefs and 350 moulded ornamentations. The sculptures of the façade are based on a common foundation. Sculptures are dedicated to the glory of the Russian Navy.

4. On both sides of the arch there are nymphs carrying the terrestrial and celestial spheres. The authors of the sculptures are Ivan Terebenev, Feodosy Schedrin, Stepan Pimenov and Vasily Demut-Malinovsky.

5. Two Geniuses of Glory are above the arch. Over them there is a bas-relief "The Beginning of the Fleet in Russia". This bas-relief depicts the god of the sea, Neptune, handing over the trident to Peter I. The trident is the symbol of his power

over the sea. Next to the tsar stands the goddess of wisdom, Minerva. She is appealing to Russia, a young woman sitting under a bay-tree. Russia is resting on the club of Hercules. It is the symbol of strength. Russia holds the horn of plenty which is touched by the god of commerce, Mercury. Mercury is standing on bales of goods.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. The Admiralty was reconstructed four times.
2. The main façade is decorated with six multi-column porticoes.
3. The colonnade circling the base of the spire is decorated with 28 statues.
4. The building is decorated with 56 large sculptures, 11 bas-reliefs and 270 moulded ornamentations.
5. In 1738, the Main building was rebuilt according to the design of the architect Ivan Korobov.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. What word Admiralty does mean the?
2. times How many reconstructed was the Admiralty?
3. What height the of the tower is?
4. the arch there Are two geniuses above ?
5. Who of wisdom the goddess is?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

Верфь

Символизировать доступ к морю

Женщина, сидящая под лавровым деревом

Здание украшено скульптурами

Морской

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

<p>certification / degree in / apply for / have experience / education / Thank you for</p>

John Donaldson
8 Sue Circle
Smithtown, CA 08067
0044 121 638 0026
jo@don.com

22/09/2012

George Gilhooley
XYZ Company
87 Delaware Road
Hatfield, CA 08065

Dear Mr. Gilhooley,

I am writing to the programmer position advertised in the Times Union. As requested, I am enclosing a completed job application, my....., my CV, and three references.

The opportunity presented in this listing is very interesting, and I believe that my strong technical experience and will make me a very competitive candidate for this position.

With a BS Computer Programming, I have a good understanding of the full lifecycle of a software development project. I also in learning and excelling at new technologies as needed.

Please see my CV for additional information on my experience.

I can be reached anytime via email at john.donaldson@emailexample.com or my cell phone, 909-555-5555.

..... your time and consideration. I look forward to speaking with you about this employment opportunity.

Sincerely,
John Donaldson
Tel: 0044 121 638 0026
Email: jo@don.com

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

- The job application letter you send to an employer explains why you are qualified for the position and should be selected for the
a. job b. position c. interview
- Prioritize the sentences about your and incorporate the hardest hitting statements into your cover letter.
a. task b. qualifications c. family
- Potential interviewers have certain expectations of the letter presentation and appearance, from (no more than a page) to font size.
a. length b. longevity c. eternity
- Your letter should show the hiring manager why you are a good
a. candidate b. employer c. person

7. Составьте словосочетания:

potential	greeting
polite	information
gather	on your experience
relevant details	your signature
end with	interviewer

8. Перепишите текст, образуя правильную часть речи от слов, предложенных в скобках, чтобы предложения имели смысл:

Good etiquette involves showing respect not only to your 1 (super), but also to your peers and subordinates; in other words, to everyone. If you treat everyone with respect, you will avoid making 2 (cost) mistakes and experiencing discomfort by accidentally treating a superior in a 3 (respect) way. A consistently respectful attitude will also build your 4 (credible) within the business or industry. Showing respect also means refraining from gossip and from being 5 (critic) and 6 (negate) to or about others.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

1. If I'd known, I
a. will help b. would help c. would have helped
2. If you see her, her to call me?
a. will you tell b. would you have told c. do you tell
3. He will be really disappointed if you him the truth.
a. won't tell b. don't tell c. didn't tell
4. If I the question, I would have answered .
a. had understood b. understand c. would understand
5. If you hadn't been asking me questions all the time, I the film.
a. enjoyed b. will enjoy c. would have enjoyed

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

1. To participate in environment protection is a very noble thing.
2. Our opinion is to allow him to show his experience.
3. Rising ocean temperatures reduce the ability of plankton to reproduce.
4. I want you to write this article in time for the conference.
5. I have come here to test your computer.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и дайте им определение:

1. It was impossible for him to make such an important decision.
2. They reported the plane to have landed.
3. These students are sure to attend the lecture.
4. 80% of the content on the World Wide Web seems to be in English.
5. I called them to know the results.

Контрольная работа № 3

Направление «Туризм» 43.03.02

Вариант 3

1. Прочитайте и устно переведите весь текст, а абзацы 1, 2, 3 и 4 перепишите и переведите письменно:

THE SHEREMETEV PALACE

1. This palace is known as well by the name ‘the Fountain House’, as it overlooks the River Fontanka. This building is a remarkable monument of the 18th century Russian architecture. In 1712, Peter the Great presented this plot of land to Field Marshal Boris Sheremetev. Count Boris Sheremetev didn’t live there himself, because he had a splendid house near the present Millionnaya street. The first owner of the house was his son, count Pyotr Sheremetev.

2. First, between 1720 and 1740, the wooden building was erected, but it was reconstructed between 1750 and 1755 by two outstanding architects Fyodor Argunov and Savva Chevakin. The big two-storeyed stone palace was built. There were three parts: the main building and two wings. The building was decorated with moulded heads over the windows and beautiful ornamentation.

3. There were service rooms, kunstkammer and weapons room on the first floor of the palace. The main apartments were situated on the second floor. They were decorated with gold-plated carvings, painted ceilings and panels. Lots of the furniture, paintings, bronze objects and sets of dishes were brought from Europe.

4. Behind the palace a spacious park was laid. It was a big regular garden with classical sculptures and fountains. There was a grotto, a Chinese bower and the Hermitage pavilion. Later this place was sold and the dwelling-houses were built there.

5. In front of the palace there is a great railing. This railing was made after the design of the architect Ieronim Corsini between 1837 and 1838. The gates are decorated with the Sheremetev’s coat of arms.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. The first owner of the house was the count Pyotr Sheremetev.
2. There were service rooms, kunstkammer and weapons room on the second floor of the palace.
3. This railing was made after the design of the architect Bartolomeo Rastrelli.
4. In 1990, the palace was given to the Museum of Theatre and Music.
5. This palace is known as well by the name ‘the Fountain House’, as it overlooks the River Fontanka.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. What by name known is the palace?
2. palace didn’t Why Boris Sheremetev this live in?
3. first Who the owner of the palace was?

4. the Sheremetev Palace was decorated How?
5. When erected was railing the?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

Выходить на реку Фонтанку
Граф
Памятник русской архитектуры
Комната для хранения оружия
Подарить участок земли

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

employed with / advertisement / enclosed my CV / contact me / the skills and knowledge / your time and consideration

Richard Daniels
444 Annere Road
Birmingham
B18 6NF

12 December 2010

Mr Philip Smith
Hiring Manager
IT design Company
Made Up Road
London
B18 6NF

Dear Mr Smith,

I have read your for a Graphic Designer with great interest as I believe that my skills and qualifications match your requirements for this position. I would welcome the chance to apply I have gained to your vacancy and I feel my abilities would prove to be an asset for your organization.

Currently I am Unique Web Design Services as a graphics designer and have been involved in a number of high profile projects. I am comfortable working as part of a team or individually and have an in-depth understanding of emerging technologies in new media.

I have for your review, it includes a more detailed list of my technical skills. Please feel free to on the number given below and I look forward to meeting you in the near future.

Thank you in advance for and I look forward to hearing from you.

Yours sincerely,

Richard Daniels

Mobile: 0121 638 0026

Email: richD@niel.com

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. It's important to focus on your most relevant and strengths when writing resumes and cover letters, and when being interviewed.

- a. jobs b. skills c. detail

2. Whenever possible, point to any positive or recognition you received while applying the skill.

- a. results b. opportunities c. contacts

3. List the highest priority phrases at the beginning of your descriptions to get the most

- a. orientation b. qualifications c. attention

4. Sign off your email with aclose, such as "Best" or "Sincerely," followed by your name.

- a. polite b. perfect c. notorious

7. Составьте словосочетания:

correct	skills
relevant	applicant
job	employer name
qualifications of	advertisement
experience	level

8. Перепишите текст, образуя правильную часть речи от слов, предложенных в скобках, чтобы предложения имели смысл:

Good business etiquette is the recipe for 1 (advance) your career. In the business world, people with good etiquette are rewarded for their 2 (profession) and polite skills. For example, an 3 (employ) who arrives at a meeting on time (or early) and is ready to take notes has a better chance of 4 (impress) his supervisor than the employee who shows up to the meeting late, and forgets to bring a pen. Those who exemplify good business etiquette are proving that they respect their position, job, coworkers and take their 5 (perform) seriously. As such, these individuals win 6 (promote) and get ahead in their careers.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

1. He would play volleyball if he

- a. can b. had to c. could

2. They to see you if they hadn't been away.
 a. would come b. would have come c. came
3. Their teacher gets annoyed if students their mobile phones in class.
 a. use b. used c. would use
4. I would have driven to Miami if I a car.
 a. have b. had c. had had
5. If I were you, I the exam.
 a. had passed b. would pass c. would have passed

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

1. To write a letter was the main thing for the day.
2. A company may also ask candidates for the job to complete a standard application form.
3. The aim of the experiment is to test a new substance.
4. She went to the lab to collect more material for her work.
5. He is always the first to come to the University.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и дайте им определение:

1. The professor recommended all the students to use their notes.
2. I want this article to be translated today.
3. Customs formalities happen to be more or less similar in all countries.
4. I happened to remember the title of his article.
5. He is sure to be asked about his skills.

Контрольная работа № 3

Направление «Туризм» 43.03.02

Вариант 4

1. Прочитайте и устно переведите весь текст, а абзацы 1, 2, 3 и 7 перепишите и переведите письменно:

THE MANEGE

1. This building is situated in the south-western corner of St Isaac's Square. It looks like an ancient temple. The Manege was built after the design of Giacomo Quarenghi between 1804 and 1807 for the famous Horse Guard Regiment. The Manege was built in the classical style. Over the entrance there is a bas-relief. The scenes of riding competitions in the ancient circus are depicted there.

2. Wide stairs lead to the main entrance. They are graced with two marble sculptures of Dioscuri. The statues were made in the workshop of Paolo Triscorni between 1810 and 1811. They are miniature marble copies of the ancient statues of the

Quirinal Palace in Rome. The Quirinal Palace was the residence of the Italian kings from 1870 to 1946.

3. The Dioscuri are the heroes of ancient mythology twin brothers Pollux and Castor. Zeus sometimes descended from Olympus to enter into nuptial relations with women who didn't belong to the realm of the gods. As a result of one such visit the twins Castor and Pollux were born to Zeus and the wife of the Spartan King, Tyndareus. They were so alike that they couldn't be distinguished from one another. However, Castor was mortal while Pollux inherited immortality from his father. Both of them were excellent horsemen and brave warriors. They loved each other and were inseparable.

4. When Castor was killed in a battle Pollux felt so lonely, that he begged Zeus to allow him to die. Zeus permitted Pollux to share his immortality with his twin brother. By decision of the ruler of the gods, the brothers again became inseparable. Zeus ordered that they would spend one day on Olympus among the immortal gods and the next day among the shades of the dead in the underworld.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. The Manege was built after the design of Giacomo Quarenghi between 1804 and 1807.
2. Pollux was mortal while Castor inherited immortality from his father.
3. Wide stairs are graced with two marble sculptures of Dioscuri.
4. Nowadays, the Manege building houses the exhibition hall of the Union of Artists.
5. The Manege was built in the baroque style.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. Where situated the Manege is?
2. building What designed the architect?
3. were the sculptures made of Dioscuri When?
4. descend Zeus from did sometimes Olympus?
5. Which was immortal of the brothers?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

Древняя мифология

Летняя резиденция итальянских королей

Их не могли отличить друг от друга

Украшать мраморными скульптурами

Братья близнецы

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

rely on / advertisement / present employer / my CV / thank you for / independently

Deborah Clark
11 Leap Lane
London
B18 6NF

10th April 2017

Chloe Grayn
Hiring Manager
Dayjob Ltd
120 Vyse Street
Birmingham
B18 6NF

Dear Ms Grayn,

I am responding to your yesterday on the www.dayjob.com website for a Furniture Designer position. It is with great anticipation that I present to you as I firmly believe that I am perfectly qualified for the role.

I come to you as an experienced, hard-working and motivated individual with a high level of integrity who can design top quality furniture to the highest standards.

With my..... .., I work as part of a furniture manufacturing team designing, machining and building furniture solutions for both new and existing clients. I am involved in researching and identifying furniture trends from furniture fairs, shops, vintage shows, exhibitions and blogs.

You can me to meet any brand style, price and quality criteria needed to delight your customers. I possess a thorough work ethics, and can be a team player while also being able to work Furthermore, I have no trouble working to tight time frames with accuracy and minimal supervision.

Right now, I would like to work for a company like yours where every idea is given the opportunity to rise to the top.

In closing I would like to for your consideration, and I look forward to discussing the possibilities with you in greater details in the near future.

Yours sincerely,

Deborah Clark

Tel: 0044 121 638 0026

Email: DebbyC@.com

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. Before you begin writing your job application letter, consider what you want to include.
a. address b. job c. information
2. To include the most convincing, relevant details in your letter, you'll need to know what the wants.
a. employee b. employer c. worker
3. Make a connection between your skills and the employer's to create a list of the preferred qualifications for the ideal candidate for your target job.

a. requirements b. review c. responsibilities

4. Write about as many of the as possible detailing how you used that skill or exhibited that quality in a work, volunteer, academic or co-curricular role.

a. details b. skills c. qualifications

7. Составьте словосочетания:

communication	candidate
employer's	advice
ideal	requirements
job	skills
ask for	duties

8. Перепишите текст, образуя правильную часть речи от слов, предложенных в скобках, чтобы предложения имели смысл:

..... 1 (communicate) is the lifeblood of 2 (busy). For people to get along, work in unison and establish 3 (profession) relationships with one another, they must communicate with the appropriate etiquette. 4 (listen) skills are a main part of communication etiquette. When others are speaking, do not interrupt them. Employ active listening techniques, such as making good eye contact and showing the 5 (speak) that you are paying 6 (attentive) to them.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

1. If I were a rich man, I a very large boat.

a. will buy b. would buy c. had bought

2. If Max more time working and less time playing, his boss wouldn't have fired him.

a. spend b. spent c. had spent

3. We John if we had known about his problems.

a. would help b. will help c. would have helped

4. I would run away screaming if I an alien.

a. see b. saw c. had seen

5. If my brother me next year, I'll take him to Oktoberfest.

a. visits b. will visit c. visited

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

1. He advised us to look through the article.

2. We have no intention to order these fabrics.

3. The function of this device was to compute all these quantities.

4. To smoke is harmful.

5. They gave the programmers 48 hours to re-write a message on the website.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и дайте им определение:

1. The mistake was too obvious for everybody to notice it.
2. I know him to be a very good student.
3. The rules of the presentation are known to be followed (by everyone).
4. I happened to meet him at scientific conferences.
5. All my group mates are likely to pass the exams.

Контрольная работа № 3

**Направления «Технологии и проектирование текстильных изделий»
29.03.02 и «Конструирование изделий легкой промышленности» 29.03.05**

Вариант 1

1. Прочитайте и устно переведите весь текст, а абзацы 2, 3 перепишите и переведите письменно:

PARIS AS A FASHION CAPITAL

1. By the eighteenth century, wealthy foreigners were travelling to Paris to have their clothes made, or they employed seamstresses and tailors to copy the latest Paris fashions (which were described in the newspapers of the day), exclaiming all the while at how quickly the fashions changed and how expensive everything was. Meanwhile, the high-quality tailoring of London began to make its influence felt on the continent, and men of fashion throughout the Western world began to dress in English style.

2. The leadership of Paris in women's fashions accelerated during the nineteenth century, with the rise of what became known as the haute couture. The structure of the industry evolved, because dressmaking was moving from being a small-scale craft to a big business. Prior to the middle of the nineteenth century there were no fashion designers, as such. Dressmakers, assisted by specialized skilled workers, collaborated with their clients to produce garments in the latest styles. The first true couturier was the Englishman Charles Frederick Worth, a dynamic and enterprising man. He portrayed himself as an arbiter of taste, whose function was to understand what his clients should wear and to dress them accordingly. That was a big difference from the old system under which dressmakers basically executed their customers' orders.

3. Worth was the first of many designers who took Paris fashion in the direction of the haute couture, the pinnacle of custom dressmaking. But fashion also evolved simultaneously toward the production of ready-made dresses, and other garments made for sale in the innovative department stores where items were attractively displayed and clearly marked with fixed prices.

4. By the late nineteenth century, the garment industry, embracing both couture and ready-made, was one of Paris's most important industries and a major contribution to the French national economy.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. Paris was known to dictate women's fashion while London began to dress men.
2. Wealthy Europeans often made their clothes themselves.
3. The first world famous couturier was an Englishman.
4. Ch. F. Worth was the first designer who attractively displayed his clothes and marked them with fixed prices.
5. Fashion industry became one of Paris's most significant industries in the 19-th century.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. women's fashion / Did / the nineteenth / the / century / in / leadership of Paris / accelerate / during?
2. Who / haute couture / is / father of / considered to be / the?
3. Why / travelling to / were / nineteenth century / in the / wealthy foreigners / Paris?
4. When / garment industry / did / important industries / become / most / one of Paris's?
5. Paris fashion / of / Who / haute couture / took / in the direction?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

портниха/швея

последняя мода

высококачественный пошив

сотрудничать с клиентами

выполнять заказ клиента

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

available for the interview / communication skills / experience / has a good reputation / for the post of / sincerely

William Mathura
Model Village
North Point, Hong Kong

22 July 2011

Mr. Hanukah Chan
Personnel Manager
Wong & Lim Consultants
P.O. Box 583
Kwai Chung, Kowloon

Dear Mr. Chan,

I am writing to apply MTO (Management Training Officer), which was advertised on the Oriental Daily Newspaper of the Hong Kong and Student Board of Polytechnic University on 21st July 2011.

I have one year working experience at King City Garment Manufactory Limited. This has played a pivot role in improving my leadership skills, and ability to work in a team environment. I can fluently speak and write English.

Currently I am studying for a M.B.A. in Management at the Hong Kong Polytechnic University, graduating in 2012.

Working for Wong & Lim Consultants appeals to me because the company and it provides excellent training. Your organization produces a high-quality service, and I can contribute to this with my leadership skills and my ability to work under pressure.

I am at any time. I can be contacted most easily on the cell phone number given below. I look forward to meeting you soon.

Yours

William Mathura
Phone: 24862893
Mobile: 95427415
E-mail: abc@hkinternet.com
Encl: CV

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. Your application letter should let the know what position you are applying for.

- a. employer b. employee c. worker

2. Include skills or abilities that are emphasized in the ad in your

- a. CV b. postcard c. address

3. Keep your letter under a page long, with no more than about four paragraphs. An employer is more likely to read a letter.

- a. long b. concise c. extensive

4. Read through your cover letter attentively as employers an application with a lot of errors.

- a. ignore b. remember c. study

7. Составьте словосочетания:

job	for the position
candidate	manager
concise	interview
hiring	letter
contact	information

8. Перепишите текст, изменив слова так, чтобы они грамматически и лексически соответствовали содержанию предложения:

Good business etiquette includes dressing1 (appropriate). This shows 2 (considerate) for others, and indicates that you take yourself and your job seriously. An unkempt 3 (appear) indicates that you do not care about yourself or respect those around you. When you are unsure what type of dress is required, it is best to mistake on the 4 (conserve) side. For work-related 5 (society) events, do not be afraid to ask what the dress code will be. Remember that even if you are dressing down, such as for a casual Friday, it is still 6 (importance) to practice good grooming.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

1. What would you say if you the President?
a. meet b. met c. would meet
2. If we wasting, it'll help improve the environment.
a. stop b. stopped c. will stop
3. If I were offered the job and the salary was OK, I it.
a. will take b. took c. would take
4. If the trip hadn't been so expensive, I a reservation.
a. would make b. would have made c. will make
5. If I were you, I her straightaway.
a. will tell b. shall tell c. would tell

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

1. To solve this problem is very important.
2. Your task is to describe the experiment.
3. He claimed to be an expert in this field.
4. He was the first to apply the new method of work.
5. To test the device the engineer came to the laboratory.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и укажите тип оборота.

1. They are likely to ask you about your knowledge of computers at the interview.
2. Scientists from many countries are considered to take part in this conference.
3. Our engineers are working to improve the equipment.
4. This article appears to be very important.
5. We know mass media to lead active struggle against terrorism.

Контрольная работа №3

Направления

«Технологии и проектирование текстильных изделий» 29.03.02
и «Конструирование изделий легкой промышленности» 29.03.05

Вариант 2

1. Прочитайте и устно переведите весь текст, а абзацы 1, 2 перепишите и переведите письменно: *Обратите внимание, на следующие имена собственные: Demorest – мадам Деморест;*

The Delineator – [dɪ'lɪneɪtə] – Американский женский журнал в конце 19 и начале 20 веков.

PATTERN PRODUCTION

1. Proportional systems based on bust or chest measurements combined with height for adults or age (for kids) are the foundation for sizing patterns. Developed by tailors, the systems assume that all human bodies are shaped according to common geometric or proportional rules. Early full-size patterns were not available in a range of sizes. Women's patterns were usually made for an idealized figure with a 36-inch bust. Fitting was done by pinning the pattern on the body to adjust it to the individual's proportions.

2. Initially patterns were folded and pinned together with an attached label to identify the garment and the number of its pieces. Demorest introduced pattern envelopes in 1872. By 1906, pattern layouts were included on the envelopes by many pattern companies. Instructions for making up the garment were introduced in 1916. The instruction sheet was called the Deltor, named for the first and last three letters of *The Delineator* magazine. Both the pattern layouts and instruction sheets, which are now standard practice, were done by hand for each pattern style. Today layouts and instruction sheets are done on a computer. Recommendations, such as how to insert a zipper or set in a sleeve, are included into the instructions.

3. The pattern-making process is virtually unchanged from that developed in the 19th century. When the designer's sketch is approved, it is drafted to size by the pattern maker in muslin and fitted for an average size—usually size 36 for women. The line and fit of the mock-up is checked before being sent to the grading department for translation to various sizes and transferred to master pattern blocks. Patterns are usually made for a standard figure. The blocks include darts, seams, notches, and other pertinent information. With the introduction of computerized-design systems, the time for a new pattern to reach the market has been reduced from 2.5 months to four weeks.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. Both the pattern layouts and the instruction sheets are made by hand nowadays.
2. Patterns are usually made for an idealized figure basing on chest and waist measurements.
3. Computers allowed to decrease the time needed for a new pattern to reach the market.
4. Nowadays, lay-out and instruction sheets include information on recommended fabrics

5. The pattern-making process has changed a lot since it was developed first.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. the Deltor / Why / was / called / instruction sheet?
2. Fitting / was / the pattern / on the body, / by pinning / done / wasn't it?
3. When / introduced / were / the garment / instructions / for making up?
4. was / When / the printed / introduced / pattern?
5. the time for / Why / has / to reach the market / a new pattern / been / reduced / significantly?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

примерка

раскладка выкройки

линейка размеров

перевод в различные размеры

базовые лекала

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

certification / degree in / apply for / have experience / education / Thank you for

John Donaldson
8 Sue Circle
Smithtown, CA 08067
909-555-5555
joh@don.com
22/09/2012

George Gilhooley
XYZ Company
87 Delaware Road
Hatfield, CA 08065

Dear Mr. Gilhooley,

I am writing to the programmer position advertised in the Times Union. As requested, I am enclosing a completed job application, my....., my CV, and three references.

The opportunity presented in this listing is very interesting, and I believe that my strong technical experience and will make me a very competitive candidate for this position.

With a BS Computer Programming, I have a good understanding of the full lifecycle of a software development project. I also in learning and excelling at new technologies as needed.

Please see my CV for additional information on my experience.

I can be reached anytime via email at john.donaldson@emailexample.com or my cell phone, 909-555-5555.

..... your time and consideration. I look forward to speaking with you about this employment opportunity.

Sincerely,
John Donaldson
Tel: 0044 121 638 0026
Email: jo@don.com

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

- The job application letter you send to an employer explains why you are qualified for the position and should be selected for the
a. job b. position c. interview
- Prioritize the sentences about your and incorporate the hardest hitting statements into your cover letter.
a. task b. qualifications c. family
- Potential interviewers have certain expectations of the letter presentation and appearance, from (no more than a page) to font size.
a. length b. longevity c. eternity
- Your letter should show the hiring manager why you are a good
a. candidate b. employer c. person

7. Составьте словосочетания:

potential	greeting
polite	information
gather	on your experience
relevant details	your signature
end with	interviewer

8. Перепишите текст, образуя правильную часть речи от слов, предложенных в скобках, чтобы предложения имели смысл:

Good etiquette involves showing respect not only to your 1 (super), but also to your peers and subordinates; in other words, to everyone. If you treat everyone with respect, you will avoid making 2 (cost) mistakes and experiencing discomfort by accidentally treating a superior in a 3 (respect) way. A consistently respectful attitude will also build your 4 (credible) within the business or industry. Showing respect also means refraining from gossip and from being 5 (critic) and 6 (negate) to or about others.

2. King Charles II, on the restoration of the British throne in 1660, set the style for a new way of dressing. He appeared in a knee-length coat, vest (waistcoat), and breeches. By 1806 the first tailor was established in Savile Row. By 1810 tailoring techniques were capable of producing a coat of perfect fit with emphasis on sculptural seaming and construction. The coat now had a collar that curved around the neck and formed flat lying lapels across the chest, the most distinctive element of the modern-day suit. The perfect fit was also due to the use of woolen cloth, which is responsive to steam pressing. Wool was also easily available. Ready-made clothes were available from the 1820s, and with the development of the railroads and the opening of department stores they came to dominate the market, though bespoke tailoring remained standard wear for the middle and upper classes.

3. Advances in technology made possible the production of men's suits in large quantities, standard sizes, and a wide range of prices, thus helping to ensure the suit's continuing popularity over a long period of time. During the middle decades of the twentieth century, suiting materials became lighter in weight because central heating appeared in homes and workplaces.

4. After World War II men's wear became more casual and youthful in appearance. The Italian silhouette developed by tailors in Rome and Milan was also influential. Italian and American suits influenced British tailoring in the 1950s and 1960s. The 1970s and 1980s saw the rise of Italian luxury ready-to-wear.

5. Despite a long-term trend toward more casual dressing, the suit remains an icon of authority. However, its details might vary, it remains fundamentally the same.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. The basis of the male wardrobe, a three-piece suit, appeared during the time of King Charles II.
2. Woolen cloth was widely used for suites because it was easily available and it is responsive to steam pressing.
3. At different periods business suit was influenced by Italian, English, French and American tailoring.
4. Silhouettes of business suits developed by some famous designers influenced male wardrobe.
5. Advanced technologies has not contributed to the popularity of a suit.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. in appearance / When / men's wear / more / did / casual / become?
2. The three-piece suit / the male wardrobe / hasn't it / been / has / the basis of / for ages?
3. way / set / a new / the style / dressing / Who / for men / for / of?
4. become / lighter /in / weight / the 20-th century / Did / in / suiting material?
5. details / of / suit / a modern/ Might / vary?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

мужской гардероб
лацканы, лежащие на груди
паровая обработка

широкий спектр цен
долгосрочная тенденция

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

employed with / advertisement / enclosed my CV / contact me / the skills and knowledge / your time and consideration

Richard Daniels
444 Annere Road
Birmingham
B18 6NF

12 December 2010

Mr Philip Smith
Hiring Manager
IT design Company
Made Up Road
London
B18 6NF

Dear Mr Smith,

I have read your for a Graphic Designer with great interest as I believe that my skills and qualifications match your requirements for this position. I would welcome the chance to apply I have gained to your vacancy and I feel my abilities would prove to be an asset for your organization.

Currently I am Unique Web Design Services as a graphics designer and have been involved in a number of high profile projects. I am comfortable working as part of a team or individually and have an in-depth understanding of emerging technologies in new media.

I have for your review, it includes a more detailed list of my technical skills. Please feel free to on the number given below and I look forward to meeting you in the near future.

Thank you in advance for and I look forward to hearing from you.

Yours sincerely,

Richard Daniels

Mobile: 0121 638 0026

Email: richD@niel.com

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. It's important to focus on your most relevant and strengths when writing resumes and cover letters, and when being interviewed.

a. jobs b. skills c. detail

2. Whenever possible, point to any positive or recognition you received while applying the skill.

- a. results b. opportunities c. contacts

3. List the highest priority phrases at the beginning of your descriptions to get the most

- a. orientation b. qualifications c. attention

4. Sign off your email with aclose, such as "Best" or "Sincerely," followed by your name.

- a. polite b. perfect c. notorious

7. Составьте словосочетания:

correct	skills
relevant	applicant
job	employer name
qualifications of	advertisement
experience	level

8. Перепишите текст, образуя правильную часть речи от слов, предложенных в скобках, чтобы предложения имели смысл:

Good business etiquette is the recipe for 1 (advance) your career. In the business world, people with good etiquette are rewarded for their 2 (profession) and polite skills. For example, an 3 (employ) who arrives at a meeting on time (or early) and is ready to take notes has a better chance of 4 (impress) his supervisor than the employee who shows up to the meeting late, and forgets to bring a pen. Those who exemplify good business etiquette are proving that they respect their position, job, coworkers and take their 5 (perform) seriously. As such, these individuals win 6 (promote) and get ahead in their careers.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

1. He would play volleyball if he

- a. can b. had to c. could

2. They to see you if they hadn't been away.

- a. would come b. would have come c. came

3. Their teacher gets annoyed if students their mobile phones in class.

- a. use b. used c. would use

4. I would have driven to Miami if I a car.

- a. have b. had c. had had

5. If I were you, I the exam.

- a. had passed b. would pass c. would have passed

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

1. To write a letter was the main thing for the day.

2. A company may also ask candidates for the job to complete a standard application form.

3. The aim of the experiment is to test a new substance.

4. She went to the lab to collect more material for her work.
5. He is always the first to come to the University.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и дайте им определение:

1. The professor recommended all the students to use their notes.
2. I want this article to be translated today.
3. Customs formalities happen to be more or less similar in all countries.
4. I happened to remember the title of his article.
5. He is sure to be asked about his skills.

Контрольная работа № 3

Направления «Технологии и проектирование текстильных изделий» 29.03.02 и «Конструирование изделий легкой промышленности» 29.03.05

Вариант 4

1. Прочитайте и устно переведите весь текст, а абзацы 1, 2 перепишите и переведите письменно:

FASHION DESIGNER

1. A fashion designer is responsible for creating the specific look of individual garments—including a garment’s shape, color, fabric, trimmings, and other aspects. The fashion designer begins with an idea of how a garment should look, turns that idea into a design (such as a sketch), and specifies how that design should be made into an actual piece of clothing by other workers. Fashion designers include people at different levels of the fashion business, from well-known couturiers, to anonymous designers working for commercial ready-to-wear houses. Fashion designers hold a special place in the world. Their talent and vision not only play a major role in how people look, but they have also made important contributions to the cultural and social environment.

2. Charles Frederick Worth is considered the father of haute couture. An Englishman, he opened his couture house in Paris in 1846. Along with Worth, the Callot sisters are considered to be among the first modern fashion designers, as compared with the dressmakers of earlier generations. Paris was the center of international fashion for more than one hundred years, and French couturiers set the trends for Europe and the Western world. But the position of Paris as the undisputed leader of fashion was disrupted by World War II.

3. During that war, when Paris was occupied by the Nazis, American designers and manufacturers were cut off from the fashion leadership of Paris. As a result, American designers began to receive more serious recognition.

4. In the postwar economy, as fashion became big business, the role of the designer changed. Fashion designers started working closely with store buyers to

identify customers' preferences and lifestyle needs. Customer demographics influenced designers to create fashions targeted to specific customer profiles.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. A fashion designer begins with an idea how a piece of clothing should look and ends up with an actual garment.
2. During World War II, American designers helped shape the development of sportswear that reflected the casual American lifestyle.
3. Paris's position of a fashion capital was disrupted during World War II.
4. The role of a fashion designer hasn't changed much during the centuries.
5. Charles Frederick Worth was an Englishman who opened his couture house in Paris.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. Charles Frederick Worth / couture house / Did / his / in / open / Paris?
2. in / hold / do / fashion designers / Why / a special / the world / place?
3. fashions / to / specific customers / What / designers / to / targeted / influenced / create?
4. to the cultural / haven't / Fashion designers / made / contributions / serious / have / and / environment / social / they?
5. start / with buyers / When / closely / fashion designers / did / working?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

отделка

набросок (эскиз)

задавать тенденции

получить признание

создавать моду, рассчитанную (нацеленную) на определенного клиента

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

rely on / advertisement / present employer / my CV / thank you for / independently

Deborah Clark
11 Leap Lane
London
B18 6NF

10th April 2017

Chloe Grayn
Hiring Manager
Dayjob Ltd
120 Vyse Street
Birmingham
B18 6NF

Dear Ms Grayn,

I am responding to your yesterday on the www.dayjob.com website for a Furniture Designer position. It is with great anticipation that I present to you as I firmly believe that I am perfectly qualified for the role.

I come to you as an experienced, hard-working and motivated individual with a high level of integrity who can design top quality furniture to the highest standards.

With my..... .., I work as part of a furniture manufacturing team designing, machining and building furniture solutions for both new and existing clients. I am involved in researching and identifying furniture trends from furniture fairs, shops, vintage shows, exhibitions and blogs.

You can me to meet any brand style, price and quality criteria needed to delight your customers. I possess a thorough work ethics, and can be a team player while also being able to work Furthermore, I have no trouble working to tight time frames with accuracy and minimal supervision.

Right now, I would like to work for a company like yours where every idea is given the opportunity to rise to the top.

In closing I would like to for your consideration, and I look forward to discussing the possibilities with you in greater details in the near future.

Yours sincerely,

Deborah Clark

Tel: 0044 121 638 0026

Email: DebbyC@.com

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. Before you begin writing your job application letter, consider what you want to include.

a. address b. job c. information

2. To include the most convincing, relevant details in your letter, you'll need to know what the wants.

a. employee b. employer c. worker

3. Make a connection between your skills and the employer's to create a list of the preferred qualifications for the ideal candidate for your target job.

a. requirements b. review c. responsibilities

4. Write about as many of the as possible detailing how you used that skill or exhibited that quality in a work, volunteer, academic or co-curricular role.

a. details b. skills c. qualifications

7. Составьте словосочетания:

communication	candidate
employer's	advice
ideal	requirements
job	skills
ask for	duties

8. Перепишите текст, образуя правильную часть речи от слов, предложенных в скобках, чтобы предложения имели смысл:

..... 1 (communicate) is the lifeblood of 2 (busy). For people to get along, work in unison and establish 3 (profession) relationships with one another, they must communicate with the appropriate etiquette. 4 (listen) skills are a main part of communication etiquette. When others are speaking, do not interrupt them. Employ active listening techniques, such as making good eye contact and showing the 5 (speak) that you are paying 6 (attentive) to them.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

- If I were a rich man, I a very large boat.
a. will buy b. would buy c. had bought
- If Max more time working and less time playing, his boss wouldn't have fired him.
a. spend b. spent c. had spent
- We John if we had known about his problems.
a. would help b. will help c. would have helped
- I would run away screaming if I an alien.
a. see b. saw c. had seen
- If my brother me next year, I'll take him to Oktoberfest.
a. visits b. will visit c. visited

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

- He advised us to look through the article.
- We have no intention to order these fabrics.
- The function of this device was to compute all these quantities.
- To smoke is harmful.
- They gave the programmers 48 hours to re-write a message on the website.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и дайте им определение:

- The mistake was too obvious for everybody to notice it.
- I know him to be a very good student.
- The rules of the presentation are known to be followed (by everyone).
- I happened to meet him at scientific conferences.

5. All my group mates are likely to pass the exams.

Контрольная работа № 3

Направление «Технология изделий легкой промышленности» 29.03.01

Вариант 1

1. Прочитайте и устно переведите весь текст, а абзацы 2, 3 и 4 перепишите и переведите письменно:

FIBRES

A fibre may be defined as a unit of matter of hair-like dimensions whose length is at least 200 times greater than its width.

The principal use of fibres is in the manufacture of textile yarns and ultimately textile fabrics.

Most textile fibres are slender, flexible, relatively strong beams that are elastic, that is they stretch when put under tension and partially or completely return to their original length when the tension is removed.

Each fibre has its own unique properties and no one fibre can satisfy all manufacturing or use requirements.

Fibres are broadly classified as natural or man-made. Natural fibres include those of vegetable (cellulose base), animal (protein base) or mineral (mineral base) origin. Examples of each class are cotton, flax, jute (vegetable); wool and silk (animal); asbestos fibre (mineral).

Animal fibres usually grow from the skin as a protective covering of various animals. They differ in length, diameter and physical structure with the source of their origin. Animal fibres are derived from the hair of domestic sheep or fur of camel, lama, rabbit etc. They are all used in apparel.

Mineral fibre. The only naturally occurring mineral fibre is asbestos. It is known primarily for its fireproof properties. Asbestos has achieved its importance by reason of the many forms in which it serves and protects man.

Man-made fibres are the achievement of the science of the 20th century. They may be divided into two classes: rayons and synthetic fibres. By selecting suitable simple compounds and controlling the degree of polymerization, it is possible to produce new substances whose properties can be predicted. This means that it is now possible to produce entirely new fibres with desired combinations of properties.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. A fibres is a very small unit of matter the dimensions of which are hair-like.

2. All fibres have the same unique properties.

3. According to their classification natural fibres are devided into three classes: vegetable, animal and mineral.

4. Animal fibres are derived only from the fur of camel, lama and rabbit.

5. Man-made fibres are the achievement of the science of the 21th century.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1.fibres / of/ principal/ use/ the/ you/ do/ know/ It/ is/ What?

2. fibres/ of/ the/ elasticity/ prove/ to/ How?
3. difference/ natural/ in/ the/ fibres/ is/ What?
4. naturally/ only/ the/ Is/ asbestos/ occurring/ fibre?
5. Why/ do/ fibres/ all/ man-made/ the/ have/ combinations/ properties/ of/ desired?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

растягиваться при натяжении;
 частично или полностью принимать первоначальную форму;
 соответствовать всем требованиям к изготовлению и использованию;
 полученные из
 достижения науки

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

available for the interview / communication skills / experience / has a good reputation / for the post of / sincerely

William Mathura
 Model Village
 North Point, Hong Kong
 22 July 2011

Mr. Hanukah Chan
 Personnel Manager
 Wong & Lim Consultants
 P.O. Box 583
 Kwai Chung, Kowloon

Dear Mr. Chan,

I am writing to apply MTO (Management Training Officer), which was advertised on the Oriental Daily Newspaper of the Hong Kong and Student Board of Polytechnic University on 21st July 2011.

I have one year working experience at King City Garment Manufactory Limited. This has played a pivot role in improving my leadership skills, and ability to work in a team environment. I can fluently speak and write English.

Currently I am studying for a M.B.A. in Management at the Hong Kong Polytechnic University, graduating in 2012.

Working for Wong & Lim Consultants appeals to me because the company and it provides excellent training. Your organization produces a high-quality service, and I can contribute to this with my leadership skills and my ability to work under pressure.

I am at any time. I can be contacted most easily on the cell phone number given below. I look forward to meet you soon.

Yours

William Mathura
Phone: 24862893
Mobile: 95427415
E-mail: abc@hkinternet.com

Encl: CV

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. Your application letter should let the know what position you are applying for.

- a. employer b. employee c. worker

2. Include skills or abilities that are emphasized in the ad in your

- a. CV b. postcard c. address

3. Keep your letter under a page long, with no more than about four paragraphs. An employer is more likely to read a letter.

- a. long b. concise c. extensive

4. Read through your cover letter attentively as employers an application with a lot of errors.

- a. ignore b. remember c. study

7. Составьте словосочетания:

job	for the position
candidate	manager
concise	interview
hiring	letter
contact	information

8. Перепишите текст, изменив слова так, чтобы они грамматически и лексически соответствовали содержанию предложения:

Good business etiquette includes dressing1 (appropriate). This shows 2 (considerate) for others, and indicates that you take yourself and your job seriously. An unkempt 3 (appear) indicates that you do not care about yourself or respect those around you. When you are unsure what type of dress is required, it is best to mistake on the 4 (conserve) side. For work-related 5 (society) events, do not be afraid to ask what the dress code will be. Remember that even if you are dressing down, such as for a casual Friday, it is still 6 (importance) to practice good grooming.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

1. What would you say if you the President?

- a. meet b. met c. would meet

2. If we wasting, it'll help improve the environment.

- a. stop b. stopped c. will stop

3. If I were offered the job and the salary was OK, I it.

- a. will take b. took c. would take

4. If the trip hadn't been so expensive, I a reservation.
a. would make b. would have made c. will make
5. If I were you, I her straightaway.
a. will tell b. shall tell c. would tell

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

1. To solve this problem is very important.
2. Your task is to describe the experiment.
3. He claimed to be an expert in this field.
4. He was the first to apply the new method of work.
5. To test the device the engineer came to the laboratory.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и укажите тип оборота.

1. They are likely to ask you about your knowledge of computers at the interview.
2. Scientists from many countries are considered to take part in this conference.
3. Our engineers are working to improve the equipment.
4. This article appears to be very important.
5. We know mass media to lead active struggle against terrorism.

Контрольная работа № 3

Направление «Технология изделий легкой промышленности» 29.03.01

Вариант 2

1. Прочитайте и устно переведите весь текст, а абзацы 2, 3 и 4 перепишите и переведите письменно:

SPINNING

The basic material of the spinning process is the fibrous material pressed into bales which often is very dirty. As a rule, the process of manufacturing these fibrous materials into yarns is distinguished into four stages:

- loosening and cleaning the fibres
- drawing, parallelizing and straightening the fibres into slivers
- twisting the sliver into yarn
- winding-up the spun yarn

The third and fourth stages of spinning, twisting and winding-up the yarn are frequently accomplished in one single pass on modern spinning machines.

These machines draw, draft, attenuate, twist, and wind the fibres prior to spinning. The drawn, combed and pre-twisted sliver is turned into the twisted rove by the flyer. Then the rove must subsequently be spun into fine yarns on the spinning machine.

Winding means to shorten successive layers to make conical ends on the package of roving. Winding is known to be the process by means of which roving is drawn from the front roll through the flyer and onto the bobbin.

Twisting is performed to give the necessary strength to withstand the strain of turning the bobbin on which it is wound.

Yarns spun on spinning machines are not strong enough to be used as sewing thread. Therefore, they must be doubled.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. The process of manufacturing fibrous materials into yarns is rather simple and it is impossible to distinguish it into stages.

2. Modern spinning machines combine the twisting and winding – up the yarn in one single pass.

3. Spinning machines perform different operations: they draw, draft, attenuate, twist, and wind the fibres prior to spinning.

4. Winding means to lengthen successive layers to make conical ends on the package roving.

5. Yarns spun on spinning machines must be tripled to be strong enough to be used as sewing threads.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. spinning/ know/ you/ stages/ Do/ of?

2. machines/ perform/ do/ spinning/ What?

3. as/ is/ What/ known/ process/ winding?

4. Why/ twisting/ important/ is?

5. yarns/ Are/ spun/ machines/ spinning/ on/ as/ used/ threads/ sewing?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

основной материал для прядения

спрессованный в тюки грязный волокнистый материал

переработка волокна в пряжу

выполняются за один ход

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

certification / degree in / apply for / have experience / education / Thank you for

John Donaldson
8 Sue Circle
Smithtown, CA 08067
0044 121 638 0026
joh@don.com

22/09/2012

George Gilhooley

XYZ Company
87 Delaware Road
Hatfield, CA 08065

Dear Mr. Gilhooley,

I am writing to the programmer position advertised in the Times Union. As requested, I am enclosing a completed job application, my....., my CV, and three references.

The opportunity presented in this listing is very interesting, and I believe that my strong technical experience and will make me a very competitive candidate for this position.

With a BS Computer Programming, I have a good understanding of the full lifecycle of a software development project. I also in learning and excelling at new technologies as needed.

Please see my CV for additional information on my experience.

I can be reached anytime via email at john.donaldson@emailexample.com or my cell phone, 909-555-5555.

..... your time and consideration. I look forward to speaking with you about this employment opportunity.

Sincerely,
John Donaldson
Tel: 0044 121 638 0026
Email: jo@don.com

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

- The job application letter you send to an employer explains why you are qualified for the position and should be selected for the
a. job b. position c. interview
- Prioritize the sentences about your and incorporate the hardest hitting statements into your cover letter.
a. task b. qualifications c. family
- Potential interviewers have certain expectations of the letter presentation and appearance, from (no more than a page) to font size.
a. length b. longevity c. eternity
- Your letter should show the hiring manager why you are a good
a. candidate b. employer c. person

7. Составьте словосочетания:

potential	greeting
polite	information
gather	on your experience

relevant details	your signature
end with	interviewer

8. Перепишите текст, образуя правильную часть речи от слов, предложенных в скобках, чтобы предложения имели смысл:

Good etiquette involves showing respect not only to your 1 (super), but also to your peers and subordinates; in other words, to everyone. If you treat everyone with respect, you will avoid making 2 (cost) mistakes and experiencing discomfort by accidentally treating a superior in a 3 (respect) way. A consistently respectful attitude will also build your 4 (credible) within the business or industry. Showing respect also means refraining from gossip and from being 5 (critic) and 6 (negate) to or about others.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

- If I'd known, I
a. will help b. would help c. would have helped
- If you see her, her to call me?
a. will you tell b. would you have told c. do you tell
- He will be really disappointed if you him the truth.
a. won't tell b. don't tell c. didn't tell
- If I the question, I would have answered .
a. had understood b. understand c. would understand
- If you hadn't been asking me questions all the time, I the film.
a. enjoyed b. will enjoy c. would have enjoyed

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

- To participate in environment protection is a very noble thing.
- Our opinion is to allow him to show his experience.
- Rising ocean temperatures reduce the ability of plankton to reproduce.
- I want you to write this article in time for the conference.
- I have come here to test your computer.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и дайте им определение:

- It was impossible for him to make such an important decision.
- They reported the plane to have landed.
- These students are sure to attend the lecture.
- 80% of the content on the World Wide Web seems to be in English.
- I called them to know the results.

Контрольная работа №3

Направление «Технология изделий легкой промышленности» 29.03.01

Вариант 3

1. Прочитайте и устно переведите весь текст, а абзацы 2, 3 и 4 перепишите и переведите письменно:

WEAVING

Weaving is a method of fabric construction in which at least two sets of yarns are crossed at right angles. We know primitive people to have woven from grasses and strips of bark. Today weaving is done from every kind of fibre spun into yarn. Practically nearly all household fabrics and a large part of clothing materials are woven, this method of fabric construction being equally well suited to the production of chiffons and gauzes or blankets and carpets.

In any weaving at least two sets of yarns are known to be necessary: the warp threads which go lengthwise the fabric and weft or filling threads which cross the warp threads.

Some methods were to be devised by which one group known as the warp, would be held in a parallel manner so that another yarn, the weft or filling, might be interlaced at right angles to those.

In early times the warp yarns were fastened to objects on the ground and lifted separately as the filling was passed under or over them. Later they were fastened to a stick hung in an upright position, thus permitting an easier interlacing of the filling yarns. Speed was developed by perfecting methods for lifting the warp yarns in groups.

Gradually, improvements of these methods brought about the evolution of the loom and at last the modern automatic looms were developed. Whether the loom is hand or power driven, certain provisions must be made for interlacing the two sets of yarns. Though the loom may be elaborated by various mechanical devices, fundamentally these provisions remain the same.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. Prehistoric people are believed to have used only grasses to make the material for their clothes.
2. Weaving is a process which is done from every kind of fibre spun into yarn.
3. Spinning is the first stage of fabric construction while weaving is the second one.
4. In weaving the warp threads and weft threads are interlaced in different ways.
5. In early times people fastened the warp yarns to the trees and passed with the weft threads in their hands under them.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. weaving/ is/ What?
2. done/ is/ How/ weaving?
3. times/ in/ fastened/ to/ yarns/ warp/ the/ What/ were/ early?

4.interlaced/ to/ is/ form/ What/ fabric?

5.What/ kind/ looms/ of/ for/ are/ weaving/ used?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

два набора пряжи

одинаково хорошо подходящий для

снимать пряжу основы группами

по длине ткани

способ образования ткани

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

employed with / advertisement / enclosed my CV / contact me / the skills and knowledge / your time and consideration

Richard Daniels
444 Annere Road
Birmingham
B18 6NF

12 December 2010

Mr Philip Smith
Hiring Manager
IT design Company
Made Up Road
London
B18 6NF

Dear Mr Smith,

I have read your for a Graphic Designer with great interest as I believe that my skills and qualifications match your requirements for this position. I would welcome the chance to apply I have gained to your vacancy and I feel my abilities would prove to be an asset for your organization.

Currently I am Unique Web Design Services as a graphics designer and have been involved in a number of high profile projects. I am comfortable working as part of a team or individually and have an in-depth understanding of emerging technologies in new media.

I have for your review, it includes a more detailed list of my technical skills. Please feel free to on the number given below and I look forward to meeting you in the near future.

Thank you in advance for and I look forward to hearing from you.

Yours sincerely,

Richard Daniels

Mobile: 0121 638 0026

Email: richD@niel.com

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. It's important to focus on your most relevant and strengths when writing resumes and cover letters, and when being interviewed.

- a. jobs b. skills c. detail

2. Whenever possible, point to any positive or recognition you received while applying the skill.

- a. results b. opportunities c. contacts

3. List the highest priority phrases at the beginning of your descriptions to get the most

- a. orientation b. qualifications c. attention

4. Sign off your email with aclose, such as "Best" or "Sincerely," followed by your name.

- a. polite b. perfect c. notorious

7. Составьте словосочетания:

correct	skills
relevant	applicant
job	employer name
qualifications of	advertisement
experience	level

8. Перепишите текст, образуя правильную часть речи от слов, предложенных в скобках, чтобы предложения имели смысл:

Good business etiquette is the recipe for 1 (advance) your career. In the business world, people with good etiquette are rewarded for their 2 (profession) and polite skills. For example, an 3 (employ) who arrives at a meeting on time (or early) and is ready to take notes has a better chance of 4 (impress) his supervisor than the employee who shows up to the meeting late, and forgets to bring a pen. Those who exemplify good business etiquette are proving that they respect their position, job, coworkers and take their 5 (perform) seriously. As such, these individuals win 6 (promote) and get ahead in their careers.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

1. He would play volleyball if he

- a. can b. had to c. could

2. They to see you if they hadn't been away.

- a. would come b. would have come c. came

3. Their teacher gets annoyed if students their mobile phones in class.

- a. use b. used c. would use
4. I would have driven to Miami if I a car.
a. have b. had c. had had
5. If I were you, I the exam.
a. had passed b. would pass c. would have passed

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

1. To write a letter was the main thing for the day.
2. A company may also ask candidates for the job to complete a standard application form.
3. The aim of the experiment is to test a new substance.
4. She went to the lab to collect more material for her work.
5. He is always the first to come to the University.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и дайте им определение:

1. The professor recommended all the students to use their notes.
2. I want this article to be translated today.
3. Customs formalities happen to be more or less similar in all countries.
4. I happened to remember the title of his article.
5. He is sure to be asked about his skills.

Контрольная работа № 3

Направление «Технология изделий легкой промышленности» 29.03.01

Вариант 4

1. Прочитайте и устно переведите весь текст, а абзацы 2, 3 и 4 перепишите и переведите письменно:

KNITTING

Knitting is the art of constructing fabric with needles by interloping yarn to form a succession of connected loops. The essential element of knitting is the loop. A loop is a very small length of yarn, drawn through another loop. As a result there are two loops, which together are called a "stitch".

The resulting loop that has been drawn through and that is still hanging on the needle is known as the "needle loop".

The needle, holding the needle loop just formed, again takes up some portion of the yarn and draws it through the loop.

Such repetition results in a number of loops forming a chain. As each loop is drawn through another one a fabric results.

Knitting is accomplished in two ways, by hand or by machine. All knitted fabrics are divided into two general groups, weft (or filling) and warp fabrics.

Materials that are knitted with many yarns fed from a warp beam are called "warp knitted" fabrics.

Warp knitted fabrics are made with many yarns on a large number of needles interloping with each other and the warp fabrics are measured by the number of stitches or needles per inch, for example, thirty stitches to an inch.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. Knitting is a craft of constructing fabric with needles by interloping yarn to form a succession of connected loops.
2. One knitted stitch equals two loops.
3. The repetition of needle loops results in a number of loops forming chain.
4. Knitting is accomplished in two ways, by hand or by machine.
5. The warp fabrics are measured by number of stitches or needles per inch.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. knitting/ of/ art/ kind/ is/ What?
2. Is/ resulting/ the/ loop/ as/ known/ "needle loop"/ the?
3. the/ is/ of/ the/ What/ function/ needle?
4. knitting/ How/ accomplished/ is?
5. many/ Are/ yarns/ needed/ make/ to/ fabrics/ knitted/ warp?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

искусство создания ткани
последовательность соединения петель
приводить к чему-либо
выполнять двумя способами
протянуть пряжу

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

rely on / advertisement / present employer / my CV / thank you for / independently

Deborah Clark
11 Leap Lane
London
B18 6NF

10th April 2017

Chloe Grayn
Hiring Manager
Dayjob Ltd
120 Vyse Street
Birmingham
B18 6NF

Dear Ms Grayn,

I am responding to your yesterday on the www.dayjob.com website for a Furniture Designer position. It is with great anticipation that I present to you as I firmly believe that I am perfectly qualified for the role.

I come to you as an experienced, hard-working and motivated individual with a high level of integrity who can design top quality furniture to the highest standards.

With my....., I work as part of a furniture manufacturing team designing, machining and building furniture solutions for both new and existing clients. I am involved in researching and identifying furniture trends from furniture fairs, shops, vintage shows, exhibitions and blogs.

You can me to meet any brand style, price and quality criteria needed to delight your customers. I possess a thorough work ethics, and can be a team player while also being able to work Furthermore, I have no trouble working to tight time frames with accuracy and minimal supervision.

Right now, I would like to work for a company like yours where every idea is given the opportunity to rise to the top.

In closing I would like to for your consideration, and I look forward to discussing the possibilities with you in greater details in the near future.

Yours sincerely,
Deborah Clark
Tel: 0044 121 638 0026
Email: DebbyC@.com

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. Before you begin writing your job application letter, consider what you want to include.
a. address b. job c. information
2. To include the most convincing, relevant details in your letter, you'll need to know what the wants.
a. employee b. employer c. worker
3. Make a connection between your skills and the employer's to create a list of the preferred qualifications for the ideal candidate for your target job.
a. requirements b. review c. responsibilities
4. Write about as many of the as possible detailing how you used that skill or exhibited that quality in a work, volunteer, academic or co-curricular role.
a. details b. skills c. qualifications

7. Составьте словосочетания:

communication	candidate
employer's	advice
ideal	requirements

job	skills
ask for	duties

8. Перепишите текст, образуя правильную часть речи от слов, предложенных в скобках, чтобы предложения имели смысл:

..... 1 (communicate) is the lifeblood of 2 (busy). For people to get along, work in unison and establish 3 (profession) relationships with one another, they must communicate with the appropriate etiquette. 4 (listen) skills are a main part of communication etiquette. When others are speaking, do not interrupt them. Employ active listening techniques, such as making good eye contact and showing the 5 (speak) that you are paying 6 (attentive) to them.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

- If I were a rich man, I a very large boat.
a. will buy b. would buy c. had bought
- If Max more time working and less time playing, his boss wouldn't have fired him.
a. spend b. spent c. had spent
- We John if we had known about his problems.
a. would help b. will help c. would have helped
- I would run away screaming if I an alien.
a. see b. saw c. had seen
- If my brother me next year, I'll take him to Oktoberfest.
a. visits b. will visit c. visited

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

- He advised us to look through the article.
- We have no intention to order these fabrics.
- The function of this device was to compute all these quantities.
- To smoke is harmful.
- They gave the programmers 48 hours to re-write a message on the website.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и дайте им определение:

- The mistake was too obvious for everybody to notice it.
- I know him to be a very good student.
- The rules of the presentation are known to be followed (by everyone).
- I happened to meet him at scientific conferences.
- All my group mates are likely to pass the exams.

Контрольная работа №3

Направления «Теория и история искусств» 50.03.04

Вариант 1

1. Прочитайте и устно переведите весь текст, а абзацы 2, 4 и 5 перепишите и переведите письменно:

MOSAICS IN THE ANCIENT WORLD

The history of mosaic goes back some 4,000 years or more, with the use of terracotta cones pushed point-first into a background to give decoration. By the eighth century BC, there were pebble pavements, using different coloured stones to create patterns, although these tended to be unstructured decoration. It was the Greeks, in the four centuries BC, who raised the pebble technique to an art form, with precise geometric patterns and detailed scenes of people and animals.

By 200 BC, specially manufactured pieces ("tesserae") were being used to give extra detail and range of colour to the work. Using small tesserae, sometimes only a few millimetres in size, meant that mosaics could imitate paintings. Many of the mosaics preserved at, for example, Pompeii were the work of Greek artists.

The expansion of the Roman Empire took mosaics further afield, although the level of skill and artistry was diluted.

With the rise of the Byzantine Empire from the 5th century onwards, centred on Byzantium (now Istanbul, Turkey), the art form took on new characteristics. These included Eastern influences in style and the use of special glass tesserae called smalti, manufactured in northern Italy. These were made from thick sheets of coloured glass. Smalti have a rough surface and contain tiny air bubbles. They are sometimes backed with reflective silver or gold leaf.

Whereas Roman mosaics were mostly used as floors, the Byzantines specialised in covering walls and ceilings. The smalti were ungrouted, allowing light to reflect and refract within the glass. Also, they were set at slight angles to the wall, so that they caught the light in different ways. The gold tesserae sparkle as the viewer moves around within the building.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. Pebble technique with precise geometric patterns and detailed scenes of people and animals was turned into the art by the Greeks.
2. It was the Romans who first used mosaics.
3. Byzantine mosaics were different from the Roman ones.
4. Roman mosaics could not imitate paintings.
5. Smalti were made from thick sheets of coloured glass.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. were/ as /mostly /Roman /mosaics /floors/ used?
2. show /did /pebble/ mosaics /What?
3. smalti /Did/ within /light /reflect/ the glass/?

4. What /Byzantium /new /characteristics/ this /art form /take /did /in?
5. Where/ used /mostly/ Roman /mosaics/ were?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

метод, прием

потолок

геометрический узор

неровная поверхность

под углом к ч/л

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

available for the interview / communication skills / experience / has a good reputation / for the post of / sincerely
--

William Mathura
Model Village
North Point, Hong Kong

22 July 2011

Mr. Hanukah Chan
Personnel Manager
Wong & Lim Consultants
P.O. Box 583
Kwai Chung, Kowloon

Dear Mr. Chan,

I am writing to apply MTO (Management Training Officer), which was advertised on the Oriental Daily Newspaper of the Hong Kong and Student Board of Polytechnic University on 21st July 2011.

I have one year working experience at King City Garment Manufactory Limited. This has played a pivot role in improving my leadership skills, and ability to work in a team environment. I can fluently speak and write English.

Currently I am studying for a M.B.A. in Management at the Hong Kong Polytechnic University, graduating in 2012.

Working for Wong & Lim Consultants appeals to me because the company and it provides excellent training. Your organization produces a high-quality service, and I can contribute to this with my leadership skills and my ability to work under pressure.

I am at any time. I can be contacted most easily on the cell phone number given below. I look forward to meeting you soon.

Yours

William Mathura
Phone: 24862893
Mobile: 95427415
E-mail: abc@hkinternet.com

Encl: CV

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. Your application letter should let the know what position you are applying for.

- a. employer b. employee c. worker

2. Include skills or abilities that are emphasized in the ad in your

- a. CV b. postcard c. address

3. Keep your letter under a page long, with no more than about four paragraphs. An employer is more likely to read a letter.

- a. long b. concise c. extensive

4. Read through your cover letter attentively as employers an application with a lot of errors.

- a. ignore b. remember c. study

7. Составьте словосочетания:

job	for the position
candidate	manager
concise	interview
hiring	letter
contact	information

8. Перепишите текст, изменив слова так, чтобы они грамматически и лексически соответствовали содержанию предложения:

Good business etiquette includes dressing1 (appropriate). This shows 2 (considerate) for others, and indicates that you take yourself and your job seriously. An unkempt 3 (appear) indicates that you do not care about yourself or respect those around you. When you are unsure what type of dress is required, it is best to mistake on the 4 (conserve) side. For work-related 5 (society) events, do not be afraid to ask what the dress code will be. Remember that even if you are dressing down, such as for a casual Friday, it is still 6 (importance) to practice good grooming.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

1. What would you say if you the President?

- a. meet b. met c. would meet

2. If we wasting, it'll help improve the environment.

- a. stop b. stopped c. will stop
3. If I were offered the job and the salary was OK, I it.
a. will take b. took c. would take
4. If the trip hadn't been so expensive, I a reservation.
a. would make b. would have made c. will make
5. If I were you, I her straightaway.
a. will tell b. shall tell c. would tell

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

1. To solve this problem is very important.
2. Your task is to describe the experiment.
3. He claimed to be an expert in this field.
4. He was the first to apply the new method of work.
5. To test the device the engineer came to the laboratory.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и укажите тип оборота.

1. They are likely to ask you about your knowledge of computers at the interview.
2. Scientists from many countries are considered to take part in this conference.
3. Our engineers are working to improve the equipment.
4. This article appears to be very important.
5. We know mass media to lead active struggle against terrorism.

Контрольная работа № 3

Направления «Теория и история искусств» 50.03.04

Вариант 2

1. Прочитайте и устно переведите весь текст, а абзацы 2, 3 и 4 перепишите и переведите письменно:

PORTRAIT ART

Art of the Baroque era (c.1600-1700), including portrait art, was driven by several factors. First, the growing commercial strength of Holland, France, Spain, and Britain; second, sponsorship of the visual arts by the Catholic Church in order to heighten its influence during the Counter-Reformation; thirdly, the increased use of portable art media like canvases.

In addition, Baroque portraiture benefited from the enduring influence of the Renaissance. For example in 1669, Andre Felibien, Secretary to the French Académie des Beaux-Arts, announced a fixed hierarchy of the genres, which was adopted by most official academies of fine art in Europe.

Felibien ranked paintings according to their subject matter, as follows: (1) History; (2) Portrait; (3) Genre Painting; (4) Landscape; (5) Still Life. This ranking

system greatly stimulated competition among portrait painters from Holland, Flanders, France, Spain and Italy.

With the establishment of portraiture as second only to history-painting in the genre hierarchy, many artists turned increasingly to portraits as a more secure way of earning a living. Even in Russia, where serious portraiture did not appear until the era of Petrine art under Peter the Great (1686-1725), it was an important income-earner.

Among the techniques used by these professionals to enhance their artworks, and to elevate the status of the portrait and its subject, were two elements - both reflected in works by Rembrandt. First, the accumulation of figure drawing and figure painting studies depicting facial expressions. This speeded up the painting process and facilitated the depiction of a wider range of human emotions. Several of Rembrandt's self-portraits were executed as finished studies of such expressions. Second, the setting of the portrait in an historical or dramatic context, as exemplified by Rembrandt's *The Night Watch*.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. Portraiture is the first in the genre hierarchy.
2. The Catholic Church was the main commissioner of the painting.
3. Many artists earned a living by painting portraits.
4. The depiction of a wider range of human emotions became the most important in portraiture.
5. There was a fixed hierarchy of the genres in Europe.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. What /art /of /the Baroque /was /by /factors /driven?
2. the /Renaissance /Baroque /portraiture/ benefit /from /Did /the /enduring influence /of ?
3. use /portable/ did /art /media /What/ artists?
4. in /Russia /when /serious /portraiture/ did /appear?
5. landscape /Was /hierarchy /of/ the genres /included?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

Возрождение
автопортрет
возвещать
натюрморт
способствовать

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

certification / degree in / apply for / have experience / education / Thank you for

John Donaldson
8 Sue Circle
Smithtown, CA 08067
0044 121 638 0026

joh@don.com

22/09/2012

George Gilhooley
XYZ Company
87 Delaware Road
Hatfield, CA 08065

Dear Mr. Gilhooley,

I am writing to the programmer position advertised in the Times Union. As requested, I am enclosing a completed job application, my....., my CV, and three references.

The opportunity presented in this listing is very interesting, and I believe that my strong technical experience and will make me a very competitive candidate for this position.

With a BS Computer Programming, I have a good understanding of the full lifecycle of a software development project. I also in learning and excelling at new technologies as needed.

Please see my CV for additional information on my experience.

I can be reached anytime via email at john.donaldson@emailexample.com or my cell phone, 909-555-5555.

..... your time and consideration. I look forward to speaking with you about this employment opportunity.

Sincerely,

John Donaldson

Tel: 0044 121 638 0026

Email: joh@don.com

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. The job application letter you send to an employer explains why you are qualified for the position and should be selected for the

a. job b. position c. interview

2. Prioritize the sentences about your and incorporate the hardest hitting statements into your cover letter.

a. task b. qualifications c. family

3. Potential interviewers have certain expectations of the letter presentation and appearance, from (no more than a page) to font size.

a. length b. longevity c. eternity

4. Your letter should show the hiring manager why you are a good

a. candidate b. employer c. person

7. Составьте словосочетания:

potential	greeting
polite	information
gather	on your experience
relevant details	your signature
end with	interviewer

8. Перепишите текст, образуя правильную часть речи от слов, предложенных в скобках, чтобы предложения имели смысл:

Good etiquette involves showing respect not only to your 1 (super), but also to your peers and subordinates; in other words, to everyone. If you treat everyone with respect, you will avoid making 2 (cost) mistakes and experiencing discomfort by accidentally treating a superior in a 3 (respect) way. A consistently respectful attitude will also build your 4 (credible) within the business or industry. Showing respect also means refraining from gossip and from being 5 (critic) and 6 (negate) to or about others.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

- If I'd known, I
a. will help b. would help c. would have helped
- If you see her, her to call me?
a. will you tell b. would you have told c. do you tell
- He will be really disappointed if you him the truth.
a. won't tell b. don't tell c. didn't tell
- If I the question, I would have answered .
a. had understood b. understand c. would understand
- If you hadn't been asking me questions all the time, I the film.
a. enjoyed b. will enjoy c. would have enjoyed

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

- To participate in environment protection is a very noble thing.
- Our opinion is to allow him to show his experience.
- Rising ocean temperatures reduce the ability of plankton to reproduce.
- I want you to write this article in time for the conference.
- I have come here to test your computer.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и дайте им определение:

- It was impossible for him to make such an important decision.
- They reported the plane to have landed.
- These students are sure to attend the lecture.
- 80% of the content on the World Wide Web seems to be in English.

5. I called them to know the results.

Контрольная работа № 3

Направления «Теория и история искусств» 50.03.04

Вариант 3

1. Прочитайте и устно переведите весь текст, а абзацы 1, 2, 3 перепишите и переведите письменно:

THE ART OF FRENCH IMPRESSIONISM

Impressionism was an art movement in France at the end of the 19th century. The Impressionists were a group of artists renowned for their innovative painting techniques and approach to using color in art.

The Impressionists were excited by contemporary developments in color theory which helped their search for a more exact analysis of the effects of color and light in nature. They abandoned the conventional idea that the shadow of an object was made up from its color with some brown or black added. Instead, they enriched their colours with the idea that the shadow of an object is broken up with dashes of its complementary color. For example, in an Impressionist painting the shadow on an orange may have some strokes of blue painted into it to increase its vitality.

The Impressionists sought to capture the atmosphere of a particular time of day or the effects of different weather conditions on the landscape. In order to capture these fleeting effects they had to work quickly. They applied their paint in small brightly colored strokes which meant sacrificing much of the outline and detail of their subject.

Their painting technique put them at odds with the conservative Académie of the French artistic establishment who valued subtle color and precise detail which was carefully crafted with great skill in the artist's studio. What the Académie failed to appreciate was the freshness of Impressionist color and the energy of their brushwork which revealed a spontaneity that had only previously been valued in the sketches of the old masters. However, the public grew to love the vitality of the Impressionist technique and in time Impressionism grew to become the most popular movement in the history of art.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. Impressionists used innovative painting techniques.
2. The Académie valued brushwork of the Impressionists.
3. The Impressionists added only brown or black to the shadow of an object.
4. Complementary color helps to increase vitality and enrich the colours.
5. Impressionism has become the most popular movement in the history of art.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. use/ innovative/ Did /painting /techniques/ the Impressionists?
2. Was /the/ conservative /Académie?
3. When /Impressionism/ and /did /where/ appear?

4. in/ the /sketches /a spontaneity/ Was /of /the/ old masters /valued?
5. Why /quickly /did /work/ have /to /the /Impressionists?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

точные детали
пожертвовать
мазок
пейзаж
современник

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

employed with / advertisement / enclosed my CV / contact me / the skills and knowledge / your time and consideration

Richard Daniels
444 Annere Road
Birmingham
B18 6NF

12 December 2010

Mr Philip Smith
Hiring Manager
IT design Company
Made Up Road
London
B18 6NF

Dear Mr Smith,

I have read your for a Graphic Designer with great interest as I believe that my skills and qualifications match your requirements for this position. I would welcome the chance to apply I have gained to your vacancy and I feel my abilities would prove to be an asset for your organization.

Currently I am Unique Web Design Services as a graphics designer and have been involved in a number of high profile projects. I am comfortable working as part of a team or individually and have an in-depth understanding of emerging technologies in new media.

I have for your review, it includes a more detailed list of my technical skills. Please feel free to on the number given below and I look forward to meeting you in the near future.

Thank you in advance for and I look forward to hearing from you.

Yours sincerely,

Richard Daniels

Mobile: 0121 638 0026
Email: richD@niel.com

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. It's important to focus on your most relevant and strengths when writing resumes and cover letters, and when being interviewed.
a. jobs b. skills c. detail
2. Whenever possible, point to any positive or recognition you received while applying the skill.
a. results b. opportunities c. contacts
3. List the highest priority phrases at the beginning of your descriptions to get the most
a. orientation b. qualifications c. attention
4. Sign off your email with aclose, such as "Best" or "Sincerely," followed by your name.
a. polite b. perfect c. notorious

7. Составьте словосочетания:

correct	skills
relevant	applicant
job	employer name
qualifications of	advertisement
experience	level

8. Перепишите текст, образуя правильную часть речи от слов, предложенных в скобках, чтобы предложения имели смысл:

Good business etiquette is the recipe for 1 (advance) your career. In the business world, people with good etiquette are rewarded for their 2 (profession) and polite skills. For example, an 3 (employ) who arrives at a meeting on time (or early) and is ready to take notes has a better chance of 4 (impress) his supervisor than the employee who shows up to the meeting late, and forgets to bring a pen. Those who exemplify good business etiquette are proving that they respect their position, job, coworkers and take their 5 (perform) seriously. As such, these individuals win 6 (promote) and get ahead in their careers.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

1. He would play volleyball if he
a. can b. had to c. could
2. They to see you if they hadn't been away.
a. would came b. would have come c. came
3. Their teacher gets annoyed if students their mobile phones in class.
a. use b. used c. would use

4. I would have driven to Miami if I a car.

a. have b. had c. had had

5. If I were you, I the exam.

a. had passed b. would pass c. would have passed

10. Перепишите и переведите предложения, содержащие инфинитив.

Выпишите инфинитивы и определите их функцию в предложениях:

1. To write a letter was the main thing for the day.

2. A company may also ask candidates for the job to complete a standard application form.

3. The aim of the experiment is to test a new substance.

4. She went to the lab to collect more material for her work.

5. He is always the first to come to the University.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и дайте им определение:

1. The professor recommended all the students to use their notes.

2. I want this article to be translated today.

3. Customs formalities happen to be more or less similar in all countries.

4. I happened to remember the title of his article.

5. He is sure to be asked about his skills.

Контрольная работа №3

Направления «Теория и история искусств» 50.03.04

Вариант 4

1. Прочитайте и устно переведите весь текст, а абзацы 1 и 6 перепишите и переведите письменно:

GRAPHIC ART

The term 'graphic art' (a derivation from the German Graphik, originating from graphikos, the Greek for drawing) commonly denotes those forms of visual expression that depend for their effect on line and tone (disegno), not colour (colorito). The main classical type of graphic art is drawing, which includes cartoons, caricature, comic strips and animation, as well as line drawings and sketching with pencil or charcoal, and pen and ink. Graphic art also denotes those art forms involved in printmaking, such as etching and engraving, including drypoint. Postmodern forms include the word art of Christopher Wool (b.1955) - characterized by monumental black stencilled letters arranged on a geometric grid - and the conceptual graphic art of Barbara Kruger (b.1945).

Although always a type of visual art, graphic artworks can also (depending on the application) be classified as applied art (if design-oriented), or fine art (if stand-alone).

The supreme type of graphic art is surely calligraphy, the art of stylized writing, originating in the Far East.

The two great forms of calligraphic art derive from the Arabic and Oriental languages (Chinese, Japanese, Vietnamese and Korean), although the art has been consistently practised in the languages of India, Tibet, Persia, Latin and others.

Another exemplar of decorative graphics is Celtic style designwork. This derives from the Ancient Celts, and from Hiberno-Saxon Insular art. Its curvilinear motifs had a strong influence on the development of modern styles of artistic design like Art Nouveau.

Another form of graphic art is simple illustration, involving black and white drawings or sketches which explain a piece of text, although a better example of textual graphic work is monochromatic illumination - the art of embellishing text through the use of complex typographical and alphabetical symbols.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. Drawing includes sketching with pencil or charcoal, and pen and ink.
2. The conceptual graphic art of Barbara Kruger is one of the postmodern forms of art.
3. Calligraphy appeared in the XIX century.
4. Calligraphic art derives from Art Nouveau.
5. Celtic style designwork is geometric.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. Is /form / graphic/ art /also /a / of /engraving?
2. Art /Nouveau /was /What/ influenced /by?
3. Calligraphy/ the /art/ of /writing /Is /stylized?
4. the /Ancient Celts/ Did /calligraphy /use?
5. mean/ monochromatic/ What/ illumination /does?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

украшать текст

карикатура

офорт

происходить от

значительное влияние

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

rely on / advertisement / present employer / my CV / thank you for / independently

Deborah Clark
11 Leap Lane
London
B18 6NF

10th April 2017

Chloe Grayn
Hiring Manager
Dayjob Ltd
120 Vyse Street

Birmingham
B18 6NF

Dear Ms Grayn,

I am responding to your yesterday on the www.dayjob.com website for a Furniture Designer position. It is with great anticipation that I present to you as I firmly believe that I am perfectly qualified for the role.

I come to you as an experienced, hard-working and motivated individual with a high level of integrity who can design top quality furniture to the highest standards.

With my..... .., I work as part of a furniture manufacturing team designing, machining and building furniture solutions for both new and existing clients. I am involved in researching and identifying furniture trends from furniture fairs, shops, vintage shows, exhibitions and blogs.

You can me to meet any brand style, price and quality criteria needed to delight your customers. I possess a thorough work ethics, and can be a team player while also being able to work Furthermore, I have no trouble working to tight time frames with accuracy and minimal supervision.

Right now, I would like to work for a company like yours where every idea is given the opportunity to rise to the top.

In closing I would like to for your consideration, and I look forward to discussing the possibilities with you in greater details in the near future.

Yours sincerely,

Deborah Clark

Tel: 0044 121 638 0026

Email: DebbyC@.com

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. Before you begin writing your job application letter, consider what you want to include.

- a. address b. job c. information

2. To include the most convincing, relevant details in your letter, you'll need to know what the wants.

- a. employee b. employer c. worker

3. Make a connection between your skills and the employer's to create a list of the preferred qualifications for the ideal candidate for your target job.

- a. requirements b. review c. responsibilities

4. Write about as many of the as possible detailing how you used that skill or exhibited that quality in a work, volunteer, academic or co-curricular role.

- a. details b. skills c. qualifications

7. Составьте словосочетания:

communication	candidate
employer's	advice
ideal	requirements
job	skills
ask for	duties

8. Перепишите текст, образуя правильную часть речи от слов, предложенных в скобках, чтобы предложения имели смысл:

..... 1 (communicate) is the lifeblood of 2 (busy). For people to get along, work in unison and establish 3 (profession) relationships with one another, they must communicate with the appropriate etiquette. 4 (listen) skills are a main part of communication etiquette. When others are speaking, do not interrupt them. Employ active listening techniques, such as making good eye contact and showing the 5 (speak) that you are paying 6 (attentive) to them.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

- If I were a rich man, I a very large boat.
a. will buy b. would buy c. had bought
- If Max more time working and less time playing, his boss wouldn't have fired him.
a. spend b. spent c. had spent
- We John if we had known about his problems.
a. would help b. will help c. would have helped
- I would run away screaming if I an alien.
a. see b. saw c. had seen
- If my brother me next year, I'll take him to Oktoberfest.
a. visits b. will visit c. visited

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

- He advised us to look through the article.
- We have no intention to order these fabrics.
- The function of this device was to compute all these quantities.
- To smoke is harmful.
- They gave the programmers 48 hours to re-write a message on the website.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и дайте им определение:

- The mistake was too obvious for everybody to notice it.
- I know him to be a very good student.
- The rules of the presentation are known to be followed (by everyone).
- I happened to meet him at scientific conferences.

5. All my group mates are likely to pass the exams.

Контрольная работа №3

Направление «Технология художественной обработки материалов» 29.03.04

Вариант 1

1. Прочитайте и устно переведите весь текст, а абзацы 2, 3 и 4 перепишите и переведите письменно:

DIAMONDS IN RUSSIA

Diamonds have been found in Russia as far back as the 18th century. The first significant production occurred in 1957 from the Mir kimberlite pipe and its adjacent placers. Since then, numerous diamondiferous pipes and alluvial deposits have been found. Most of Russia's diamond production to-date has been from open-pit mines at the Mir and Udachnaya pipes in the Siberian Republic of Sakha.

Today, Russia is the world's leading producer of gem-quality diamonds on the basis of carat weight and has held that position for over a decade. Botswana is the only country that has a higher production value - mainly because its production includes a high proportion of large, high-quality diamonds.

ALROSA, a Russian group of diamond mining companies, produces almost all of the diamonds mined in the country. ALROSA grades and sells its rough diamonds to a number of polished diamond manufacturers, mostly located in Russia, Belgium, India, Israel, Hong Kong and China. Most sales are through long-term supply agreements, but the company also engages in one-time sales and is developing methods for selling online.

Primary control of ALROSA is in the hands of Russian government agencies. The Russian Federation Agency for Management of State Property owns approximately 44%; the Republic of Sakha's Ministry of Property and Land Relations owns approximately 25%; and municipal district administrations of the Republic of Sakha own approximately 8%. The remaining approximately 23% is owned by individuals and legal entities.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. Diamonds were found in Russia two centuries ago.
2. Russia is the biggest producer of gem-quality diamonds in the world.
3. ALROSA – a Russian group of diamond mining companies – is well known in the world.
4. ALROSA may sell its products online.
5. Most of Russia's diamond production is in the Siberian Republic of Sakha.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. first /Russia /did /the/ in /occur /when /production /significant /diamonds/of ?
2. of /primary /what/ In/ ALROSA/ is/ hands/ control ?
3. agreements/ most /Are /sales/ the/ through/ long-term ?
4. Russia/ found /in /Diamonds/ were/ When ?
5. 23%/ whom/ the /is /owned/ remaining/ By?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

Россыпь

Смежные прииски

Необработанный бриллиант

Алмазная трубка

Кимберлитовая трубка

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

available for the interview / communication skills / experience / has a good reputation / for the post of / sincerely
--

William Mathura
Model Village
North Point, Hong Kong

22 July 2011

Mr. Hanukah Chan
Personnel Manager
Wong & Lim Consultants
P.O. Box 583
Kwai Chung, Kowloon

Dear Mr. Chan,

I am writing to apply MTO (Management Training Officer), which was advertised on the Oriental Daily Newspaper of the Hong Kong and Student Board of Polytechnic University on 21st July 2011.

I have one year working experience at King City Garment Manufactory Limited. This has played a pivot role in improving my leadership skills, and ability to work in a team environment. I can fluently speak and write English.

Currently I am studying for a M.B.A. in Management at the Hong Kong Polytechnic University, graduating in 2012.

Working for Wong & Lim Consultants appeals to me because the company and it provides excellent training. Your organization produces a high-quality service, and I can contribute to this with my leadership skills and my ability to work under pressure.

I am at any time. I can be contacted most easily on the cell phone number given below. I look forward to meeting you soon.

Yours

William Mathura
Phone: 24862893
Mobile: 95427415

E-mail: abc@hkinternet.com

Encl: CV

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. Your application letter should let the know what position you are applying for.

- a. employer b. employee c. worker

2. Include skills or abilities that are emphasized in the ad in your

- a. CV b. postcard c. address

3. Keep your letter under a page long, with no more than about four paragraphs. An employer is more likely to read a letter.

- a. long b. concise c. extensive

4. Read through your cover letter attentively as employers an application with a lot of errors.

- a. ignore b. remember c. study

7. Составьте словосочетания:

job	for the position
candidate	manager
concise	interview
hiring	letter
contact	information

8. Перепишите текст, изменив слова так, чтобы они грамматически и лексически соответствовали содержанию предложения:

Good business etiquette includes dressing1 (appropriate). This shows 2 (considerate) for others, and indicates that you take yourself and your job seriously. An unkempt 3 (appear) indicates that you do not care about yourself or respect those around you. When you are unsure what type of dress is required, it is best to mistake on the 4 (conserve) side. For work-related 5 (society) events, do not be afraid to ask what the dress code will be. Remember that even if you are dressing down, such as for a casual Friday, it is still 6 (importance) to practice good grooming.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

1. What would you say if you the President?

- a. meet b. met c. would meet

2. If we wasting, it'll help improve the environment.

- a. stop b. stopped c. will stop

3. If I were offered the job and the salary was OK, I it.

- a. will take b. took c. would take

4. If the trip hadn't been so expensive, I a reservation.

- a. would make b. would have made c. will make

5. If I were you, I her straightaway.

- a. will tell b. shall tell c. would tell

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

1. To solve this problem is very important.
2. Your task is to describe the experiment.
3. He claimed to be an expert in this field.
4. He was the first to apply the new method of work.
5. To test the device the engineer came to the laboratory.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и укажите тип оборота.

1. They are likely to ask you about your knowledge of computers at the interview.
2. Scientists from many countries are considered to take part in this conference.
3. Our engineers are working to improve the equipment.
4. This article appears to be very important.
5. We know mass media to lead active struggle against terrorism.

Контрольная работа № 3

**Направление «Технология художественной обработки материалов»
29.03.04**

Вариант 2

1. Прочитайте и устно переведите весь текст, а абзацы 2, 3 перепишите и переведите письменно:

DIAMOND PRODUCTION IS NO LONGER CONFINED TO MINING!

For many years we published this page when it was very legitimate to use the terms "diamond production" and "diamond mining" as equivalent - at least for gem-quality diamonds. That has changed.

The United States Geological Survey reports that in 2015, an estimated \$52.4 million dollars' worth of gem-quality diamonds were produced in laboratories within the United States. An unknown amount is also being produced in laboratories outside of the United States. Most of these synthetic stones are entering the gemstone market and disclosed as "lab-created" or "synthetic" at the time of sale to consumers. When this occurs these man-made diamonds generally sell at a price that is at least 25% lower than the cost of natural diamonds for stones of similar size and quality.

The man-made diamonds are extremely difficult and costly to distinguish from natural diamonds, especially at the wholesale level when synthetic diamonds are inserted into large lots of very small diamonds. This infiltration of synthetic stones into the stock of natural stones has brought concerns to the gem and jewelry trade and also to consumers. Is my diamond "natural"?

Most consumers are still buying "natural diamonds" because the supply of lab-created diamonds is relatively small. However, a lower selling price attracts certain consumers to lab-created diamonds because they have the same chemical composition,

the same physical properties, and to the eye they look exactly like natural diamonds. Time will tell how dedicated consumers will be to natural diamonds and how much of a discount they are willing to resist.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. Man-made diamonds are sold at lower price then natural diamonds.
2. Geological Survey reports were written in Europe.
3. The man-made diamonds are easy to distinguish from natural diamonds.
4. Man-made diamonds are sold only in the United States.
5. Lab-created diamonds look exactly like natural diamonds.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. to still diamond Is production mining confined ?
2. sold are What price man-made diamonds ?
3. "natural diamonds" Why buying are still most consumers ?
4. diamonds are the What for reasons buying lab-created ?
5. like Do natural lab-created diamonds diamonds composition have chemical the same ?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

Искусственный бриллиант
Натуральный (природный) бриллиант
Драгоценный камень
Физические свойства
Химический состав

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

certification / degree in / apply for / have experience / education / Thank you for

John Donaldson
8 Sue Circle
Smithtown, CA 08067
0044 121 638 0026
jo@don.com
22/09/2012

George Gilhooley
XYZ Company
87 Delaware Road
Hatfield, CA 08065

Dear Mr. Gilhooley,

I am writing to the programmer position advertised in the Times Union. As requested, I am enclosing a completed job application, my....., my CV, and three references.

The opportunity presented in this listing is very interesting, and I believe that my strong technical experience and will make me a very competitive candidate for this position.

With a BS Computer Programming, I have a good understanding of the full lifecycle of a software development project. I also in learning and excelling at new technologies as needed.

Please see my CV for additional information on my experience.

I can be reached anytime via email at john.donaldson@emailexample.com or my cell phone, 909-555-5555.

..... your time and consideration. I look forward to speaking with you about this employment opportunity.

Sincerely,

John Donaldson

Tel: 0044 121 638 0026

Email: jo@don.com

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

- The job application letter you send to an employer explains why you are qualified for the position and should be selected for the
a. job b. position c. interview
- Prioritize the sentences about your and incorporate the hardest hitting statements into your cover letter.
a. task b. qualifications c. family
- Potential interviewers have certain expectations of the letter presentation and appearance, from (no more than a page) to font size.
a. length b. longevity c. eternity
- Your letter should show the hiring manager why you are a good
a. candidate b. employer c. person

7. Составьте словосочетания:

potential	greeting
polite	information
gather	on your experience
relevant details	your signature
end with	interviewer

8. Перепишите текст, образуя правильную часть речи от слов, предложенных в скобках, чтобы предложения имели смысл:

Good etiquette involves showing respect not only to your 1 (super), but also to your peers and subordinates; in other words, to everyone. If you treat everyone with respect, you will avoid making 2 (cost) mistakes and experiencing discomfort by accidentally treating a superior in a 3 (respect) way. A consistently respectful attitude will also build your 4

(credible) within the business or industry. Showing respect also means refraining from gossip and from being 5 (critic) and 6 (negate) to or about others.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

1. If I'd known, I
a. will help b. would help c. would have helped
2. If you see her, her to call me?
a. will you tell b. would you have told c. do you tell
3. He will be really disappointed if you him the truth.
a. won't tell b. don't tell c. didn't tell
4. If I the question, I would have answered .
a. had understood b. understand c. would understand
5. If you hadn't been asking me questions all the time, I the film.
a. enjoyed b. will enjoy c. would have enjoyed

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

1. To participate in environment protection is a very noble thing.
2. Our opinion is to allow him to show his experience.
3. Rising ocean temperatures reduce the ability of plankton to reproduce.
4. I want you to write this article in time for the conference.
5. I have come here to test your computer.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и дайте им определение:

1. It was impossible for him to make such an important decision.
2. They reported the plane to have landed.
3. These students are sure to attend the lecture.
4. 80% of the content on the World Wide Web seems to be in English.
5. I called them to know the results.

Контрольная работа № 3

Направление «Технология художественной обработки материалов» 29.03.04

Вариант 3

1. Прочитайте и устно переведите весь текст, а абзацы 2, 3 и 4 перепишите и переведите письменно:

JEWELRY DESIGN MOTIFS OF ANCIENT GREECE

A popular Greek design motif was the Herakles knot, also known as the "knot of Hercules," or "marriage-knot," which was influenced by the ancient Egyptians, and later adopted by the Romans. This apotropaic (Greek apotropaios) knot design depicted two

intertwined ropes that were used as a wedding symbol ("tying the knot"), or as a protective amulet to ward off evil.

The Greeks were the first to use the cameo and intaglio (en cabochon) gem cut (carving a portrait into a piece of stratified agate called Indian), or Oriental sardonyx. The finest banded sardonyx was required to have at least three layers consisting of a black base, an intermediate zone of milk-white chalcedony, and an exterior layer of brown, tan or red shade. The image was carved into the upper white strata of the stone, leaving the darker layer as the background.

Early Greek jewelry employed simple designs and workmanship which made them distinct from the ornate styles of other Mediterranean cultures, although as time progressed, their designs, techniques, and variety of materials grew in complexity. Greek jewelry was mostly about the metalwork however, and they were not as fond of gemstones as their contemporaries. Jewelry items consisted of diadems (headbands), bracelets, brooches, earrings, hairpins, pendants, necklaces and tassels. Clothing was held together by gold clasps, buttons or pins.

The ancient Greeks were fond of pendant earrings and necklaces adorned with the images of doves, or the gods Eros and Nike. Amphora pendants were lightly embellished with gemstones or enamel, hanging from a rosette usually topped by the crown of Isis.

Gold wreaths were worn as headdresses decorated with acorns, flowers and laurel leaf foliage, adorned with figures of Eros and Nikes. The laurel leaf was sacred to Apollo, the god of intellect and light, and the laurel wreath was used as a crown of honor for heroes and scholars. Some Greek earring designs were so complex and large that they were probably suspended from the diadem.

Greek rings were accented with a bezel-set carved glyptic seal-stone or other semi-precious stones, and used with hot wax to seal important documents.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. The Herakles knot was a popular Greek design motif .
2. Jewelry design motifs of ancient Greece are popular nowadays.
3. The ancient Greeks did not like pendant earring.
4. Apollo was the god of intellect and light.
5. Early Greek jewelry had complicated designs.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. in the did What intertwined two symbolize ropes apotropaic knot desingn?
2. cameo the Who first was to use the?
3. with were wreaths What gold decorated?
4. some Why Greek were suspended earrings?
5. for What were used Greek rings?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

- Подвеска
- Ожерелье
- Шпилька
- Кисточка
- Серьги

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

employed with / advertisement / enclosed my CV / contact me / the skills and knowledge / your time and consideration

Richard Daniels
444 Annere Road
Birmingham
B18 6NF

12 December 2010

Mr Philip Smith
Hiring Manager
IT design Company
Made Up Road
London
B18 6NF

Dear Mr Smith,

I have read your for a Graphic Designer with great interest as I believe that my skills and qualifications match your requirements for this position. I would welcome the chance to apply I have gained to your vacancy and I feel my abilities would prove to be an asset for your organization.

Currently I am Unique Web Design Services as a graphics designer and have been involved in a number of high profile projects. I am comfortable working as part of a team or individually and have an in-depth understanding of emerging technologies in new media.

I have for your review, it includes a more detailed list of my technical skills. Please feel free to on the number given below and I look forward to meeting you in the near future.

Thank you in advance for and I look forward to hearing from you.

Yours sincerely,

Richard Daniels

Mobile: 0121 638 0026

Email: richD@niel.com

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. It's important to focus on your most relevant and strengths when writing resumes and cover letters, and when being interviewed.

- a. jobs b. skills c. detail

2. Whenever possible, point to any positive or recognition you received while applying the skill.

- a. results b. opportunities c. contacts

3. List the highest priority phrases at the beginning of your descriptions to get the most

- a. orientation b. qualifications c. attention

4. Sign off your email with aclose, such as "Best" or "Sincerely," followed by your name.

- a. polite b. perfect c. notorious

7. Составьте словосочетания:

correct	skills
relevant	applicant
job	employer name
qualifications of	advertisement
experience	level

8. Перепишите текст, образуя правильную часть речи от слов, предложенных в скобках, чтобы предложения имели смысл:

Good business etiquette is the recipe for 1 (advance) your career. In the business world, people with good etiquette are rewarded for their 2 (profession) and polite skills. For example, an 3 (employ) who arrives at a meeting on time (or early) and is ready to take notes has a better chance of 4 (impress) his supervisor than the employee who shows up to the meeting late, and forgets to bring a pen. Those who exemplify good business etiquette are proving that they respect their position, job, coworkers and take their 5 (perform) seriously. As such, these individuals win 6 (promote) and get ahead in their careers.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

1. He would play volleyball if he

- a. can b. had to c. could

2. They to see you if they hadn't been away.

- a. would came b. would have come c. came

3. Their teacher gets annoyed if students their mobile phones in class.

- a. use b. used c. would use

4. I would have driven to Miami if I a car.

- a. have b. had c. had had

5. If I were you, I the exam.

- a. had passed b. would pass c. would have passed

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

1. To write a letter was the main thing for the day.
2. A company may also ask candidates for the job to complete a standard application form.
3. The aim of the experiment is to test a new substance.
4. She went to the lab to collect more material for her work.
5. He is always the first to come to the University.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и дайте им определение:

1. The professor recommended all the students to use their notes.
2. I want this article to be translated today.
3. Customs formalities happen to be more or less similar in all countries.
4. I happened to remember the title of his article.
5. He is sure to be asked about his skills.

Контрольная работа №3

Направление «Технология художественной обработки материалов» 29.03.04

Вариант 4

1. Прочитайте и устно переведите весь текст, а абзацы 2, 3 перепишите и переведите письменно:

HISTORY OF JEWELRY - ALL ABOUT JEWELLERY

Jewels were always part of human culture. Even from the times when humans first started using clothes and tools some 100.000 years ago, jewels were produced from any kind of materials that were available - stones, animal skins, feathers, plants, bones, shells, wood, and natural made semi-precious materials such as obsidian. As the time went on, advancing technology enabled artisans to start taming metals and precious gems into works of art that influenced entire cultures and many modern jewelry styles. However, even with all advancements of metallurgy and gem processing, the purpose of wearing jewelry always remained the same - they enabled wearer to express himself non-verbally, showcase wealth, rank, political and religious affiliation or affections toward someone. This enabled jewelry to become timeless and a target for constant development and refinement.

Development of early jewelry can be roughly divided across three ancient civilizations - Egypt, India and China. Egypt and Mesopotamia set standards in metallurgy, gem collecting, and glass manufacture. Their several thousand year long tradition of jewelry production laid a solid foundation for all European civilizations that came after them, and their unique style affected fashion trends even four thousand years later.

India however managed to develop such a connection to jewelry that it became integral part of their daily life and religion. Since they were the first who managed to

conquer the art of gold gathering and processing, they develop art of jewel making much earlier than anyone in their environment. This made them one of the most sought destinations for trade, which eventually became driving force for the incredible expansion of European civilization during the Age of Discovery. On the far side of the world, China managed to become driving force in developing of arts and their influence slowly spread their unique style across entire Asia. Chinese style that is focused on scenes of nature, animals and dragons is today still in high popularity, and continues to be developed with each passing year.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. Jewelry was always part of human culture.
2. Not all materials were used for jewels production 100000 years ago.
3. Development of early jewelry mostly was in Egypt.
4. Jewelry in India was in all parts of the people of this country.
5. European civilization laid a solid foundation of jewelry production for all other countries.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. jewels were produced first When ?
2. was jewelry of the What purpose wearing ?
3. developed ancient many civilizations jewelry How ?
4. to timeless enabled What jewelry become ?
5. production is material for What main the jewelry ?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

- Раковина
- Эпоха Великих Географических открытий
- Ремесленник, мастеровой
- Приручать (культивировать)
- Полудрагоценные металлы
- Обсидиан (вулканическое стекло)

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

rely on / advertisement / present employer / my CV / thank you for / independently

Deborah Clark
11 Leap Lane
London
B18 6NF
10th April 2017

Chloe Grayn
Hiring Manager
Dayjob Ltd

120 Vyse Street
Birmingham
B18 6NF

Dear Ms Grayn,

I am responding to your yesterday on the www.dayjob.com website for a Furniture Designer position. It is with great anticipation that I present to you as I firmly believe that I am perfectly qualified for the role.

I come to you as an experienced, hard-working and motivated individual with a high level of integrity who can design top quality furniture to the highest standards.

With my..... .., I work as part of a furniture manufacturing team designing, machining and building furniture solutions for both new and existing clients. I am involved in researching and identifying furniture trends from furniture fairs, shops, vintage shows, exhibitions and blogs.

You can me to meet any brand style, price and quality criteria needed to delight your customers. I possess a thorough work ethics, and can be a team player while also being able to work Furthermore, I have no trouble working to tight time frames with accuracy and minimal supervision.

Right now, I would like to work for a company like yours where every idea is given the opportunity to rise to the top.

In closing I would like to for your consideration, and I look forward to discussing the possibilities with you in greater details in the near future.

Yours sincerely,

Deborah Clark

Tel: 0044 121 638 0026

Email: DebbyC@.com

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. Before you begin writing your job application letter, consider what you want to include.

- a. address b. job c. information

2. To include the most convincing, relevant details in your letter, you'll need to know what the wants.

- a. employee b. employer c. worker

3. Make a connection between your skills and the employer's to create a list of the preferred qualifications for the ideal candidate for your target job.

- a. requirements b. review c. responsibilities

4. Write about as many of the as possible detailing how you used that skill or exhibited that quality in a work, volunteer, academic or co-curricular role.

- a. details b. skills c. qualifications

7. Составьте словосочетания:

communication	candidate
employer's	advice
ideal	requirements
job	skills
ask for	duties

8. Перепишите текст, образуя правильную часть речи от слов, предложенных в скобках, чтобы предложения имели смысл:

..... 1 (communicate) is the lifeblood of 2 (busy). For people to get along, work in unison and establish 3 (profession) relationships with one another, they must communicate with the appropriate etiquette. 4 (listen) skills are a main part of communication etiquette. When others are speaking, do not interrupt them. Employ active listening techniques, such as making good eye contact and showing the 5 (speak) that you are paying 6 (attentive) to them.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

- If I were a rich man, I a very large boat.
a. will buy b. would buy c. had bought
- If Max more time working and less time playing, his boss wouldn't have fired him.
a. spend b. spent c. had spent
- We John if we had known about his problems.
a. would help b. will help c. would have helped
- I would run away screaming if I an alien.
a. see b. saw c. had seen
- If my brother me next year, I'll take him to Oktoberfest.
a. visits b. will visit c. visited

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

- He advised us to look through the article.
- We have no intention to order these fabrics.
- The function of this device was to compute all these quantities.
- To smoke is harmful.
- They gave the programmers 48 hours to re-write a message on the website.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и дайте им определение:

- The mistake was too obvious for everybody to notice it.
- I know him to be a very good student.
- The rules of the presentation are known to be followed (by everyone).
- I happened to meet him at scientific conferences.
- All my group mates are likely to pass the exams.

Контрольная работа № 3

Направления «Прикладная информатика» 09.03.03,
«Технологические машины и оборудование» 15.03.02
и «Автоматизация технологических процессов и производств» 15.03.04

Вариант 1

1. Прочитайте и устно переведите весь текст, а абзацы 2, 3 и 4 перепишите и переведите письменно:

COMPUTERS

Computers are now essential in many areas of life - modern banking, information technology and many others. However, this is not true for education.

There are some subjects which may be better taught using computers. Elementary mathematics, elementary language learning, any subject that requires a student to memorize basic facts through repetition is good to computer learning. The computer can be programmed to provide an endless number of simple questions, and as the student answers these questions the facts are learned.

However, in the learning and practice of more complex ideas, the computer is not adequate. A computer can evaluate an answer as right or wrong, but it cannot determine out why a student is making mistakes, and then explain important concepts in a different way so the student will understand. Task connected with explanation cannot be taught by computers as there are too many variables for a computer to deal with successfully.

Thus, while computers may be useful for practicing simple skills, they are not an essential feature of modern education. Until further developments in computers are made, the human teacher will remain indispensable.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. Computers are essential in some areas of life.
2. Many subjects can be taught with the help of computers.
3. A computer can be programmed to provide an endless number of difficult questions.
4. A computer can only evaluate whether the answer is right or wrong.
5. The teacher will remain indispensable in education.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. essential/Which/of/areas/life/are/in/computers?
2. any/subjects/be/better/there/Are/taught/which/may/computers/using?
3. can't/What/determine/a/computer/why/and?
4. a/computer/Can/find/out/makes/why/a/student/mistakes?
5. in/Are/indispensable/computers/skills/simple/practicing?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

необходимый

информационные технологии

требовать

основные данные

заниматься, иметь дело

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

available for the interview / communication skills / experience / has a good reputation / for the post of / sincerely

William Mathura
Model Village
North Point, Hong Kong
22 July 2011

Mr. Hanukah Chan
Personnel Manager
Wong & Lim Consultants
P.O. Box 583
Kwai Chung, Kowloon
Dear Mr. Chan,

I am writing to apply MTO (Management Training Officer), which was advertised on the Oriental Daily Newspaper of the Hong Kong and Student Board of Polytechnic University on 21st July 2011.

I have one year working experience at King City Garment Manufactory Limited. This has played a pivot role in improving my leadership skills, and ability to work in a team environment. I can fluently speak and write English.

Currently I am studying for a M.B.A. in Management at the Hong Kong Polytechnic University, graduating in 2012.

Working for Wong & Lim Consultants appeals to me because the company and it provides excellent training. Your organization produces a high-quality service, and I can contribute to this with my leadership skills and my ability to work under pressure.

I am at any time. I can be contacted most easily on the cell phone number given below. I look forward to meeting you soon.

Yours

William Mathura
Phone: 24862893
Mobile: 95427415
E-mail: abc@hkinternet.com

Encl: CV

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

- Your application letter should let the know what position you are applying for.
a. employer b. employee c. worker
- Include skills or abilities that are emphasized in the ad in your
a. CV b. postcard c. address

3. Keep your letter under a page long, with no more than about four paragraphs. An employer is more likely to read a letter.

- a. long b. concise c. extensive

4. Read through your cover letter attentively as employers an application with a lot of errors.

- a. ignore b. remember c. study

7. Составьте словосочетания:

job	for the position
candidate	manager
concise	interview
hiring	letter
contact	information

8. Перепишите текст, изменив слова так, чтобы они грамматически и лексически соответствовали содержанию предложения:

Good business etiquette includes dressing1 (appropriate). This shows 2 (considerate) for others, and indicates that you take yourself and your job seriously. An unkempt 3 (appear) indicates that you do not care about yourself or respect those around you. When you are unsure what type of dress is required, it is best to mistake on the 4 (conserve) side. For work-related 5 (society) events, do not be afraid to ask what the dress code will be. Remember that even if you are dressing down, such as for a casual Friday, it is still 6 (importance) to practice good grooming.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

1. What would you say if you the President?

- a. meet b. met c. would meet

2. If we wasting, it'll help improve the environment.

- a. stop b. stopped c. will stop

3. If I were offered the job and the salary was OK, I it.

- a. will take b. took c. would take

4. If the trip hadn't been so expensive, I a reservation.

- a. would make b. would have made c. will make

5. If I were you, I her straightaway.

- a. will tell b. shall tell c. would tell

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

1. To solve this problem is very important.

2. Your task is to describe the experiment.

3. He claimed to be an expert in this field.

4. He was the first to apply the new method of work.

5. To test the device the engineer came to the laboratory.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и укажите тип оборота.

1. They are likely to ask you about your knowledge of computers at the interview.
2. Scientists from many countries are considered to take part in this conference.
3. Our engineers are working to improve the equipment.
4. This article appears to be very important.
5. We know mass media to lead active struggle against terrorism.

Контрольная работа № 3

Направления «Прикладная информатика» 09.03.03, «Технологические машины и оборудование» 15.03.02 и «Автоматизация технологических процессов и производств» 15.03.04

Вариант 2

1. Прочитайте и устно переведите весь текст, а абзацы 1, 2 перепишите и переведите письменно:

THE INTERNET

The Internet is a magnificent global network with millions and millions of computers and people connected to one another where each day people worldwide exchange an immeasurable amount of information, electronic mail, news, resources and, more important, ideas. It has grown at a surprising rate.

Almost everyone has heard about it and an increasing number of people use it regularly. The current estimate is that over 70 million people are connected, in some way, to the Internet - whether they know it or not. With a few touches at a keyboard a person can get access to materials in almost everywhere. One can have access to full-text newspapers, magazines, journals, reference works, and even books.

The Web is one of the best resources for up-to-date information. It is a hypertext-based ual museums, electronic magazines, etc. and print Web pages. You can also click on keywords or buttons that take you to other pages or other Web sites. This is possible because browsers understand hypertext markup language or code, a set of commands to indicate how a Web page is formatted and displayed.

Internet Video conferencing programmes enable users to talk to and see each other, exchange textual and graphical information, and collaborate.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. People can only exchange some ideas through the Internet.
2. A lot of people use the Internet regularly.
3. With a few touches at a keyboard a person can get access to materials only at an office.
4. The Web is the one of the best resources for up-to-date information.
5. A special program known as -browser-can help you find an immeasurable amount of information.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. is/the/What/Internet/what/and/is/for/it?
2. many/How/people/are/to/connected/the/Internet/present/at?
3. advantages/are/What/the/the/Internet/of?
4. person/a/Where/can/access/get/materials/to?
5. offer/services/other/What/does/Internet/the?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

по всему миру
неизмеримое количество информации
иметь доступ
лучшие источники
набор инструкций

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

certification / degree in / apply for / have experience / education / Thank you for

John Donaldson
8 Sue Circle
Smithtown, CA 08067
0044 121 638 0026
jo@don.com

22/09/2012

George Gilhooley
XYZ Company
87 Delaware Road
Hatfield, CA 08065

Dear Mr. Gilhooley,

I am writing to the programmer position advertised in the Times Union. As requested, I am enclosing a completed job application, my....., my CV, and three references.

The opportunity presented in this listing is very interesting, and I believe that my strong technical experience and will make me a very competitive candidate for this position.

With a BS Computer Programming, I have a good understanding of the full lifecycle of a software development project. I also in learning and excelling at new technologies as needed.

Please see my CV for additional information on my experience.

I can be reached anytime via email at john.donaldson@emailexample.com or my cell phone, 909-555-5555.

..... your time and consideration. I look forward to speaking with you about this employment opportunity.

Sincerely,
John Donaldson
Tel: 0044 121 638 0026
Email: jo@don.com

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. The job application letter you send to an employer explains why you are qualified for the position and should be selected for the
a. job b. position c. interview
2. Prioritize the sentences about your and incorporate the hardest hitting statements into your cover letter.
a. task b. qualifications c. family
3. Potential interviewers have certain expectations of the letter presentation and appearance, from (no more than a page) to font size.
a. length b. longevity c. eternity
4. Your letter should show the hiring manager why you are a good
a. candidate b. employer c. person

7. Составьте словосочетания:

potential	greeting
polite	information
gather	on your experience
relevant details	your signature
end with	interviewer

8. Перепишите текст, образуя правильную часть речи от слов, предложенных в скобках, чтобы предложения имели смысл:

Good etiquette involves showing respect not only to your 1 (super), but also to your peers and subordinates; in other words, to everyone. If you treat everyone with respect, you will avoid making 2 (cost) mistakes and experiencing discomfort by accidentally treating a superior in a 3 (respect) way. A consistently respectful attitude will also build your 4 (credible) within the business or industry. Showing respect also means refraining from gossip and from being 5 (critic) and 6 (negate) to or about others.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

1. If I'd known, I
a. will help b. would help c. would have helped

2. If you see her, her to call me?
 a. will you tell b. would you have told c. do you tell
3. He will be really disappointed if you him the truth.
 a. won't tell b. don't tell c. didn't tell
4. If I the question, I would have answered .
 a. had understood b. understand c. would understand
5. If you hadn't been asking me questions all the time, I the film.
 a. enjoyed b. will enjoy c. would have enjoyed

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

1. To participate in environment protection is a very noble thing.
2. Our opinion is to allow him to show his experience.
3. Rising ocean temperatures reduce the ability of plankton to reproduce.
4. I want you to write this article in time for the conference.
5. I have come here to test your computer.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и дайте им определение:

1. It was impossible for him to make such an important decision.
2. They reported the plane to have landed.
3. These students are sure to attend the lecture.
4. 80% of the content on the World Wide Web seems to be in English.
5. I called them to know the results.

Контрольная работа № 3

**Направления «Прикладная информатика» 09.03.03,
 «Технологические машины и оборудование» 15.03.02
 и «Автоматизация технологических процессов и производств» 15.03.04**

Вариант 3

- 1. Прочитайте и устно переведите весь текст, а абзацы 2, 3 и 4 перепишите и переведите письменно:**

COMPUTER GRAPHICS

Computer graphics are pictures and drawings produced by computers.

A graphics programme interprets the input provided by the user and transports it into images that can be displayed on the screen, printed on paper or transferred to microfilm. In the process the computer uses hundreds of mathematical formulas to convert the bits of data into precise shapes and colours. Graphics can be developed

for a variety of uses including illustrations, architectural designs and detailed engineering drawings.

Mechanical engineering uses sophisticated programs for applications in to develop, model and test car designs before the actual parts are made. computer-aided design (CAD) and computer-aided manufacturing (CAM). In the car industry CAD software is used This can save a lot of time and money.

Basically, computer helps users to understand complex information quickly by presenting it in more understandable and clearer visual forms. Electric engineers use computer graphics for designing circuits and in business it is possible to present information as graphics and diagrams. These are certain to be much more effective ways of communicating than lists of figures or long explanations.

Today three-dimensional graphics along with colour and computer animation are supposed to be essential for graphic design, computer aided engineering and academic research.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. Computer graphics are forms and shapes produced by computers.
2. Computers use mathematical formulas to convert data into shapes and colours.
3. A graphics programme doesn't interpret the input provided by the user and transports it into images that can be displayed on the screen.
3. Mechanical engineering uses clever programs for applications in computer-aided design (CAD) and computer-aided manufacturing (CAM).
4. In the car industry CAD software is used to develop, model and test car designs after the actual parts are made.
5. Computers save time and money in business.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. is/computer/What/graphics?
2. does/computer/a/How/commands/the/interpret?
3. used/computer/graphics/Where/is?
4. what/In/way/computer/does/graphics/help/people?
5. business/in/Is/possible/it/ to/present/as/information/graphics/and/diagrams?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

компьютерная графика
преобразовывать
зрительные образы
представлять информацию
компьютерная анимация

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

employed with / advertisement / enclosed my CV / contact me / the skills and knowledge / your time and consideration

Richard Daniels
444 Annere Road
Birmingham
B18 6NF

12 December 2010

Mr Philip Smith
Hiring Manager
IT design Company
Made Up Road
London
B18 6NF

Dear Mr Smith,

I have read your for a Graphic Designer with great interest as I believe that my skills and qualifications match your requirements for this position. I would welcome the chance to apply I have gained to your vacancy and I feel my abilities would prove to be an asset for your organization.

Currently I am Unique Web Design Services as a graphics designer and have been involved in a number of high profile projects. I am comfortable working as part of a team or individually and have an in-depth understanding of emerging technologies in new media.

I have for your review, it includes a more detailed list of my technical skills. Please feel free to on the number given below and I look forward to meeting you in the near future.

Thank you in advance for and I look forward to hearing from you.

Yours sincerely,

Richard Daniels

Mobile: 0121 638 0026
Email: richD@niel.com

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. It's important to focus on your most relevant and strengths when writing resumes and cover letters, and when being interviewed.
a. jobs b. skills c. detail
2. Whenever possible, point to any positive or recognition you received while applying the skill.
a. results b. opportunities c. contacts
3. List the highest priority phrases at the beginning of your descriptions to get the most
a. orientation b. qualifications c. attention
4. Sign off your email with aclose, such as "Best" or "Sincerely," followed by your name.
a. polite b. perfect c. notorious

7. Составьте словосочетания:

correct	skills
relevant	applicant
job	employer name
qualifications of	advertisement
experience	level

8. Перепишите текст, образуя правильную часть речи от слов, предложенных в скобках, чтобы предложения имели смысл:

Good business etiquette is the recipe for 1 (advance) your career. In the business world, people with good etiquette are rewarded for their 2 (profession) and polite skills. For example, an 3 (employ) who arrives at a meeting on time (or early) and is ready to take notes has a better chance of 4 (impress) his supervisor than the employee who shows up to the meeting late, and forgets to bring a pen. Those who exemplify good business etiquette are proving that they respect their position, job, coworkers and take their 5 (perform) seriously. As such, these individuals win 6 (promote) and get ahead in their careers.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

1. He would play volleyball if he
a. can b. had to c. could
2. They to see you if they hadn't been away.
a. would came b. would have come c. came
3. Their teacher gets annoyed if students their mobile phones in class.
a. use b. used c. would use
4. I would have driven to Miami if I a car.
a. have b. had c. had had

5. If I were you, I the exam.
a. had passed b. would pass c. would have passed

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

1. To write a letter was the main thing for the day.
2. A company may also ask candidates for the job to complete a standard application form.
3. The aim of the experiment is to test a new substance.
4. She went to the lab to collect more material for her work.
5. He is always the first to come to the University.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и дайте им определение:

1. The professor recommended all the students to use their notes.
2. I want this article to be translated today.
3. Customs formalities happen to be more or less similar in all countries.
4. I happened to remember the title of his article.
5. He is sure to be asked about his skills.

Контрольная работа №3

**Направления «Прикладная информатика» 09.03.03,
«Технологические машины и оборудование» 15.03.02
и «Автоматизация технологических процессов и производств» 15.03.04**

Вариант 4

1. Прочитайте и устно переведите весь текст, а абзацы 1, 3 перепишите и переведите письменно:

WINDOWS

Microsoft Windows is a software programme that makes your IBM PC easy to use. It does this by simplifying the computer's user interface.

The word interface refers to the way you give your computer commands, the way you interact with it.

Usually the interface between you and the computer consists of the screen and the keyboard, you interact with the computer by responding to what's on the screen, typing in commands at the DOS command line to do your work.

DOS often isn't very intelligent at interpreting your commands and most people consider it awkward or intimidating as a user interface. These commands can be confusing and difficult to remember. Who wants to learn lots of computer commands just to see what's on your disk, copy a file, or format a disk?

Windows changes much of this. What's been missing from the PC is a programme that makes the computer easy to use. Windows is just such a program.

With Windows, you can run programmes, enter and move data around, and perform DOS-related tasks simply by using the mouse to point at objects on the screen. Of course, you also use the keyboard to type in letters and numbers.

Windows interprets your actions and tells DOS and your computer what to do.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. Windows is a software programme that makes your IBM P.C. easy to use by simplifying the computer's user interface.
2. DOS is very clever at interpreting your commands.
3. The commands can be confusing and difficult to remember.
4. You can't easily switch between programmes without having to close one and open the next using the mouse.
5. Windows orders DOS and your computer what to do.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. is/What/Windows?
2. Software/What/programme/use/makes/to/your/P.C./easy?
3. do/the/How/and/user/the/computer/interact?
4. commands/Can/it/difficult/be/to/remember?
5. mouse/is/the/What/for?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

- программное обеспечение
- взаимодействовать
- экран и клавиатура
- копировать файл
- перемещать данные (информацию)

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

rely on / advertisement / present employer / my CV / thank you for / independently

Deborah Clark
11 Leap Lane
London
B18 6NF

10th April 2017

Chloe Grayn
Hiring Manager
Dayjob Ltd
120 Vyse Street
Birmingham
B18 6NF

Dear Ms Grayn,

I am responding to your yesterday on the www.dayjob.com website for a Furniture Designer position. It is with great anticipation that I present to you as I firmly believe that I am perfectly qualified for the role.

I come to you as an experienced, hard-working and motivated individual with a high level of integrity who can design top quality furniture to the highest standards.

With my....., I work as part of a furniture manufacturing team designing, machining and building furniture solutions for both new and existing clients. I am involved in researching and identifying furniture trends from furniture fairs, shops, vintage shows, exhibitions and blogs.

You can me to meet any brand style, price and quality criteria needed to delight your customers. I possess a thorough work ethics, and can be a team player while also being able to work Furthermore, I have no trouble working to tight time frames with accuracy and minimal supervision.

Right now, I would like to work for a company like yours where every idea is given the opportunity to rise to the top.

In closing I would like to for your consideration, and I look forward to discussing the possibilities with you in greater details in the near future.

Yours sincerely,

Deborah Clark

Tel: 0044 121 638 0026

Email: DebbyC@.com

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. Before you begin writing your job application letter, consider what you want to include.

a. address b. job c. information

2. To include the most convincing, relevant details in your letter, you'll need to know what the wants.

a. employee b. employer c. worker

3. Make a connection between your skills and the employer's to create a list of the preferred qualifications for the ideal candidate for your target job.

a. requirements b. review c. responsibilities

4. Write about as many of the as possible detailing how you used that skill or exhibited that quality in a work, volunteer, academic or co-curricular role.

a. details b. skills c. qualifications

7. Составьте словосочетания:

communication	candidate
employer's	advice
ideal	requirements
job	skills
ask for	duties

8. Перепишите текст, образуя правильную часть речи от слов, предложенных в скобках, чтобы предложения имели смысл:

..... 1 (communicate) is the lifeblood of 2 (busy). For people to get along, work in unison and establish 3 (profession) relationships with one another, they must communicate with the appropriate etiquette. 4 (listen) skills are a main part of communication etiquette. When others are speaking, do not interrupt them. Employ active listening techniques, such as making good eye contact and showing the 5 (speak) that you are paying 6 (attentive) to them.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

- If I were a rich man, I a very large boat.
a. will buy b. would buy c. had bought
- If Max more time working and less time playing, his boss wouldn't have fired him.
a. spend b. spent c. had spent
- We John if we had known about his problems.
a. would help b. will help c. would have helped
- I would run away screaming if I an alien.
a. see b. saw c. had seen
- If my brother me next year, I'll take him to Oktoberfest.
a. visits b. will visit c. visited

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

- He advised us to look through the article.
- We have no intention to order these fabrics.
- The function of this device was to compute all these quantities.
- To smoke is harmful.
- They gave the programmers 48 hours to re-write a message on the website.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и дайте им определение:

- The mistake was too obvious for everybody to notice it.
- I know him to be a very good student.
- The rules of the presentation are known to be followed (by everyone).

4. I happened to meet him at scientific conferences.
5. All my group mates are likely to pass the exams.

Контрольная работа №3

Направление подготовки «Социальная работа» 39.03.02

Вариант 1

1. Прочитайте и устно переведите весь текст, а абзацы 1, 2 и 3 перепишите и переведите письменно:

WHAT DO SOCIAL WORKERS DO?

Many social workers work directly with individuals, families or small groups. They help clients cope with problems such as poverty, abuse, addiction, unemployment, educational problems, disability, trauma and mental illness. They also provide individual, family and group counselling.

Social workers often work within nonprofit organizations, schools, hospitals and government agencies. They may work directly with individual clients or be involved in social programme development.

Some people become interested in social work because they have been helped by a social worker in the past or they have experienced hardship and would like to help others overcome similar struggles. You may be drawn to the field by a particular interest in addressing problems such as addiction, abuse, or mental illness. You may have a strong interest in working with children or with elders. Despite the varied paths that lead social workers to the profession, most social workers enjoy working with people and are driven by their desire to help others and make the world a better place.

The best way to learn about social work is to volunteer! There are volunteer opportunities in every community that can give you a sense of life as a social worker. Many social workers are involved in volunteer management and are actively seeking volunteers to help out in hospitals, schools, and community organizations around the country. Volunteering not only allows you to meet social workers and learn about what social workers do, it may also provide you with some experience working directly with individuals, families or group. To look for volunteer opportunities, you can start by contacting local schools or community centers.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. Social workers may deal with individual clients.
2. Social workers usually have a Bachelor's degree.
3. Social workers help to develop social programmes.
4. You can work either with children or with the elderly.
5. You can start as a volunteer to understand more about social work.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. social /Do / workers / directly / deal /clients / with?
2. What / help / to / workers / social / solve / problems / do?
3. workers / social / Can / work / schools / within ?
4. some / people / Why/ interested / become / do / in / work / social ?
5. What / the / way / is / best / about / learn / to/ work / social?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

Социальный работник
Справляться с проблемами
Безработица
Некоммерческая организация
Искать волонтеров

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

available for the interview / communication skills / experience / has a good reputation / for the post of / sincerely
--

William Mathura
Model Village
North Point, Hong Kong

22 July 2011

Mr. Hanukah Chan
Personnel Manager
Wong & Lim Consultants
P.O. Box 583
Kwai Chung, Kowloon
Dear Mr. Chan,

I am writing to apply MTO (Management Training Officer), which was advertised on the Oriental Daily Newspaper of the Hong Kong and Student Board of Polytechnic University on 21st July 2011.

I have one year working experience at King City Garment Manufactory Limited. This has played a pivot role in improving my leadership skills, and ability to work in a team environment. I can fluently speak and write English.

Currently I am studying for a M.B.A. in Management at the Hong Kong Polytechnic University, graduating in 2012.

Working for Wong & Lim Consultants appeals to me because the company and it provides excellent training. Your organization produces a high-quality service, and I can contribute to this with my leadership skills and my ability to work under pressure.

I am at any time. I can be contacted most easily on the cell phone number given below. I look forward to meeting you soon.

Yours

William Mathura
Phone: 24862893
Mobile: 95427415
E-mail: abc@hkinternet.com

Encl: CV

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. Your application letter should let the know what position you are applying for.
a. employer b. employee c. worker
2. Include skills or abilities that are emphasized in the ad in your
a. CV b. postcard c. address
3. Keep your letter under a page long, with no more than about four paragraphs. An employer is more likely to read a letter.
a. long b. concise c. extensive
4. Read through your cover letter attentively as employers an application with a lot of errors.
a. ignore b. remember c. study

7. Составьте словосочетания:

job	for the position
candidate	manager
concise	interview
hiring	letter
contact	information

8. Перепишите текст, изменив слова так, чтобы они грамматически и лексически соответствовали содержанию предложения:

Good business etiquette includes dressing1 (appropriate). This shows 2 (considerate) for others, and indicates that you take yourself and your job seriously. An unkempt 3 (appear) indicates that you do not care about yourself or respect those around you. When you are unsure what type of dress is required, it is best to mistake on the 4 (conserve) side. For work-related 5 (society) events, do not be afraid to ask what the dress code will be. Remember that even if you are dressing down, such as for a casual Friday, it is still 6 (importance) to practice good grooming.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

1. What would you say if you the President?
a. meet b. met c. would meet

2. If we wasting, it'll help improve the environment.
a. stop b. stopped c. will stop
3. If I were offered the job and the salary was OK, I it.
a. will take b. took c. would take
4. If the trip hadn't been so expensive, I a reservation.
a. would make b. would have made c. will make
5. If I were you, I her straightaway.
a. will tell b. shall tell c. would tell

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

1. To solve this problem is very important.
2. Your task is to describe the experiment.
3. He claimed to be an expert in this field.
4. He was the first to apply the new method of work.
5. To test the device the engineer came to the laboratory.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и укажите тип оборота.

1. They are likely to ask you about your knowledge of computers at the interview.
2. Scientists from many countries are considered to take part in this conference.
3. Our engineers are working to improve the equipment.
4. This article appears to be very important.
5. We know mass media to lead an active struggle against terrorism.

Контрольная работа № 3
Направление подготовки «Социальная работа» 39.03.02

Вариант 2

1. Прочитайте и устно переведите весь текст, а абзацы 1, 2, 3 и 4 перепишите и переведите письменно:

1. Social workers support individuals and their families through difficult times and ensure that vulnerable people including children and adults are safeguarded from harm. Their role is to help improve outcomes in people's lives.

2. They maintain professional relationships and act as guides and advocates. They sometimes need to use their professional judgment to make tough decisions that might not always be well received by those they are trying to help.

3. As a social worker they will work in a variety of settings supporting individuals, families and groups. They may work in homes or schools, hospitals or voluntary organisations. Social workers tend to specialise in supporting either children and families, or vulnerable adults.

4. It can be a challenging role, occasionally receiving a lot of media attention, which can be negative when things go seriously wrong. As a result of this, governments are taking more measures to develop a strong workforce of social workers. Qualified social work professionals are sometimes supported by social work assistants. They also work closely with other professionals in health and social care.

5. Social workers can play both statutory and non-statutory roles. In a statutory position their role is to adhere to the existing laws to protect the vulnerable clients they deal with. Social workers have a duty to abide by the legislation and the power to enforce it.

6. In non-statutory roles, social workers still work with a similar client group but are not specifically responsible for enforcing the law. They will be employed in the charity sector or in specialist roles, such as providing support for drug and alcohol users, homeless people and people with mental health issues.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. Social workers help vulnerable people.
2. Some decisions social work professionals have to make may be tough.
3. Social workers usually have a Master's degree.
4. They cannot work in a statutory role.
5. Charities can employ social workers.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. do / workers / What / social / ensure / try / to?
2. What / need / they / do / make / to / decision ?
3. work / can / Why / challenging / called / be / this?
4. supports / social / professionals / Who / work ?
5. Are / for / the / law / they / responsible / enforcing ?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

Социальный работник

Поддерживать профессиональные отношения

Внимание средств массовой информации

Благотворительная организация

Обеспечивать соблюдение закона

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

certification / degree in / apply for / have experience / education / Thank you for
--

John Donaldson
8 Sue Circle
Smithtown, CA 08067
0044 121 638 0026

Email: jo@don.com

22/09/2012

George Gilhooley
XYZ Company
87 Delaware Road
Hatfield, CA 08065

Dear Mr. Gilhooley,

I am writing to the programmer position advertised in the Times Union. As requested, I am enclosing a completed job application, my....., my CV, and three references.

The opportunity presented in this listing is very interesting, and I believe that my strong technical experience and will make me a very competitive candidate for this position.

With a BS Computer Programming, I have a good understanding of the full lifecycle of a software development project. I also in learning and excelling at new technologies as needed.

Please see my CV for additional information on my experience.

I can be reached anytime via email at john.donaldson@emailexample.com or my cell phone, 909-555-5555.

..... your time and consideration. I look forward to speaking with you about this employment opportunity.

Sincerely,
John Donaldson
Tel: 0044 121 638 0026
Email: jo@don.com

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. The job application letter you send to an employer explains why you are qualified for the position and should be selected for the
a. job b. position c. interview
2. Prioritize the sentences about your and incorporate the hardest hitting statements into your cover letter.
a. task b. qualifications c. family
3. Potential interviewers have certain expectations of the letter presentation and appearance, from (no more than a page) to font size.
a. length b. longevity c. eternity
4. Your letter should show the hiring manager why you are a good
a. candidate b. employer c. person

7. Составьте словосочетания:

potential	greeting
polite	information
gather	on your experience
relevant details	your signature
end with	interviewer

8. Перепишите текст, образуя правильную часть речи от слов, предложенных в скобках, чтобы предложения имели смысл:

Good etiquette involves showing respect not only to your 1 (super), but also to your peers and subordinates; in other words, to everyone. If you treat everyone with respect, you will avoid making 2 (cost) mistakes and experiencing discomfort by accidentally treating a superior in a 3 (respect) way. A consistently respectful attitude will also build your 4 (credible) within the business or industry. Showing respect also means refraining from gossip and from being 5 (critic) and 6 (negate) to or about others.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

1. If I'd known, I
a. will help b. would help c. would have helped
2. If you see her, her to call me?
a. will you tell b. would you have told c. do you tell
3. He will be really disappointed if you him the truth.
a. won't tell b. don't tell c. didn't tell
4. If I the question, I would have answered .
a. had understood b. understand c. would understand
5. If you hadn't been asking me questions all the time, I the film.
a. enjoyed b. will enjoy c. would have enjoyed

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

1. To participate in environment protection is a very noble thing.
2. Our opinion is to allow him to show his experience.
3. Rising ocean temperatures reduce the ability of plankton to reproduce.
4. I want you to write this article in time for the conference.
5. I have come here to test your computer.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и дайте им определение:

1. It was impossible for him to make such an important decision.
2. They reported the plane to have landed.
3. These students are sure to attend the lecture.
4. 80% of the content on the World Wide Web seems to be in English.

5. I called them to know the results.

Контрольная работа №3

Направление подготовки «Социальная работа» 39.03.02

Вариант 3

1. Прочитайте и устно переведите весь текст, а абзацы 1 и 2 перепишите и переведите письменно:

HELPING PEOPLE FIND AND APPLY FOR SOCIAL SERVICES

Some social workers are employed to help people navigate the social services available to them. They do this both by giving advice and by helping people find resources to improve their lives. This type of social worker has access to information about job training programmes, job counselling services, and daycare opportunities, all of which can help a client get and keep a job. He or she can also help the client get access to personal counselling or drug and alcohol rehabilitation programmes if needed. People who are having trouble making ends meet may be directed to reduced price or low income housing and food assistance programmes.

These workers often work as a motivating force to help people become emotionally and financially stable so they can support themselves. They may tell their clients what programmes they are eligible for, guide them through the application process, and keep them moving forward to improve their lives. A social worker might work with an unemployed single parent to apply for food assistance, set up job training so that he or she has a better chance of finding a job or help the parent find subsidised child care while he or she is at work.

Protecting and Helping Children

In other settings, a social worker might work for an organization that protects children, often through a school or a government agency. He or she may be required to observe children in their home setting and regularly monitor those who are facing difficult family situations. This could lead to a recommendation for family counselling. The social worker may need to find foster care placement for children removed from their homes. They can also help reunify families once the dangerous conditions have been addressed.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. People find out more about social programmes with the assistance of social workers.
2. Social workers must have a university degree.
3. Social workers help people to learn more about rehabilitation programmes.

4. Child care is organised for the unemployed.
5. Social workers may be responsible for observing children who find themselves in difficult family situations.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. What / role / the / is / main / workers / of / social ?
2. job / people / Do / counselling / help / they / with ?
3. with / they / What / discuss / problems / do / clients / their ?
4. people / improve / How / can / lives / their ?
5. Why / observe / they / home / settings / do / in / children / their ?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

Профессиональная подготовка

Сохранить работу

Получить доступ

Программа продовольственной помощи

Семейное консультирование

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

employed with / advertisement / enclosed my CV / contact me / the skills and knowledge / your time and consideration

Richard Daniels
444 Annere Road
Birmingham
B18 6NF

12 December 2010

Mr Philip Smith
Hiring Manager
IT design Company
Made Up Road
London
B18 6NF

Dear Mr Smith,

I have read your for a Graphic Designer with great interest as I believe that my skills and qualifications match your requirements for this position. I would welcome the chance to apply I have gained to your vacancy and I feel my abilities would prove to be an asset for your organization.

Currently I am Unique Web Design Services as a graphics designer and have been involved in a number of high profile projects. I am comfortable working as part of a team or individually and have an in-depth understanding of emerging technologies in new media.

I have for your review, it includes a more detailed list of my technical skills. Please feel free to on the number given below and I look forward to meeting you in the near future.

Thank you in advance for and I look forward to hearing from you.

Yours sincerely,

Richard Daniels

Mobile: 0121 638 0026

Email: richD@niel.com

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. It's important to focus on your most relevant and strengths when writing resumes and cover letters, and when being interviewed.
a. jobs b. skills c. detail
2. Whenever possible, point to any positive or recognition you received while applying the skill.
a. results b. opportunities c. contacts
3. List the highest priority phrases at the beginning of your descriptions to get the most
a. orientation b. qualifications c. attention
4. Sign off your email with aclose, such as "Best" or "Sincerely," followed by your name.
a. polite b. perfect c. notorious

7. Составьте словосочетания:

correct	skills
relevant	applicant
job	employer name
qualifications of	advertisement
experience	level

8. Перепишите текст, образуя правильную часть речи от слов, предложенных в скобках, чтобы предложения имели смысл:

Good business etiquette is the recipe for 1 (advance) your career. In the business world, people with good etiquette are rewarded for their 2 (profession) and polite skills. For example, an 3 (employ) who arrives

at a meeting on time (or early) and is ready to take notes has a better chance of 4 (impress) his supervisor than the employee who shows up to the meeting late, and forgets to bring a pen. Those who exemplify good business etiquette are proving that they respect their position, job, coworkers and take their 5 (perform) seriously. As such, these individuals win 6 (promote) and get ahead in their careers.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

1. He would play volleyball if he
a. can b. had to c. could
2. They to see you if they hadn't been away.
a. would come b. would have come c. came
3. Their teacher gets annoyed if students their mobile phones in class.
a. use b. used c. would use
4. I would have driven to Miami if I a car.
a. have b. had c. had had
5. If I were you, I the exam.
a. had passed b. would pass c. would have passed

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

1. To write a letter was the main thing for the day.
2. A company may also ask candidates for the job to complete a standard application form.
3. The aim of the experiment is to test a new substance.
4. She went to the lab to collect more material for her work.
5. He is always the first to come to the University.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и дайте им определение:

1. The professor recommended all the students to use their notes.
2. I want this article to be translated today.
3. Customs formalities happen to be more or less similar in all countries.
4. I happened to remember the title of his article.
5. He is sure to be asked about his skills.

Контрольная работа № 3

Направление подготовки 39.03.02 - Социальная работа

Вариант 4

1. Прочитайте и устно переведите весь текст, а абзацы 1, 2 и 3 перепишите и переведите письменно:

EDUCATION

Most social workers have at least a bachelor's degree, and many have a master's degree in social work and have gone through additional training to become licensed. There are a variety of certifications and licenses that a social worker may earn, and these often depend on where the person is living; in the USA, most states require a license or other certification.

Finding a Social Worker

People who need assistance can usually find a social worker by asking at a government social services department or an organization that specializes in the particular problem the person is having. If a person needs help deciding on the next steps for an aging parent, for example, most hospitals have a social work department that can help. Many communities have nonprofit organizations dedicated to specific causes, and one of these groups may have a social worker on staff or be able to direct a person in need to the right place. These organizations often have websites as well.

In some cases a social worker may contact a person directly, particularly for issues related to children. If a child is having behavioral problems at school, for example, the school's social worker may contact the child's parent or guardian so that they can work together to help the student.

Advantages and Disadvantages

Many jobs are available to a social worker, depending on the areas in which he or she is trained. It is important to understand that this work can be very demanding and emotionally challenging, however. Many social workers complain of caseloads, a lack of resources for people in need of them, and fairly low pay. The most successful social workers often have a true desire to help others; otherwise, the pressures of the job may be too much to handle.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. All states in the USA require a social worker to have a license.
2. Social workers should have a Bachelor's or a Master's degree.
3. There is a social work department in most hospitals.
4. Social workers help children with behavioral problems.
5. You can start as a volunteer to understand more about social work.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. social / What / workers / have / degree / must?
2. it / necessary / Is / a / have / to / license ?

3. When / people / need / assistance / do / social / of / workers / the?
4. social / challenging / emotionally / Can / called / work / be?
5. contact / When / child's / work / do / parents / workers / a /social ?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

Социальный работник
 Степень бакалавра
 Некоммерческая организация
 Поведенческие проблемы
 Опекун

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

rely on / advertisement / present employer / my CV / thank you for / independently

Deborah Clark
 11 Leap Lane
 London
 B18 6NF

10th April 2017

Chloe Grayn
 Hiring Manager
 Dayjob Ltd
 120 Vyse Street
 Birmingham
 B18 6NF

Dear Ms Grayn,

I am responding to your yesterday on the www.dayjob.com website for a Furniture Designer position. It is with great anticipation that I present to you as I firmly believe that I am perfectly qualified for the role.

I come to you as an experienced, hard-working and motivated individual with a high level of integrity who can design top quality furniture to the highest standards.

With my....., I work as part of a furniture manufacturing team designing, machining and building furniture solutions for both new and existing clients. I am involved in researching and identifying furniture trends from furniture fairs, shops, vintage shows, exhibitions and blogs.

You can me to meet any brand style, price and quality criteria needed to delight your customers. I possess a thorough work ethics, and can be a team player while also being able to work Furthermore, I have no trouble working to tight time frames with accuracy and minimal supervision.

Right now, I would like to work for a company like yours where every idea is given the opportunity to rise to the top.

In closing I would like to for your consideration, and I look forward to discussing the possibilities with you in greater details in the near future.

Yours sincerely,

Deborah Clark

Tel: 0044 121 638 0026

Email: DebbyC@.com

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. Before you begin writing your job application letter, consider what you want to include.
a. address b. job c. information
2. To include the most convincing, relevant details in your letter, you'll need to know what the wants.
a. employee b. employer c. worker
3. Make a connection between your skills and the employer's to create a list of the preferred qualifications for the ideal candidate for your target job.
a. requirements b. review c. responsibilities
4. Write about as many of the as possible detailing how you used that skill or exhibited that quality in a work, volunteer, academic or co-curricular role.
a. details b. skills c. qualifications

7. Составьте словосочетания:

communication	candidate
employer's	advice
ideal	requirements
job	skills
ask for	duties

8. Перепишите текст, образуя правильную часть речи от слов, предложенных в скобках, чтобы предложения имели смысл:

..... 1 (communicate) is the lifeblood of 2 (busy). For people to get along, work in unison and establish 3 (profession) relationships with one another, they must communicate with the appropriate etiquette. 4 (listen) skills are a main part of communication etiquette. When others are speaking, do not interrupt them. Employ active listening techniques, such as making good eye contact and showing the 5 (speak) that you are paying 6 (attentive) to them.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

1. If I were a rich man, I a very large boat.
a. will buy b. would buy c. had bought
2. If Max more time working and less time playing, his boss wouldn't have fired him.
a. spend b. spent c. had spent
3. We John if we had known about his problems.
a. would help b. will help c. would have helped
4. I would run away screaming if I an alien.
a. see b. saw c. had seen
5. If my brother me next year, I'll take him to Oktoberfest.
a. visits b. will visit c. visited

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

1. He advised us to look through the article.
2. We have no intention to order these fabrics.
3. The function of this device was to compute all these quantities.
4. To smoke is harmful.
5. They gave the programmers 48 hours to re-write a message on the website.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и дайте им определение:

1. The mistake was too obvious for everybody to notice it.
2. I know him to be a very good student.
3. The rules of the presentation are known to be followed (by everyone).
4. I happened to meet him at scientific conferences.
5. All my group mates are likely to pass the exams.

Контрольная работа №3

Направление подготовки «Документоведение и архивоведение» 46.03.02

Вариант 1

1. Прочитайте и устно переведите весь текст, а абзацы 2 и 3 перепишите и переведите письменно:

Just as the records of the organization come in a variety of formats, the storage of records can vary throughout the organization. File maintenance may be carried out by the owner, designee, a records repository, or clerk.

Records may be managed in a centralized location, such as a records center or repository, or the control of records may be decentralized across various departments and locations within the entity. Records may be formally and discretely identified by coding and housed in folders specifically designed for optimum protection and storage capacity, or they may be casually identified and filed with no apparent indexing.

Organizations that manage records casually find it difficult to access and retrieve information when needed. The inefficiency of filing maintenance and storage systems can prove to be costly in terms of wasted space and resources expended searching for records. An inactive record is a record that is no longer needed to conduct current business but is being preserved until it meets the end of its retention period, such as when a project ends, a product line is retired, or the end of a fiscal reporting period is reached. These records may hold business, legal, fiscal, or historical value for the entity in the future and, therefore, are required to be maintained for a short or permanent duration. Records are managed according to the retention schedule. Once the life of a record has been satisfied according to its predetermined period and there are no legal holds pending, it is authorized for final disposition, which may include destruction, transfer, or permanent preservation.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

6. The storage of records is the same in all organizations.
7. All documents are worked out in a centralized location.
8. Documents are always filed with indexing.
9. Filing storage is costly.
10. There is a special retention schedule to manage records.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

6. records / Are / by / identified / coding?
7. a / clerk / carry / your / out / special / Can / files?
8. storage / Why / inconvenient / for / are / folders?
9. What / record / is / inactive / an?
10. valuable / some / historically / May / documents / be?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

Оптимальная защита Неэффективность хранения бессмысленная трата места вести текущие дела период, срок	
---	--

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

available for the interview / communication skills / experience / has a good reputation / for the post of / sincerely
--

William Mathura
Model Village
North Point, Hong Kong

22 July 2011

Mr. Hanukah Chan
Personnel Manager
Wong & Lim Consultants
P.O. Box 583
Kwai Chung, Kowloon

Dear Mr. Chan,

I am writing to apply MTO (Management Training Officer), which was advertised on the Oriental Daily Newspaper of the Hong Kong and Student Board of Polytechnic University on 21st July 2011.

I have one year working experience at King City Garment Manufactory Limited. This has played a pivot role in improving my leadership skills, and ability to work in a team environment. I can fluently speak and write English.

Currently I am studying for a M.B.A. in Management at the Hong Kong Polytechnic University, graduating in 2012.

Working for Wong & Lim Consultants appeals to me because the company and it provides excellent training. Your organization produces a high-quality service, and I can contribute to this with my leadership skills and my ability to work under pressure.

I am at any time. I can be contacted most easily on the cell phone number given below. I look forward to meeting you soon.

Yours
William Mathura
Phone: 24862893
Mobile: 95427415
E-mail: abc@hkinternet.com

Encl: CV

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. Your application letter should let the know what position you are applying for.
a. employer b. employee c. worker
2. Include skills or abilities that are emphasized in the ad in your
a. CV b. postcard c. address
3. Keep your letter under a page long, with no more than about four paragraphs. An employer is more likely to read a letter.
a. long b. concise c. extensive
4. Read through your cover letter attentively as employers an application with a lot of errors.
a. ignore b. remember c. study

7. Составьте словосочетания:

job	for the position
candidate	manager
concise	interview
hiring	letter
contact	information

8. Перепишите текст, изменив слова так, чтобы они грамматически и лексически соответствовали содержанию предложения:

Good business etiquette includes dressing1 (appropriate). This shows 2 (considerate) for others, and indicates that you take yourself and your job seriously. An unkempt 3 (appear) indicates that you do not care about yourself or respect those around you. When you are unsure what type of dress is required, it is best to mistake on the 4 (conserve) side. For work-related 5 (society) events, do not be afraid to ask what the dress code will be. Remember that even if you are dressing down, such as for a casual Friday, it is still 6 (importance) to practice good grooming.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

1. What would you say if you the President?
a. meet b. met c. would meet
2. If we wasting, it'll help improve the environment.
a. stop b. stopped c. will stop
3. If I were offered the job and the salary was OK, I it.
a. will take b. took c. would take
4. If the trip hadn't been so expensive, I a reservation.
a. would make b. would have made c. will make
5. If I were you, I her straightaway.
a. will tell b. shall tell c. would tell

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

1. To solve this problem is very important.
2. Your task is to describe the experiment.
3. He claimed to be an expert in this field.
4. He was the first to apply the new method of work.
5. To test the device the engineer came to the laboratory.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и укажите тип оборота.

1. They are likely to ask you about your knowledge of computers at the interview.
2. Scientists from many countries are considered to take part in this conference.
3. Our engineers are working to improve the equipment.
4. This article appears to be very important.
5. We know mass media to lead active struggle against terrorism.

Контрольная работа №3

Направление подготовки «Документоведение и архивоведение» 46.03.02

Вариант 2

1. Прочитайте и устно переведите весь текст, а абзацы 1 и 2 перепишите и переведите письменно:

Records managers use classification or categorization of record types as a means of working with records. Such classifications assist in functions such as creation, organization, storage, retrieval, movement, and destruction of records. Physical records are those records, such as paper, that can be touched and which take up physical space. Electronic records, also often referred to as digital records, are those records that are generated with and used by information technology devices.

Classification of records is achieved through the design, maintenance, and application of taxonomies, which allow records managers to perform functions such as the categorization, tagging, segmenting, or grouping of records according to various traits. Enterprise records represent those records that are common to most enterprises, regardless of their function, purpose, or sector. Such records often revolve around the day-to-day operations of an enterprise and cover areas such as but not limited litigation, employee management, consultant or contractor management, customer engagements, purchases, sales, and contracts.

The types of enterprises that produce and work with such records include but are not limited to for-profit companies, non-profit companies, and government agencies. Industry records represent those records that are common and apply only to a specific industry or set of industries. Examples include but are not limited to medical industry records (e.g., the Health Insurance Portability and Accountability Act), pharmaceutical industry records, and food industry records.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. Classification helps in storage and movement of records.
2. Electronic records are the same as digital records.
3. There is only one way of grouping records.
4. Industry records are common in all sectors.
5. Non-profit companies work the same way as government agencies.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. records / Can / take up / physical / space / any?
2. What / records / are / enterprise?
3. classify / How / records / we / can?
4. most / records / use / enterprise / similar / Do?
5. enterprise / Are / in / records / contracts / included?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

выполнять функции цель ограниченный работник пищевая промышленность	
---	--

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

certification / degree in / apply for / have experience / education / Thank you for

John Donaldson
8 Sue Circle
Smithtown, CA 08067
0044 121 638 0026
Email: jo@don.com

22/09/2012

George Gilhooley
XYZ Company
87 Delaware Road
Hatfield, CA 08065

Dear Mr. Gilhooley,

am writing to the programmer position advertised in the Times Union. As requested, I am enclosing a completed job application, my....., my CV, and three references.

The opportunity presented in this listing is very interesting, and I believe that my strong technical experience and will make me a very competitive candidate for this position.

With a BS Computer Programming, I have a good understanding of the full lifecycle of a software development project. I also in learning and excelling at new technologies as needed.

Please see my CV for additional information on my experience.

I can be reached anytime via email at john.donaldson@emailexample.com or my cell phone, 909-555-5555.

..... your time and consideration. I look forward to speaking with you about this employment opportunity.

Sincerely,
 John Donaldson
 Tel: 0044 121 638 0026
 Email: jo@don.com

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. The job application letter you send to an employer explains why you are qualified for the position and should be selected for the
 a. job b. position c. interview
2. Prioritize the sentences about your and incorporate the hardest hitting statements into your cover letter.
 a. task b. qualifications c. family
3. Potential interviewers have certain expectations of the letter presentation and appearance, from (no more than a page) to font size.
 a. length b. longevity c. eternity
4. Your letter should show the hiring manager why you are a good
 a. candidate b. employer c. person

7. Составьте словосочетания:

potential	greeting
polite	information
gather	on your experience
relevant details	your signature
end with	interviewer

8. Перепишите текст, образуя правильную часть речи от слов, предложенных в скобках, чтобы предложения имели смысл:

Good etiquette involves showing respect not only to your 1 (super), but also to your peers and subordinates; in other words, to everyone. If you treat everyone with respect, you will avoid making 2 (cost) mistakes and experiencing discomfort by accidentally treating a superior in a 3 (respect) way. A consistently respectful attitude will also build your 4 (credible) within the business or industry. Showing respect also means refraining from gossip and from being 5 (critic) and 6 (negate) to or about others.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

1. If I'd known, I
- a. will help b. would help c. would have helped
2. If you see her, her to call me?
- a. will you tell b. would you have told c. do you tell
3. He will be really disappointed if you him the truth.
- a. won't tell b. don't tell c. didn't tell
4. If I the question, I would have answered .
- a. had understood b. understand c. would understand
5. If you hadn't been asking me questions all the time, I the film.
- a. enjoyed b. will enjoy c. would have enjoyed

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

1. To participate in environment protection is a very noble thing.
2. Our opinion is to allow him to show his experience.
3. Rising ocean temperatures reduce the ability of plankton to reproduce.
4. I want you to write this article in time for the conference.
5. I have come here to test your computer.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и дайте им определение:

1. It was impossible for him to make such an important decision.
2. They reported the plane to have landed.
3. These students are sure to attend the lecture.
4. 80% of the content on the World Wide Web seems to be in English.
5. I called them to know the results.

Контрольная работа № 3

Направление подготовки «Документоведение и архивоведение» 46.03.02

Вариант 3

1. Прочитайте и устно переведите весь текст, а абзацы 1 и 2 перепишите и переведите письменно:

Managing physical records involves different disciplines or capabilities and may draw on a variety of forms of expertise.

Identifying records

If an item is presented as a legal record, it needs to be authenticated. Forensic experts may need to examine a document or artifact to determine that it is not a forgery, and that any damage, alteration, or missing content is documented. In

extreme cases, items may be subjected to a microscope, x-ray, radiocarbon dating or chemical analysis. This level of authentication is rare, but requires that special care must be taken in the creation and retention of the records of an organization.

Storing records

Records must be stored in such a way that they are accessible and safeguarded against environmental damage. A typical paper document may be stored in a filing cabinet in an office. However, some organisations employ file rooms with specialized environmental controls including temperature and humidity. Vital records may need to be stored in a disaster-resistant safe or vault to protect against fire, flood, earthquakes and conflict. In extreme cases, the item may require both disaster-proofing and public access, such as the original, signed US Constitution. Civil engineers may need to be consulted to determine that the file room can effectively withstand the weight of shelves and file cabinets filled with paper; historically, some military vessels were designed to take into account the weight of their operating procedures on paper as part of their ballast equation (modern record-keeping technologies have transferred much of that information to electronic storage). In addition to on-site storage of records, many organizations operate their own off-site records centers or contract with commercial records centres.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. Many documents are often subjected to x-ray and chemical analysis.
2. Environmental damage brings no problems to records.
3. All organizations keep their records in on-site storages.
4. Sometimes keeping temperature and humidity level in storages not changed is important.
5. A filing cabinet in an office is quite a good place for storing a typical paper document.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. the items/ to a special analysis/ In what cases/ be subjected/ may ?
2. a typical paper document / should/ How/ be stored?
3. a disaster-resistant safe or vault / When/ require/ may/ the item ?
4. do/ employ/ paper documents / some organizations / What / to protect ?
5. exist / records centers / Do/ commercial ?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

Подделка Центры учета, находящиеся за пределами объекта Устанавливать подлинность Контролировать уровень влажности Картотека	
--	--

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

employed with / advertisement / enclosed my CV / contact me / the skills and knowledge / your time and consideration

Richard Daniels
444 Annere Road
Birmingham
B18 6NF

12 December 2010

Mr Philip Smith
Hiring Manager
IT design Company
Made Up Road
London
B18 6NF

Dear Mr Smith,

I have read your for a Graphic Designer with great interest as I believe that my skills and qualifications match your requirements for this position. I would welcome the chance to apply I have gained to your vacancy and I feel my abilities would prove to be an asset for your organization.

Currently I am Unique Web Design Services as a graphics designer and have been involved in a number of high profile projects. I am comfortable working as part of a team or individually and have an in-depth understanding of emerging technologies in new media.

I have for your review, it includes a more detailed list of my technical skills. Please feel free to on the number given below and I look forward to meeting you in the near future.

Thank you in advance for and I look forward to hearing from you.

Yours sincerely,

Richard Daniels

Mobile: 0121 638 0026
Email: richD@niel.com

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. It's important to focus on your most relevant and strengths when writing resumes and cover letters, and when being interviewed.

- a. jobs b. skills c. detail

2. Whenever possible, point to any positive or recognition you received while applying the skill.

- a. results b. opportunities c. contacts

3. List the highest priority phrases at the beginning of your descriptions to get the most

- a. orientation b. qualifications c. attention

4. Sign off your email with aclose, such as "Best" or "Sincerely," followed by your name.

- a. polite b. perfect c. notorious

7. Составьте словосочетания:

correct	skills
relevant	applicant
job	employer name
qualifications of	advertisement
experience	level

8. Перепишите текст, образуя правильную часть речи от слов, предложенных в скобках, чтобы предложения имели смысл:

Good business etiquette is the recipe for 1 (advance) your career. In the business world, people with good etiquette are rewarded for their 2 (profession) and polite skills. For example, an 3 (employ) who arrives at a meeting on time (or early) and is ready to take notes has a better chance of 4 (impress) his supervisor than the employee who shows up to the meeting late, and forgets to bring a pen. Those who exemplify good business etiquette are proving that they respect their position, job, coworkers and take their 5 (perform) seriously. As such, these individuals win 6 (promote) and get ahead in their careers.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

1. He would play volleyball if he

- a. can b. had to c. could

2. They to see you if they hadn't been away.

- a. would came b. would have come c. came

3. Their teacher gets annoyed if students their mobile phones in class.

- a. use b. used c. would use

4. I would have driven to Miami if I a car.

- a. have b. had c. had had

5. If I were you, I the exam.

- a. had passed b. would pass c. would have passed

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

1. To write a letter was the main thing for the day.
2. A company may also ask candidates for the job to complete a standard application form.
3. The aim of the experiment is to test a new substance.
4. She went to the lab to collect more material for her work.
5. He is always the first to come to the University.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и дайте им определение:

1. The professor recommended all the students to use their notes.
2. I want this article to be translated today.
3. Customs formalities happen to be more or less similar in all countries.
4. I happened to remember the title of his article.
5. He is sure to be asked about his skills.

Контрольная работа № 3

Направление подготовки «Документоведение и архивоведение» 46.03.02

Вариант 4

1. Прочитайте и устно переведите весь текст, а абзацы 2 и 3 перепишите и переведите письменно:

Retrieval of records

In addition to being able to store records, enterprises must also establish the proper capabilities for retrieval of records, in the event they are needed for a purpose such as an audit or litigation, or for the case of destruction. Record retrieval capabilities become complex when dealing with electronic records, especially when they have not been adequately tagged or classified for discovery.

Circulating records

Tracking the record while it is away from the normal storage area is referred to as circulation. Often this is handled by simple written recording procedures. However, many modern records environments use a computerized system involving bar code scanners, or radio-frequency identification technology to track movement of the records. These can also be used for periodic auditing to identify unauthorized movement of the record.

Disposal of records

Disposal of records does not always mean destruction. It can also include transfer to a historical archive, museum, or private individual. Destruction of records ought to be authorized by law, statute, regulation, or operating procedure, and the

records should be disposed of with care to avoid inadvertent disclosure of information. The process needs to be well-documented, starting with a records retention schedule and policies and procedures that have been approved at the highest level. An inventory of the disposed records should be maintained, including certification that they have been destroyed. Records should never simply be discarded as refuse. Most organizations use processes including pulverization, paper shredding or incineration.

Commercially available products can manage records through all processes active, inactive, archival, retention scheduling and disposal. Some also utilize RFID technology for the tracking of the physical file.

2. Прочитайте весь текст. Являются ли предложения ниже правильными (True) или неправильными (False) или искомой информации нет в тексте (Not Stated):

1. Electronic records simplify record retrieval capabilities.
2. Now everybody use a computerized system to track movement of the records.
3. Destruction of records is made by employees' initiative.
4. Organizations can easily dispose their records.
5. Old records can be sent to a museum.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. records / What / retrieval / is / of?
2. be / scanners / code / to / used / movement of / Can / records?
3. with care / Why / records / should / be disposed of / the?
4. How / records / discard / you / can?
5. there / Are / laws / records / for / of / any / destruction?

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

ревизия маркировать, помечать место хранения непреднамеренное раскрытие информации сжигание мусора	
--	--

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

rely on / advertisement / present employer / my CV / thank you for / independently

Deborah Clark
 11 Leap Lane
 London
 B18 6NF

10th April 2017

Chloe Grayn
 Hiring Manager
 Dayjob Ltd
 120 Vyse Street

Birmingham
B18 6NF
Dear Ms Grayn,

I am responding to your yesterday on the www.dayjob.com website for a Furniture Designer position. It is with great anticipation that I present to you as I firmly believe that I am perfectly qualified for the role.

I come to you as an experienced, hard-working and motivated individual with a high level of integrity who can design top quality furniture to the highest standards.

With my....., I work as part of a furniture manufacturing team designing, machining and building furniture solutions for both new and existing clients. I am involved in researching and identifying furniture trends from furniture fairs, shops, vintage shows, exhibitions and blogs.

You can me to meet any brand style, price and quality criteria needed to delight your customers. I possess a thorough work ethics, and can be a team player while also being able to work Furthermore, I have no trouble working to tight time frames with accuracy and minimal supervision.

Right now, I would like to work for a company like yours where every idea is given the opportunity to rise to the top.

In closing I would like to for your consideration, and I look forward to discussing the possibilities with you in greater details in the near future.

Yours sincerely,
Deborah Clark

Tel: 0044 121 638 0026
Email: DebbyC@.com

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. Before you begin writing your job application letter, consider what you want to include.
a. address b. job c. information
2. To include the most convincing, relevant details in your letter, you'll need to know what the wants.
a. employee b. employer c. worker
3. Make a connection between your skills and the employer's to create a list of the preferred qualifications for the ideal candidate for your target job.
a. requirements b. review c. responsibilities
4. Write about as many of the as possible detailing how you used that skill or exhibited that quality in a work, volunteer, academic or co-curricular role.
a. details b. skills c. qualifications

7. Составьте словосочетания:

communication	candidate
employer's	advice
ideal	requirements
job	skills
ask for	duties

8. Перепишите текст, образуя правильную часть речи от слов, предложенных в скобках, чтобы предложения имели смысл:

..... 1 (communicate) is the lifeblood of 2 (busy). For people to get along, work in unison and establish 3 (profession) relationships with one another, they must communicate with the appropriate etiquette. 4 (listen) skills are a main part of communication etiquette. When others are speaking, do not interrupt them. Employ active listening techniques, such as making good eye contact and showing the 5 (speak) that you are paying 6 (attentive) to them.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

- If I were a rich man, I a very large boat.
a. will buy b. would buy c. had bought
- If Max more time working and less time playing, his boss wouldn't have fired him.
a. spend b. spent c. had spent
- We John if we had known about his problems.
a. would help b. will help c. would have helped
- I would run away screaming if I an alien.
a. see b. saw c. had seen
- If my brother me next year, I'll take him to Oktoberfest.
a. visits b. will visit c. visited

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

- He advised us to look through the article.
- We have no intention to order these fabrics.
- The function of this device was to compute all these quantities.
- To smoke is harmful.
- They gave the programmers 48 hours to re-write a message on the website.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и дайте им определение:

- The mistake was too obvious for everybody to notice it.
- I know him to be a very good student.
- The rules of the presentation are known to be followed (by everyone).
- I happened to meet him at scientific conferences.

5. All my group mates are likely to pass the exams.

Контрольная работа № 3

**Направление подготовки 44.03.04 Профессиональное обучение по
отраслям (все профили подготовки)**

Вариант 1

1. Прочитайте и устно переведите весь текст, а абзацы 2, 3 и 4 переведите письменно:

CAREER IN INTERIOR DESIGN

Interior design is the art and science of enhancing the interiors of a space or building to achieve a healthier and more aesthetically pleasing environment. Architecture and environmental design are fields that involve many talents and skills. Architects are responsible for the design of new individual buildings and groups of buildings, their surrounding landscape and interior design and are usually responsible for the supervision of their construction. It is a good career because the product of the architect's work makes a significant contribution. Many architects are self-employed or work together in partnership. A number of government authorities, also have their own architect's departments.

Interior designer is a profession that requires professional training. The work usually includes studying color and fabric, computer-aided design (CAD), drawing, space planning, furniture design, architecture and more. Upon graduating designers often work for agencies or create their own companies. Designers can help design and renovate interiors, right from drawing up the floor plans to placing the last decorative accent. They don't just enhance the look, they enhance the function of a room.

Interior Decorator focuses primarily on aesthetics. Decorators don't generally take part in renovations or structural planning. They can help clients decide on a style, choose a color scheme, purchase furniture, and accessorizes.

Landscape Designer designs residential areas, parks and gardens in order to make them beautiful, as well as functional. He or she must also see if facilities are compatible with the natural environment. A landscape designer must have bachelor's or master's degree with classes in design, construction techniques, art, history, and natural and social sciences. Opportunities in this field should be very good over the next several years.

2. Прочитайте весь текст. Являются ли предложения ниже правильными или неправильными или искомой информации нет в тексте:

1. Interior design is the art and science of enhancing the interiors.
2. Interior designers are responsible for the design of buildings.

3. Interior Decorator takes part in renovations and structural planning.
4. The field of landscape design has many opportunities.
5. Designers can draw up the floor plans and place a decorative accent.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. duties / What / of an architect? / are / the main
2. a degree? / a landscape / have / designer / Must
3. colour scheme? / Who / to decide on / style and / clients / helps
4. an interior designer / work? / can / Where
5. take part in / interior decorators / or structural planning? / Do / renovations

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

эстетически приятная среда

строительство

система автоматизированного проектирования

покупка мебели и аксессуаров

улучшить функцию

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

available for the interview / communication skills / experience / has a good reputation / for the post of / sincerely

William Mathura
Model Village
North Point, Hong Kong

22 July 2011

Mr. Hanukah Chan
Personnel Manager
Wong & Lim Consultants
P.O. Box 583
Kwai Chung, Kowloon

Dear Mr. Chan,

I am writing to apply MTO (Management Training Officer), which was advertised on the Oriental Daily Newspaper of the Hong Kong and Student Board of Polytechnic University on 21st July 2011.

I have one year working experience at King City Garment Manufactory Limited. This has played a pivot role in improving my leadership skills, and ability to work in a team environment. I can fluently speak and write English.

Currently I am studying for a M.B.A. in Management at the Hong Kong Polytechnic University, graduating in 2012.

Working for Wong & Lim Consultants appeals to me because the company and it provides excellent training. Your organization produces a high-quality service, and I can contribute to this with my leadership skills and my ability to work under pressure.

I am at any time. I can be contacted most easily on the cell phone number given below. I look forward to meeting you soon.

Yours

William Mathura

Phone: 24862893

Mobile: 95427415

E-mail: abc@hkinternet.com

Encl: CV

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. Your application letter should let the know what position you are applying for.
a. employer b. employee c. worker
2. Include skills or abilities that are emphasized in the ad in your
a. CV b. postcard c. address
3. Keep your letter under a page long, with no more than about four paragraphs. An employer is more likely to read a letter.
a. long b. concise c. extensive
4. Read through your cover letter attentively as employers an application with a lot of errors.
a. ignore b. remember c. study

7. Составьте словосочетания:

job	for the position
candidate	manager
concise	interview
hiring	letter
contact	information

8. Перепишите текст, изменив слова так, чтобы они грамматически и лексически соответствовали содержанию предложения:

Good business etiquette includes dressing1 (appropriate). This shows 2 (considerate) for others, and indicates that you take yourself and your job seriously. An unkempt 3 (appear) indicates that you do not care about yourself or respect those around you. When you are unsure what type of dress is required, it is best to mistake on the 4 (conserve) side. For work-related 5 (society) events, do not be afraid to ask what the dress

code will be. Remember that even if you are dressing down, such as for a casual Friday, it is still 6 (importance) to practice good grooming.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

1. What would you say if you the President?
a. meet b. met c. would meet
2. If we wasting, it'll help improve the environment.
a. stop b. stopped c. will stop
3. If I were offered the job and the salary was OK, I it.
a. will take b. took c. would take
4. If the trip hadn't been so expensive, I a reservation.
a. would make b. would have made c. will make
5. If I were you, I her straightaway.
a. will tell b. shall tell c. would tell

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

1. To solve this problem is very important.
2. Your task is to describe the experiment.
3. He claimed to be an expert in this field.
4. He was the first to apply the new method of work.
5. To test the device the engineer came to the laboratory.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и укажите тип оборота.

1. They are likely to ask you about your knowledge of computers at the interview.
2. Scientists from many countries are considered to take part in this conference.
3. Our engineers are working to improve the equipment.
4. This article appears to be very important.
5. We know mass media to lead active struggle against terrorism.

Контрольная работа № 3

Направление подготовки 44.03.04 Профессиональное обучение по отраслям (все профили подготовки)

Вариант 2

1. Прочитайте и устно переведите весь текст, а абзацы 2, 3 и 4 переведите письменно:

PROFESSIONAL COMPETENCIES OF AN INTERIOR DESIGNER

Interior design is the art and science of enhancing the interiors of a space or building to achieve a healthier and more aesthetically pleasing environment. Competitive designers and architects possess a set of professional competencies and

skills. Communication skills: Designers work with clients, suppliers, contractors or as part of a team. Therefore, a designer must have the ability to work with different personality types and communicate clearly. Sometimes he may have to act as a negotiator to help find a solution, as well as have the ability to help a client understand why his idea may not be effective or safe.

Technical skills: Designers should be able to successfully integrate mechanical, electrical, and structural elements into their designs as well as account for the unique requirements of particular building materials.

Drawing and sketching skills: A great architect must have high quality drawing and sketching skills, either via computer program or by hand. Great architects can visualize a project and show the end results through all steps of the designing and building processes. Professionals have an eye for good design and can translate ideas onto paper to show clients and builders.

Management skills: Sometimes, a designer may have to work on multiple projects at once, so project management skills are essential to maintaining order and meeting deadlines. If a designer runs his own business, he may also need to market himself to new clients while working on other projects, all while maintaining good relationships with everyone involved. The most successful architects and designers are the ones who work in the field because they love it. Passionate workers tend to have a tremendous drive and can achieve significant results.

2. Прочитайте весь текст. Являются ли предложения ниже правильными или неправильными или искомой информации нет в тексте:

1. Interior design is the art and science of enhancing the interiors.
2. Interior designers can translate ideas onto paper.
3. A designer doesn't need management skills.
4. The most successful designers draw by hand.
5. There is no need to take the requirements into account.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. a designer / a negotiator? / Does / act as / have to
2. the most / of an interior / What / designer? / valuable / are / competencies
3. creative skills? / to have / it / Is / for a designer / important
4. the client's / is / into design? / translate ideas / task to / Whose
5. and practical / can / skills / Where / be acquired? / theoretical

Задание 4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

клиенты, поставщики, подрядчики

найти решение

строительные материалы

коммуникативные навыки

навыки управления проектами

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

certification / degree in / apply for / have experience / education / Thank you for

John Donaldson
8 Sue Circle
Smithtown, CA 08067
0044 121 638 0026
Email: jo@don.com

22/09/2012

George Gilhooley
XYZ Company
87 Delaware Road
Hatfield, CA 08065

Dear Mr. Gilhooley,

am writing to the programmer position advertised in the Times Union. As requested, I am enclosing a completed job application, my....., my CV, and three references.

The opportunity presented in this listing is very interesting, and I believe that my strong technical experience and will make me a very competitive candidate for this position.

With a BS Computer Programming, I have a good understanding of the full lifecycle of a software development project. I also in learning and excelling at new technologies as needed.

Please see my CV for additional information on my experience.

I can be reached anytime via email at john.donaldson@emailexample.com or my cell phone, 909-555-5555.

..... your time and consideration. I look forward to speaking with you about this employment opportunity.

Sincerely,

John Donaldson

Tel: 0044 121 638 0026

Email: jo@don.com

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. The job application letter you send to an employer explains why you are qualified for the position and should be selected for the

a. job b. position c. interview

2. Prioritize the sentences about your and incorporate the hardest hitting statements into your cover letter.

a. task b. qualifications c. family

3. Potential interviewers have certain expectations of the letter presentation and appearance, from (no more than a page) to font size.

- a. length b. longevity c. eternity

4. Your letter should show the hiring manager why you are a good

- a. candidate b. employer c. person

7. Составьте словосочетания:

potential	greeting
polite	information
gather	on your experience
relevant details	your signature
end with	interviewer

8. Перепишите текст, образуя правильную часть речи от слов, предложенных в скобках, чтобы предложения имели смысл:

Good etiquette involves showing respect not only to your 1 (super), but also to your peers and subordinates; in other words, to everyone. If you treat everyone with respect, you will avoid making 2 (cost) mistakes and experiencing discomfort by accidentally treating a superior in a 3 (respect) way. A consistently respectful attitude will also build your 4 (credible) within the business or industry. Showing respect also means refraining from gossip and from being 5 (critic) and 6 (negate) to or about others.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

1. If I'd known, I

- a. will help b. would help c. would have helped

2. If you see her, her to call me?

- a. will you tell b. would you have told c. do you tell

3. He will be really disappointed if you him the truth.

- a. won't tell b. don't tell c. didn't tell

4. If I the question, I would have answered .

- a. had understood b. understand c. would understand

5. If you hadn't been asking me questions all the time, I the film.

- a. enjoyed b. will enjoy c. would have enjoyed

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

1. To participate in environment protection is a very noble thing.

2. Our opinion is to allow him to show his experience.

3. Rising ocean temperatures reduce the ability of plankton to reproduce.

4. I want you to write this article in time for the conference.

5. I have come here to test your computer.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и дайте им определение:

1. It was impossible for him to make such an important decision.
2. They reported the plane to have landed.
3. These students are sure to attend the lecture.
4. 80% of the content on the World Wide Web seems to be in English.
5. I called them to know the results.

Контрольная работа № 3

Направление подготовки 44.03.04 Профессиональное обучение по отраслям (все профили подготовки)

Вариант 3

1. Прочитайте и устно переведите весь текст, а абзацы 2, 3 и 4 переведите письменно:

STEPS TO BECOMING AN INTERIOR DESIGNER

Watch the trends. Interior design is the art and science of enhancing the interiors of a space or building to achieve a healthier and more aesthetically pleasing environment. If you're interested in becoming an interior designer, you should watch the trends. You can do this by reading design magazines, visiting art galleries, offices of professionals, etc.

Get an education. Designers are expected to know space planning, lighting, furniture and decorating styles, use of colour and applications of different types of fabrics, floorings, wall coverings, paint, window treatments, and use and placement of accessories (such as pillows, vases, and art). You can learn all this through books and websites, but the fastest, easiest, and most comprehensive way to ensure you learn the essentials is by taking an interior design course.

Prepare your portfolio. The purpose of a portfolio is to convince a client or a firm to hire you. Along with your designs, you should include any other documents (such as letters of recommendation and 'design boards', which are poster boards containing pictures and samples of materials that you use, like fabrics, flooring, wallpaper) that will convince your future employer (client or firm) of your talents. Your portfolio should consist of pictures of projects that you have completed. You should show 'before' and 'after' photos of the rooms that you have designed.

Practice at home. It is important to have some experience. Most interior designers work with their own homes in order to gain some experience and develop their style. Even if you only have one room in your house to work with.

Volunteer with friends and family. Once you've tried a few things out on your own, you may want to consider offering to decorate the homes or offices of your friends and family. This will be a great opportunity for you to practice your decorating techniques.

2. Прочитайте весь текст. Являются ли предложения ниже правильными или неправильными или искомой информации нет в тексте:

1. Interior design is the art and science of building houses.
2. Trend watching is a must for interior designers.
3. Designers are expected to know lighting, furniture, floorings.
4. It is not important to have a portfolio.
5. You can learn only through books and websites.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. an interior / watch / How / designer / the trends? / can
2. designer / Does / experience? / need / an interior / practical
3. it / better to / is / family? / choose / first clients / Why / among
4. look / does / like? / a portfolio / What
5. treatments? / Who / wall coverings / paint / and window / chooses

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

эстетически приятная среда
убедить клиента
чтобы приобрести немного опыта
концепт-коллаж / дизайн-борд
применение различных типов тканей

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

employed with / advertisement / enclosed my CV / contact me / the skills and knowledge / your time and consideration
--

Richard Daniels
444 Annere Road
Birmingham
B18 6NF

12 December 2010

Mr Philip Smith
Hiring Manager
IT design Company
Made Up Road
London
B18 6NF

Dear Mr Smith,

I have read your for a Graphic Designer with great interest as I believe that my skills and qualifications match your requirements for this position. I would

welcome the chance to apply I have gained to your vacancy and I feel my abilities would prove to be an asset for your organization.

Currently I am Unique Web Design Services as a graphics designer and have been involved in a number of high profile projects. I am comfortable working as part of a team or individually and have an in-depth understanding of emerging technologies in new media.

I have for your review, it includes a more detailed list of my technical skills. Please feel free to on the number given below and I look forward to meeting you in the near future.

Thank you in advance for and I look forward to hearing from you.

Yours sincerely,

Richard Daniels

Mobile: 0121 638 0026

Email: richD@niel.com

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. It's important to focus on your most relevant and strengths when writing resumes and cover letters, and when being interviewed.

a. jobs b. skills c. detail

2. Whenever possible, point to any positive or recognition you received while applying the skill.

a. results b. opportunities c. contacts

3. List the highest priority phrases at the beginning of your descriptions to get the most

a. orientation b. qualifications c. attention

4. Sign off your email with aclose, such as "Best" or "Sincerely," followed by your name.

a. polite b. perfect c. notorious

7. Составьте словосочетания:

correct	skills
relevant	applicant
job	employer name
qualifications of	advertisement
experience	level

8. Перепишите текст, образуя правильную часть речи от слов, предложенных в скобках, чтобы предложения имели смысл:

Good business etiquette is the recipe for 1 (advance) your career. In the business world, people with good etiquette are rewarded for their 2 (profession) and polite skills. For example, an 3 (employ) who arrives at a meeting on time (or early) and is ready to take notes has a better chance of 4 (impress) his supervisor than the employee who shows up to the meeting late, and forgets to bring a pen. Those who exemplify good business etiquette are proving that they respect their position, job, coworkers and take their 5 (perform) seriously. As such, these individuals win 6 (promote) and get ahead in their careers.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

1. He would play volleyball if he
a. can b. had to c. could
2. They to see you if they hadn't been away.
a. would come b. would have come c. came
3. Their teacher gets annoyed if students their mobile phones in class.
a. use b. used c. would use
4. I would have driven to Miami if I a car.
a. have b. had c. had had
5. If I were you, I the exam.
a. had passed b. would pass c. would have passed

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

1. To write a letter was the main thing for the day.
2. A company may also ask candidates for the job to complete a standard application form.
3. The aim of the experiment is to test a new substance.
4. She went to the lab to collect more material for her work.
5. He is always the first to come to the University.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и дайте им определение:

1. The professor recommended all the students to use their notes.
2. I want this article to be translated today.
3. Customs formalities happen to be more or less similar in all countries.
4. I happened to remember the title of his article.
5. He is sure to be asked about his skills.

Контрольная работа № 3

Направление подготовки 44.03.04 Профессиональное обучение по отраслям (все профили подготовки)

Вариант 4

1. Прочитайте и устно переведите весь текст, а абзацы 2, 3 и 4 переведите письменно:

TIPS TO BECOMING AN INTERIOR DESIGNER

Even if your goal is to have a business of your own, starting with a job in the industry can be crucial to your success. It will introduce you to clients who, if they like your designs, may stay with you after you move on. Interior design jobs are available in home builders, furniture and house ware manufacturers, hotel and restaurant chains, retailers (furniture stores, home improvements stores, antique dealers, etc.), and interior design and decorating firms.

If you are interested in starting your own business there are some things to consider. You may begin your career by working from home or via the Internet. It will save on the cost of office space, and, since you will be going to clients (they won't be coming to you), it should not interfere with your professionalism.

As an interior designer, you will get up to a 50% discount on the materials you use when you purchase them directly from suppliers. Suppliers are companies that provide the products and services that you need to decorate and include furniture, wall coverings, flooring, fabrics, etc. as well as contractors who do painting, carpentry, and installation. You need to know the right people and have good relationships with them.

In order to get new clients you need to market yourself and your designs. The best way to do so is to network with professionals. Word of mouth is one of the most effective selling strategies, and if you can get real estate agents, architects, antique dealers, art dealers, home renovators to tout your designs, you will not only gain a good reputation, but clients as well. Other effective marketing strategies include creating your own website with photos of your work.

Your final step in growing your career is to gain interior design certification, get a diploma of higher or further additional to higher education.

2. Прочитайте весь текст. Являются ли предложения ниже правильными или неправильными или искомой информации нет в тексте:

1. Interior design jobs are not available for young specialists.
2. The best way to market yourself is to network with professionals.
3. Further additional to higher education is compulsory.
4. Suppliers are companies that provide furniture, wall coverings, flooring, fabrics.
5. Interior designers can have a business of his/her own.

3. Составьте вопросы к тексту из слов, расположенных не по порядку:

1. is / crucial / to start with / the industry? / a job / it / Why / in
2. interior / jobs / available? / are / design / Where
3. an interior / work / Can / designer / from / via the Internet? / home or
4. services? / and / suppliers / products / Do / provide
5. needs to / designs? / market / Who / and his / himself

4. Ниже даны слова и словосочетания на русском языке, найдите в тексте их эквиваленты на английском:

производители товаров для дома

продавцы антиквариата

скидка на материалы

иметь хорошие отношения

заработать хорошую репутацию

5. Перепишите письмо, заполняя пробелы, подходящими по смыслу словами из рамки. Выделите вставленные слова жирным шрифтом:

rely on / advertisement / present employer / my CV / thank you for / independently

DeborahClark

11 Leap Lane

London

B18 6NF

10th April 2017

ChloeGrayn
HiringManager
DayjobLtd
120VyseStreet
Birmingham
B18 6NF
Dear Ms Grayn,

I am responding to your yesterday on the www.dayjob.com website for a Furniture Designer position. It is with great anticipation that I present to you as I firmly believe that I am perfectly qualified for the role.

I come to you as an experienced, hard-working and motivated individual with a high level of integrity who can design top quality furniture to the highest standards.

With my....., I work as part of a furniture manufacturing team designing, machining and building furniture solutions for both new and existing clients. I am involved in researching and identifying furniture trends from furniture fairs, shops, vintage shows, exhibitions and blogs.

You can me to meet any brand style, price and quality criteria needed to delight your customers. I possess a thorough work ethics, and can be a team player while also being able to work Furthermore, I have no trouble working to tight time frames with accuracy and minimal supervision.

Right now, I would like to work for a company like yours where every idea is given the opportunity to rise to the top.

In closing I would like to for your consideration, and I look forward to discussing the possibilities with you in greater details in the near future.

Yours sincerely,
Deborah Clark

Tel: 0044 121 638 0026
Email: DebbyC@.com

6. Перепишите предложения и вставьте правильный ответ, выделив его жирным шрифтом:

1. Before you begin writing your job application letter, consider what you want to include.
a. address b. job c. information
2. To include the most convincing, relevant details in your letter, you'll need to know what the wants.
a. employee b. employer c. worker
3. Make a connection between your skills and the employer's to create a list of the preferred qualifications for the ideal candidate for your target job.
a. requirements b. review c. responsibilities
4. Write about as many of the as possible detailing how you used that skill or exhibited that quality in a work, volunteer, academic or co-curricular role.
a. details b. skills c. qualifications

7. Составьте словосочетания:

communication	candidate
employer's	advice
ideal	requirements
job	skills
ask for	duties

8. Перепишите текст, образуя правильную часть речи от слов, предложенных в скобках, чтобы предложения имели смысл:

..... 1 (communicate) is the lifeblood of 2 (busy). For people to get along, work in unison and establish 3 (profession) relationships with one another, they must communicate with the appropriate etiquette. 4 (listen) skills are a main part of communication etiquette. When others are speaking, do not interrupt them. Employ active listening techniques, such

as making good eye contact and showing the 5 (speak) that you are paying 6 (attentive) to them.

9. Перепишите предложения, вставив правильный ответ из трех предложенных вариантов и выделив его жирным шрифтом:

1. If I were a rich man, I a very large boat.
a. will buy b. would buy c. had bought
2. If Max more time working and less time playing, his boss wouldn't have fired him.
a. spend b. spent c. had spent
3. We John if we had known about his problems.
a. would help b. will help c. would have helped
4. I would run away screaming if I an alien.
a. see b. saw c. had seen
5. If my brother me next year, I'll take him to Oktoberfest.
a. visits b. will visit c. visited

10. Перепишите и переведите предложения, содержащие инфинитив. Выпишите инфинитивы и определите их функцию в предложениях:

1. He advised us to look through the article.
2. We have no intention to order these fabrics.
3. The function of this device was to compute all these quantities.
4. To smoke is harmful.
5. They gave the programmers 48 hours to re-write a message on the website.

11. Перепишите и переведите предложения, содержащие инфинитивы и инфинитивные обороты. Выпишите из предложений фразы, образующие эти обороты и дайте им определение:

1. The mistake was too obvious for everybody to notice it.
2. I know him to be a very good student.
3. The rules of the presentation are known to be followed (by everyone).
4. I happened to meet him at scientific conferences.
5. All my group mates are likely to pass the exams.

МАТЕРИАЛЫ ДЛЯ САМОСТОЯТЕЛЬНОЙ РАБОТЫ СТУДЕНТОВ

По направлениям «Химическая технология» 18.03.01 и «Техносферная безопасность» 20.03.01

Text 1

DIFFERENCE BETWEEN ALCHEMY AND CHEMISTRY

To explain the difference between alchemy and chemistry, we have to go back to the history of chemistry. It is simply because alchemy is the predecessor to modern chemistry. In the seventeenth century, both terms ‘alchemy’ and ‘Chemistry’ were used to name the study of matter by analysis, synthesis and transmutation. But, in the third decade of the eighteenth century, they began to use the word ‘alchemy’ for the attempts to transform base metals into gold. The development of modern chemistry started after the work performed by alchemists.

There are several definitions for the word “Alchemy”. In the very beginning, alchemy was the term used for the ancient tradition of sacred chemistry. Some people say the root of alchemy is found in ancient Egypt and India; while there are also arguments that alchemy was practiced in China. However, it existed, practiced and developed over two millennia (from around 300 BC to 17th of 18th century AD).

Alchemy can be considered as a network, because it is a blend of religion, mythology, astrology, philosophy, magic, spirituality, folklore and others. The influence of Greek philosophers affected the development of the alchemy. In early days, they thought there were only four elements and those elements were considered as the building blocks of the universe. Those four elements were called ‘roots’: water, fire, the air and the earth. They had the idea that these roots cannot split into smaller parts, but everything else except roots (water, fire, the earth and the air) could be broken into some combination of roots.

Early alchemists were very skillful artisans with metal. They used gold and silver to make vessels and ornaments for noble people and used cheap imitations or substitutes for poor people. They believed that they could transform base metals into gold very easily as they made substitutes. They did many chemical operations to change the colour of metals to resemble the colour of gold. In this process, they developed and improved chemical apparatus and learned many chemical reactions.

“Chymistry” was the term used in the seventeenth century to describe the practical art of manipulating matter. The period from mid-19th century to present is considered as the period of “Modern Chemistry”. It was developed after the era of ‘alchemy’ to solve the problems that scientists were facing. There was a transition period during which Robert Boyle began his work on Chemistry and ended when Dalton developed his “atomic theory”. At the same time, an Italian chemist, Amedeo Avogadro invented Avogadro’s Law concerning molecules (number and volume) relation to temperature and pressure.

Mendeleev’s work was the backbone of the modern Chemistry. There were around 60 known elements in the periodic table by the middle of the nineteenth century. In 1896, Henri Becquerel and the Curies discovered the phenomenon of radioactivity; the foundation of nuclear chemistry. In 1919, Ernest Rutherford discovered that

elements could be transmuted. Rutherford's work was the foundation for interpreting the structure of the atom. Soon after, Niels Bohr finalized the atomic theory.

Later, this led to many other developments in chemistry creating many distinct branches of chemistry. These branches include: biochemistry, nuclear chemistry, chemical engineering, and organic chemistry.

What is the difference between Alchemy and Chemistry?

- Alchemy is the predecessor of modern chemistry. Many discoveries by alchemist were later used in chemistry.

- Alchemy was based more on experimentation and had little basis in science. Chemistry utilizes both experimentation and scientific practices.

- Modern chemistry basically relies on scientific theories and experimental results, but the alchemy was a blend of myths, religion, magic, astrology, philosophy, and spirituality.

- Modern chemistry has so many practical applications, the era of alchemy can be considered as the beginning of this period.

Alchemy and Chemistry are both related to practices in science during two different periods. The period of alchemy lasted for more than two millennia till the end of the 18th century when it was replaced by modern chemistry. Alchemy included understanding and acquiring knowledge on different kinds of matters through experiments and observations. Most of the alchemists' studies based on Greek theories and concepts about the matter. Modern Chemistry is a science that provides knowledge to understand various chemical phenomena within our physical world.

Text 2

HISTORY OF CHEMISTRY

The genesis of chemistry can be traced to the widely observed phenomenon of burning that led to metallurgy - the art and science of processing ores to get metals (e.g. metallurgy in ancient India). The greed for gold led to the discovery of the process for its purification, even though, the underlying principles were not well understood -- it was thought to be a transformation rather than purification. Many scholars in those days thought it was reasonable to believe that there existed means for transforming cheaper (base) metals into gold. This gave way to alchemy, and the search for the Philosopher's Stone, which was believed to bring about such a transformation by mere touch.

Some consider medieval Muslims to be the earliest chemists, who introduced precise observation and controlled experimentation into the field, and discovered numerous chemical substances. The most influential Muslim chemists were Geber (d. 815), al-Kindi (d. 873), al-Razi (d. 925), and al-Biruni (d. 1048). The works of Geber became more widely known in Europe through Latin translations by a pseudo-Geber in 14th century Spain, who also wrote some of his own books under the pen name "Geber". The contribution of Indian alchemists and metallurgists to the development of chemistry was also quite significant.

The emergence of chemistry in Europe was primarily due to the recurrent incidence of the plague and blights there during the so called Dark Ages. This gave rise to a need for medicines. It was thought that there existed a universal medicine called the Elixir of Life that could cure all diseases, but like the Philosopher's Stone, it was never found.

For some practitioners, alchemy was an intellectual pursuit, over time, they got better at it. Paracelsus (1493-1541), for example, rejected the 4-elemental theory and with only a vague understanding of his chemicals and medicines, formed a hybrid of alchemy and science that was to be called iatrochemistry. Similarly, the influences of philosophers such as Sir Francis Bacon (1561-1626) and René Descartes (1596-1650), who demanded more rigor in mathematics and in removing bias from scientific observations, led to a scientific revolution. In chemistry, this began with Robert Boyle (1627-1691), who came up with an equation known as the Boyle's Law about the characteristics of gaseous state. Chemistry indeed came of age when Antoine Lavoisier (1743-1794) developed the theory of Conservation of mass in 1783 and John Dalton developed the Atomic Theory around 1800. The Law of Conservation of Mass resulted in the reformulation of chemistry based on this law and the oxygen theory of combustion, which was largely based on the work of Lavoisier. Lavoisier's fundamental contributions to chemistry were a result of a conscious effort to fit all experiments into the framework of a single theory. He established the consistent use of the chemical balance, used oxygen to overthrow the phlogiston theory, and developed a new system of chemical nomenclature and made contribution to the modern metric system. Lavoisier also worked to translate the archaic and technical language of chemistry into something that could be easily understood by the largely uneducated masses, leading to an increased public interest in chemistry. All these advances in chemistry led to what is usually called the chemical revolution. The contributions of Lavoisier led to what is now called modern chemistry - the chemistry that is studied in educational institutions all over the world. It is because of these and other contributions that Antoine Lavoisier is often celebrated as the "Father of Modern Chemistry". The later discovery of Friedrich Wöhler that many natural substances, organic compounds, can indeed be synthesized in a chemistry laboratory also helped the modern chemistry to mature from its infancy.

The discoveries of the chemical elements has a long history from the days of alchemy and culminating in the creation of the periodic table of the chemical elements by Dmitri Mendeleev (1834-1907) and later discoveries of some synthetic elements.

Text 3

ANTOINE LAURENT LAVOISIER

The French chemist Antoine Laurent Lavoisier (1743-1794) was the founder of the modern science of chemistry and the author of the oxygen theory of combustion.

In 1766, Englishman Henry Cavendish isolated a gas that he called "inflammable air" because it burned readily. J. Priestley noted that when inflammable air and common air were ignited with a spark in a closed vessel, a small amount of "dew" was formed on the glass walls. When Cavendish repeated the experiment, he found that the dew was actually water. Cavendish explained the results in terms of phlogiston and assumed the water was present in each of the two airs before ignition.

For Lavoisier, combustion meant combining with oxygen; however, until he could explain the combustion of inflammable air, some would still doubt his new chemistry. In June 1783, Lavoisier reacted oxygen with inflammable air, obtaining "water in a very pure state." He correctly concluded that water was not an element but a compound of oxygen and inflammable air, or hydrogen as it is now known. To support

his claim, Lavoisier decomposed water into oxygen and inflammable air. Now that the composition of water was known, the last objection to discarding phlogiston could be eliminated.

To Lavoisier, it was time "to rid chemistry of every kind of impediment that delays its advance" with a reform that included a new language. Louis Bernard Guyton de Morveau, Claude Louis Berthollet, Antoine François Fourcroy, and Lavoisier adopted the long-neglected idea of an element as originally proposed by Robert Boyle more than a century earlier. They retained the names from the past of many simple substances, or elements. But when an element was combined with another element, the compound's name now reflected something about its chemical composition. For example, a calx was the combination of a metal and oxygen; therefore, zinc calx became zinc oxide. Lavoisier and his colleagues predicted that if the new system was "undertaken upon sound principles...it will naturally adapt itself to future discoveries." Withstanding the test of time, the basic system is still in use today.

Lavoisier's new system of chemistry was laid out for everyone to see in the *Traité élémentaire de Chimie* (Elements of Chemistry), published in Paris in 1789. As a textbook, the *Traité* incorporated the foundations of modern chemistry. It spelled out the influence of heat on chemical reactions, the nature of gases, the reactions of acids and bases to form salts, and the apparatus used to perform chemical experiments. For the first time, the Law of the Conservation of Mass was defined, with Lavoisier asserting that "... in every operation an equal quantity of matter exists both before and after the operation." Perhaps the most striking feature of the *Traité* was its "Table of Simple Substances," the first modern listing of the then-known elements.

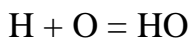
Lavoisier did not expect his ideas to be adopted at once, because those who believed in phlogiston would "adopt new ideas only with difficulty." Lavoisier put his faith in the younger generation who would be more open to new concepts. Two years later, in 1791, the results were obvious. "All young chemists," he mused, "adopt the theory, and from that I conclude that the revolution in chemistry has come to pass." His legacy endures more than 200 years later.

Text 4

AMEDEO AVOGADRO

Molecular hypothesis

According to historians, Avogadro proposed his molecular hypothesis to reconcile John Dalton's suggestion that atoms combine gravimetrically in the simplest possible way, as when single atoms of hydrogen and oxygen combine to form one compound atom of water:



and Joseph Gay-Lussac's 1809 discovery of the integral law of combining volumes of gases:



(Berzelian symbols, which Avogadro did not adopt, are used for clarity.)

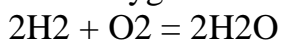
Gay-Lussac's experiments suggested that equal volumes of different gases ought to contain the same number of ponderable particles, provided that the physical conditions were constant. Yet, in practice, there was a glaring discrepancy between the

expected ratio of volumes (in the case of water, 2:1:3) and the observed ratios (2:1:2). Moreover, the densities of the gaseous products were frequently at odds with those of the reactants. For example, in the case of the oxidation of carbon monoxide to form carbon dioxide:



the density of carbon dioxide (1.5196) was less than that of the half unit of oxygen (0.5518) that had gone into its formation. How could a gas that contained both carbon and oxygen be lighter than oxygen itself?

The gravimetric and volumetric information would make sense, Avogadro suggested in a French paper in 1811, if equal volumes of gases under the same physical conditions of temperature and pressure contained the same number of 'integral molecules', i.e. separable aggregates of at least two, but possibly more, particles. He was suggesting that both elementary and compound gaseous molecules divide at the moment of their reaction with other elementary and compound molecules to form the observed volumes of the products. For example, water was formed from a half-molecule of oxygen and two half-molecules of hydrogen.



Because the numbers of such aggregated (or integral) particles were the same in equal volumes, it followed that the ratios of their densities (relative to a chosen standard density) stood in the same ratio as their relative masses. In the four papers Avogadro published on the subject between 1811 and 1821 he suggested how, on the basis of this hypothesis, vapour density measurements might be used to determine molecular weights, assuming that oxygen of molecular weight 16 was at least a dimer. Later, this gave the familiar formula: molecular weight = $2 \times$ vapour density. There was never any implication that the particles that made up integral molecules were physical atoms and Avogadro probably did not believe in the existence of such indivisible entities. He did not therefore, as was assumed by later chemists, distinguish between atoms and molecules.

Avogadro's suggestion, however, was ignored or dismissed as a fanciful speculation (though the Frenchman André-Marie Ampère did play with the notion in 1816). At the time the concept of two-identical atoms of an element combining to form a stable dimer was inconceivable (and, indeed, remained mysterious until the emergence of the notion of electron sharing in the early 1900s). According to the chemical authorities of the day, Dalton and Jacob Berzelius, atoms were self-repulsive, because they were surrounded either by mutually repulsive atmospheres of heat (caloric) or of electricity. As an added twist, Avogadro's model had gas molecules surrounded by atmospheres of caloric, leading him to suppose they must be the same size in all gases.

A further difficulty was that Avogadro could only determine the vapour densities of a handful of gases, and his theoretical calculations of the vapour densities of solid elements worked to four or five decimal places, based upon the weight of the element that combined with 16 parts (one volume) of oxygen, seemed entirely hypothetical. Finally, readers of his papers were probably confused by his cumbersome usage of the terms molecule (either an atom or molecule), integral molecule (usually the molecule of a compound), constituent molecule (one molecule of the element) and elementary molecule (one atom). In fact this molecular vocabulary was unique to French writers at

the end of the 18th century and provides historians with the clue to understanding Avogadro's research programme.

Text 5

DALTON'S LAW

Dalton's interest in atmospheric pressures eventually led him to a closer examination of gases. While studying the nature and chemical makeup of air in the early 1800s, Dalton learned that it was not a chemical solvent, as other scientists had believed. Instead it was a mechanical system composed of small individual particles that used pressure applied by each gas independently.

Dalton's experiments on gases led to his discovery that the total pressure of a mixture of gases amounted to the sum of the partial pressures that each individual gas exerted while occupying the same space. In 1803 this scientific principle officially came to be known as Dalton's Law of Partial Pressures. Dalton's Law primarily applies to ideal gases rather than real gases, due to the elasticity and low particle volume of molecules in ideal gases. Chemist Humphry Davy was skeptical about Dalton's Law, until Dalton explained that the repelling forces previously believed to create pressure only acted between atoms of the same sort, and that the atoms within a mixture varied in weight and complexity.

The principle of Dalton's Law can be demonstrated using a simple experiment involving a glass bottle and large bowl of water. When the bottle is submerged under water, the water it contains is displaced, but the bottle isn't empty; it's filled with the invisible gas hydrogen instead. The amount of pressure exerted by the hydrogen can be identified using a chart that lists the pressure of water vapors at different temperatures, also thanks to Dalton's discoveries. This knowledge has many useful practical applications today. For instance, scuba divers use Dalton's principles to gauge how pressure levels at different depths of the ocean will affect the air and nitrogen in their tanks.

During the early 1800s, Dalton also postulated a law of thermal expansion that illustrated the heating and cooling reaction of gases to expansion and compression. He garnered international fame for his additional study using a crudely fashioned dew point hygrometer to determine how temperature impacts the level of atmospheric water vapor.

Atomic Theory

Dalton's fascination with gases gradually led him to formally assert that every form of matter (whether solid, liquid or gas) was also made up of small individual particles. He referred to the Greek philosopher Democritus of Abdera's more abstract theory of matter, which had centuries ago fallen out of fashion, and borrowed the term "atomos" or "atoms" to label the particles. In an article he wrote for the Manchester Literary and Philosophical Society in 1803, Dalton created the first chart of atomic weights.

Seeking to expand on his theory, he readdressed the subject of atomic weight in his book *A New System of Chemical Philosophy*, published 1808. In *A New System of Chemical Philosophy*, Dalton introduced his belief that atoms of different elements could be universally distinguished based on their varying atomic weights. In so doing,

he became the first scientist to explain the behavior of atoms in terms of the measurement of weight. He also uncovered the fact that atoms couldn't be created or destroyed.

Dalton's theory additionally examined the compositions of compounds, explaining that the tiny particles (atoms) in a compound were compound atoms. Twenty years later, chemist Amedeo Avogadro would further detail the difference between atoms and compound atoms.

Dalton also wrote about his experiments proving that atoms consistently combine in simple ratios. What that meant was that the molecules of an element are always made up of the same proportions, with the exception of water molecules.

In 1810 Dalton published an appendix to A New System of Chemical Philosophy. In it he elaborated on some of the practical details of his theory: that the atoms within a given element are all exactly the same size and weight, while the atoms of different elements look—and are—different from one other. Dalton eventually composed a table listing the atomic weights of all known elements.

МАТЕРИАЛЫ ДЛЯ САМОСТОЯТЕЛЬНОЙ РАБОТЫ СТУДЕНТОВ

По направлениям «Экономика» 38.03.01 и «Менеджмент» 38.03.02

ТЕХТ 1

PRICE STRATEGY

Price affects how much of your product is sold, to whom it is sold, what services must go with it and ultimately how much profit you make.

If you are currently developing a new product or service you will know that setting a price can be one of the most difficult decisions you make in business. When pricing is handled sensitively it can have a dramatic effect on the profitability of your firm.

There are no infallible rules for setting the right price, as different businesses at different times use pricing to achieve quite different objectives. There are several key factors which affect your decision, and all must be carefully considered before moving forward.

Cost

All prices must, in the long term, cover the costs of generating or marketing your product or service and produce a reasonable profit. You need to be aware, however that:

- There can be difficulties establishing true costs.
- You may end up with a price lower than the market is willing to pay.
- Your 'long term' may be different to that of your competitors.
- You may need to consider costs across the whole range, rather than for the individual product.

Demand

In setting your price you need to take account of the effect price can have on your sales volumes. If there is little difference between brands in your market price

sensitivity is likely to be high and small price differences will seriously affect demand. You need to be careful, however, as many business people have found that a great price drop may sell many more units, but won't increase sales revenue!

Competition

You need to consider the prices charged by your competitors to give you a benchmark against which to position your own price. You should not slavishly follow competitors' prices however, as you should be striving to differentiate your product or service in some way to make your offering unique.

TEXT 2

MONEY

In economic system all values are known to be measured in terms of money. Our goods and services are sold for money and that money is in turn exchanged for other goods and services. Coins are said to be adequate only for small transactions, while paper notes are more convenient for general business. There is traditionally a wider sense of the word 'money' covering anything which is used as a means of exchange, whatever forms it may take.

Originally, a valuable metal (gold, silver, copper) is considered to have served as a constant store of value. Because gold was universally regarded as a very valuable metal, national currencies were for many years judged in terms of the so-called 'gold-standard'. Nowadays, however, the strength of the national currencies is considered to be a function of the strength of the national economies which support them.

Valuable metal has generally been replaced by paper notes. These notes are issued by governments and authorized banks, and are known to be 'legal tender'. Other arrangements such as cheques and money orders are not legal tender. They perform the function of substitute money and are known as instruments of credit.

Credit is provided by banks. If a person's assets are known to be considerable their credit will be good. If their assets are in doubt then it may be difficult for them to obtain large sums of money.

The value of money is known to be its value as a means of exchange or, as economists say, its purchasing power. This purchasing power is believed to depend on the state of economy and the rate of inflation.

TEXT 3

GROWTH OF THE ORGANIZATION

Organizations grow in size and complexity. Growing in size and increasing their production they take on additional staff. As grows continues, the owner will have to relinquish direct control of most aspects of the organization's work in order to concern himself or herself with policy. With time the number of the employees becomes more numerous. Eventually, the owner will become the leader of a team of specialists, each having his or her own assistants, secretaries and other staff.

Having become big enough, the organization will then consist of a series of departments, each having its own structure and duties. So it is very easy for conflict to develop between different groups or departments. This being the case, it is very difficult to maintain effective communication throughout the business. The most important problem of the owner of an organization is to make it function smoothly, so measures are to be taken to avoid conflicts.

To solve this problem the management must decide how much it wishes to centralize or decentralize its business. The terms centralization and decentralization refer to the degree of authority that is given to various levels of the management and the divisions of the organization. An organization is called centralized when practically all decisions are taken by the top management, a very limited amount of authority being delegated to the lower levels of management. If an organization is decentralized a greater degree of authority is given to staff and divisions and a greater number of decisions is made by lower levels of management.

Summing up, we can say that a centralized business has a tight structure, whereas decentralized one has a looser structure. No enterprise chooses complete centralization or decentralization. In practice, it tries to find a balance between the two forms. To find this balance is precisely the task of the management.

МАТЕРИАЛЫ ДЛЯ САМОСТОЯТЕЛЬНОЙ РАБОТЫ СТУДЕНТОВ

По направлению «Реклама и связи с общественностью» 42.03.01

Текст 1

IT-TECHNOLOGY AND MARKETING

<https://www.theguardian.com/media-network/media-network-blog/2014/sep/29/technology-changing-marketing-digital-media>

Three areas of marketing which have been transformed by digital are the speed, relevance and reach of campaigns. The rise of digital means you can be incredibly fast. Digital marketing has also greatly increased relevancy. Messages can be targeted with a laser focus to very specific groups offering them relevant content. Meanwhile, the reach of campaigns has also increased greatly. With so many different ways that customers access media, whether through Facebook, YouTube, news websites, via mobile or tablet apps, a strong idea can quickly gain huge scale.

Marketers need to update their skills in order to make the most of these fast-moving, and highly relevant campaigns through digital. They need to work closely with data specialists, web developers and social media professionals. The marketer of the future needs to combine marketing and creative skills with an understanding of real-time technology. The marketing team should have data scientists, engineers, developers and user experience experts, who work together in small project teams to try and create growth. This is a radical change from the way traditional marketing departments work.

The big task for people in marketing would be to find their own niche. Just as marketers need to become more savvy about technology, data and analytics, so the technically minded staff on the digital side have to get more creative.

A vital quality for marketers in the fast-changing digital environment is curiosity, rather than any specific technical knowledge.

For brands to work effectively together in the digital world, chief marketing officers and chief information officers must work in unison. But this is hard to achieve for many organisations and the two sides can end up in conflict.

But “legacy” businesses that need to undergo a digital transformation must decide who should lead that change. Should it be the chief information officer or the chief marketing officer or perhaps someone from a different department?

Those looking for a career in marketing must be prepared to bring together the magic of marketing and the science of technology to create powerful and relevant marketing campaigns. The real stars are the ones who can balance a passion for technology, data, fashion and creativity at the same time.

Текст 2

ADVERTISING

Advertising is a form of communication intended to persuade its viewers, readers or listeners to take some action. It usually includes the name of a product or service and how that product or service could benefit the consumer, to persuade potential customers to purchase or to consume that particular brand. Modern advertising developed with the rise of mass production in the late 19th and early 20th centuries. Since the 1930s, the advertising industry has grown enormously, and has become much more of a science; many people are now employed to analyze people's life styles, dreams and needs according to their social class, or geographical area. Originally, people made products and then worked out the best way to advertise them. Increasingly sophisticated research methods mean that advertisers can now tell manufacturers what kinds of goods they could be selling, and their market opportunities. Advertising now creates new uses, wants and needs so that new products can be manufactured.

Commercial advertisers often seek to generate increased consumption of their products or services through branding, which involves the repetition of an image or product name in an effort to associate related qualities with the brand in the minds of consumers. Different types of media can be used to deliver these messages, including traditional media such as newspapers, magazines, television, radio, outdoor or direct mail. Advertising may be placed by an advertising agency on behalf of a company or other organization. Organizations that spend money on advertising promoting items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. Nonprofit organizations may rely on free modes of persuasion, such as a public service announcement.

TYPES OF ADVERTISING. Virtually any medium can be used for advertising. Commercial advertising media can include wall paintings, billboards,

street furniture components, printed flyers and rack cards, radio, cinema and television adverts, web banners, mobile telephone screens, shopping carts, web popups; skywriting, bus stop benches, human billboards, magazines, newspapers, town criers, sides of buses, banners attached to or sides of airplanes, in-flight advertisements on seatback tray tables or overhead storage bins, taxicab doors, roof mounts and passenger screens, musical stage shows, subway platforms and trains, elastic bands on disposable diapers, doors of bathroom stalls, stickers on apples in supermarkets, shopping cart handles, the opening section of streaming audio and video, posters, and the backs of event tickets and supermarket receipts. Any place an "identified" sponsor pays to deliver their message through a medium is advertising. The TV commercial is generally considered the most effective mass-market advertising format.

It can be proved by the high prices TV networks charge for commercial airtime during popular TV events. The annual Super Bowl football game in the United States is known as the most prominent advertising event on television. The average cost of a single thirty-second TV spot during this game has reached US\$4 million.

An infomercial is a long-format television commercial, typically five minutes or longer. The word "infomercial" is a portmanteau of the words "information" & "commercial". The main objective in an infomercial is to create an impulse purchase, so that the consumer sees the presentation and then immediately buys the product through the advertised toll-free telephone number or website. Infomercials describe, display, and often demonstrate products and their features, and commonly have testimonials from consumers and industry professionals.

Radio advertising is a form of advertising via the medium of radio. Radio advertisements are broadcasted as radio waves to the air from a transmitter to an antenna and a thus to a receiving device. Airtime is purchased from a station or network in exchange for airing the commercials. While radio has the obvious limitation of being restricted to sound, proponents of radio advertising often cite this as an advantage.

Press advertising describes advertising in a printed medium such as a newspaper, magazine, or trade journal. This encompasses everything from media with a very broad readership base, such as a major national newspaper or magazine, to more narrowly targeted media such as local newspapers and trade journals on very specialized topics. A form of press advertising is classified advertising, which allows private individuals or companies to purchase a small, narrowly targeted ad for a low fee advertising a product or service.

Текст 3

PUBLIC RELATIONS OPPORTUNITIES IN ONLINE MEDIA

Communication by computer is a significant, swiftly expanding tool for public relations practitioners. Its ability to deliver information about client projects,

establish contacts with reporters, and exchange ideas through the commercial online services and the global Internet is fascinating and not yet fully realized.

The World Wide Web portion of the Internet, which provides on-screen graphics, photographs, audio, and video clips along with text, is an especially effective form of cyberspace public relations.

Companies, public relations firms, nonprofit organizations, newspapers, and broadcasters, even individuals, maintain home pages about themselves on the Web. By calling up a desired home page on their computer screens, viewers can obtain information from the sponsor. As one example from thousands on the Web, the San Francisco Giants baseball team's home page carries game schedules, ticket information, photographs of players, and Giant merchandise.

Home pages on the World Wide Web offer an unusual opportunity to reach an audience with a message in the exact form a public relations practitioner conceives it, because the Web is not subject to editing by any media gatekeeper. Tens of thousands of companies, nonprofit organizations, and individuals maintain sites on the World Wide Web, on which they explain and promote their services. Specific examples of how the Web is used in public relations appear in Chapter 18. By participating in online discussion groups and similar online interchanges, public relations people often reach opinion leaders in specific fields with facts and opinions favorable to their cause. Among these key online contacts are reporters and editors of Web-based publications that increasingly offer breaking news more immediately than print or broadcast outlets.

Текст 4

TV Cs.

An advertisement film (variously called a television commercial, commercial or ad in American English, and known in British English as a TV advert or simply an advert) is a span of television programming produced and paid for by an organization, which conveys a message, typically to market a product or service. Advertisers and marketers may refer to television commercials as TVCs.

The first official, paid television advertisement was broadcast in the United States on July 1, 1941, over New York station WNBT before a baseball game. The announcement for Bulova watches, for which the company paid anywhere from \$4.00 to \$9.00 (reports vary), displayed a WNBT test pattern modified to look like a clock with the hands showing the time. The Bulova logo, with the phrase "Bulova Watch Time", appeared in the lower right-hand quadrant of the test pattern while the second hand swept around the dial for one minute. The first TV ad broadcast in the UK went to air on ITV on September 22, 1955, advertising Gibbs SR toothpaste. The first TV ad broadcast in Asia appeared on Nippon Television in Tokyo on August 28, 1953, advertising Seikosha (subsequently Seiko); it also displayed a clock with the current time.

Television advertising involves two main tasks: creating a television advertisement that meets broadcast standards and then, placing the advertisement on television via a targeted air time media buy that reaches the desired customer.

It is important to choose a television production company and advertising agency with pertinent expertise in these two areas, and it is preferable to choose an agency that both produces advertisements and places air time, because expertise in broadcast quality production and broadcast standards is vital to gaining the advertisement's acceptance by the networks. After the advent of cheap video software and consumer cameras, numerous individuals have offered video production services on the internet. Video production companies that do not regularly place TV advertisements on the air often have their productions rejected by networks for technical or content issues, due to their inexperience with creating broadcast-ready content.

Many television advertisements feature songs or melodies ("jingles") or slogans designed to be striking and memorable, which may remain in the minds of television viewers long after the span of the advertising campaign. Some of these ad jingles or catch-phrases may take on lives of their own, spawning gags that appear in films, television shows, magazines, comics, or literature. These long-lasting advertising elements may be said to have taken a place in the pop culture history of the demographic to whom they appeared.

Advertising agencies often use humor as a tool in their creative marketing campaigns. Many psychological studies have attempted to demonstrate the effects of humor and their relationship to empowering advertising persuasion.

Animation is often used in advertisements. The pictures can vary from hand-drawn traditional animation to computer animation. By using animated characters, an advertisement may have a certain appeal that is difficult to achieve with actors or mere product displays.

Other long-running advertising campaigns catch people by surprise, even tricking the viewer, such as the Energizer Bunny advertisement series. It started in the late 1980s as a simple comparison advertisement, where a room full of battery-operated bunnies was seen pounding their drums, all slowing down except one, with the Energizer battery.

Despite the popularity of some advertisements, many consider them to be an annoyance for a number of reasons. The main reason may be that the sound volume of advertisements tends to be higher (and in some cases much higher) than that of regular programming. Another reason is that advertisements often cut into certain parts in the regular programming that are either climaxes of the plot or a major turning point in the show, which many people find exciting or entertaining to watch.

Текст 5

Public Relations Jobs

Public Relations is a field that looks to create positive relations between a business and its clients. Many job opportunities exist in the field of PR including: gathering facts and data to keep track of public concerns and current trends affecting consumers, creating promotional events to gain awareness and support of a specific

products or client, and collecting data for press releases that will promote an awareness.

Public Relations is a fast growing field with many job opportunities available. Career paths range between working for a public relations firm or working for a profit or non-profit organization. In an agency setting, the PR person would work for a number of clients while a PR professional working for a profit or non-profit organization, typically focuses on one employer.

Typical jobs in PR include:

- Media Relations
- Community Relations
- Employee Relations
- Marketing Communications
- Special Events
- Fundraising

Public Relations jobs are often very hectic and require long hours and commitment. Due to the nature of the job, last minute details often call for working well into the night and on weekends.

Some qualifications and skills are required to be successful in the field. Here are some of them:

- Imagination, for coping with present problems and anticipating future ones;
- Communication skills, with demonstrable competence in writing;
- Personal confidence, for successful face-to-face contacts with individuals and groups;
- Sensitivity to other people (simply to "like People" will not help a candidate get a job); both diplomacy and a more-than-ordinary ability to place oneself in the shoes of another are important in public relations work;
- Organizing and planning ability, applied to oneself and others; as with many other occupations, managerial skills are invaluable for successfully climbing the public relations ladder.

Текст 6

THE NEW RULES FOR PUBLIC RELATIONS

During the boom years, high-level public relations representation was highly sought after by companies of all sizes. When the economic downturn hit and executives toiled with last-straw strategies and tactics for identifying hidden profit opportunities, public relations professionals saw their share of pink slips. Now, as the economy continues to rebound, PR is once again in favor.

Many people do not realize that practices that maximize profitability during good economic times are the very same practices that help maximize profits or minimize losses during downturns. A strategic public relations campaign can strengthen a company's position and competitive edge during a weak economy and support sales initiatives during a strong economy.

In an economic downturn, people still conduct business; there is just less of it. Positioning a company as a market leader and measurably increasing media visibility is what successful PR is all about. And businesses that survive will be those with the shrewdest PR strategies, the most creative approach to customers, the highest perceived value, the greatest service during and after the sale, and the fiercest sales force.

When the economy is enjoying a rebound, public relations can support well-established organizations while enhancing the reputations of smaller, growing companies through public education. When the economy is up, so follows the public's spirits. And when spirits are up minds tend to be more open to new ideas.

This is a breeding ground for innovative and lively discussions designed to catapult one company over another. A robust economy, by nature, sparks interest in new products and services while offering opportunities for companies to provide thought-provoking and educational commentary.

Among the most effective public relations practices used by successful companies is thought leadership. Thought leadership is the art of communicating a strategic vision to others in an informative and convincing way.

Masters of thought leadership will not speak above or below their audience, but directly to them. Understanding their public enables thought leaders to position themselves as experts in their given field while crafting their message in a way that influences their audience in a positive manner.

For many companies, PR is an afterthought to strategic planning and can appear to be out of sync with business objectives. PR should tie into sales, desired results and should speak directly to the company's mission. It works best (in any economy) when tightly integrated with marketing. And since one person cannot carry out an effective PR strategy, the success of a campaign depends on the support, commitment and involvement of the highest levels within the organization. Today, the PR industry is under more scrutiny than ever before. The days of building a company on hype and rumor are long gone - as are robust retainers for lackluster returns. In any economy, smart companies scrutinize their budgets.

Regardless of the price paid, executives seek quality and return on investment. This puts the PR industry under pressure to show value for every hour worked and every dollar spent.

Tactical public relations should be quick, flexible and cost effective. Competitive and economic environments can change rapidly and lightning fast response to these changing environments is crucial to the success of any PR campaign.

Long-term programs planned a year in advance with exorbitant budgets are a thing of the past. Pretending to know what will happen over the next 12 to 14 months is an unaffordable luxury.

By switching gears and returning to basics, public relations can be part reconnaissance and part sales support. Whatever the economy, PR is a worthwhile tool that can be used to add value to any organization.

Текст 7

THE DIFFERENCES BETWEEN ADS AND PR

Advertising and public relations are important marketing tools; knowing the difference will help businesses reach their target market and achieve their objectives. Advertising and public relations can be exceptionally good at reaching the masses and helping a brand or organization improve its bottom line. However, before taking conducting any advertising or PR activity, it is important for managers to know each industry's strengths and weaknesses.

What Does the Budget Cover in Advertising and PR

Typically, the majority of the budget for an advertising campaign will be spent on ad space, whether it's in magazines or newspapers, on television, radio or online. Ad agencies will also charge for concept development, copywriting and creative work such as graphic design, filming and editing.

A public relations agency works to gain free publicity for its client. The majority of a PR campaign budget usually goes towards the creation of a compelling story and ongoing media liaison. Clients of a public relations agency will not ordinarily be billed each time their story appears.

Levels of Control in Advertising and PR Since advertising space is paid for, companies are able to maintain control of an advertisement's content and exactly when and where an ad will appear.

With public relations, once a media release has been distributed and its embargo lifted, PR agencies are limited in the amount of control they have over the way media outlets use information, if they choose to use it at all and even the best media release can be bumped for a bigger story. However, it is a PR practitioner's job to navigate noisy news days and get their story heard.

Текст 8

WRITING STYLES DIFFER BETWEEN ADVERTISING AND PR

Advertisements are generally full of catchy calls to action and gimmicky ideas. For example, "For a limited time only" and "When you want the best." Many advertisements focus on a single product benefit and do not fully educate potential consumers about the product or service that is being promoted.

Public relations materials are written in a no-nonsense news format that mirrors the way journalists would write. PR material provides more information about a product than an advertisement normally would. Advertising and PR are often used in conjunction with one another to help spread the word, about a product or service further.

The strengths and weaknesses of ad and PR campaigns should always be considered before being executed.

Текст 9

Types of PR Work

1. Corporate PR is the most widespread type. PR work in corporations is connected mostly with image, internal and external atmosphere of the company. Every firm, every company has an image (what it looks like from the outside). Most of these images are unplanned, made up of the style of doing business, the attitude of the staff, the way customers and suppliers are treated, or even the appearance of the buildings. Image is a result of a host of such impressions, major and minor.

2. Inevitably, businesses find themselves faced with a change in circumstances, and this can be used to trigger a fresh look at how to turn an image into identity. The occasion could be when a new company is founded, or there is an acquisition or merger or new ownership. It could also happen due to a change of its function, or a need to correct market perception when it is not commensurate with market share. Perhaps there is a need to motivate staffs that has been through a moral-sapping experience. Maybe the competitive position needs to be improved.

3. Repositioning in the market can be a pressing need. Possibly there is a problem in recruiting the right caliber of senior staff. These are the main problems with which corporate PR deals.

4. As PR people know, many story ideas for newspapers, magazines and television news often start with a suggestion from a PR person. If things work out, a reporter or editor will, at best, write a positive story with the company as a key feature or, at minimum, include the company's name somewhere within an industry-focused article.

МАТЕРИАЛЫ ДЛЯ САМОСТОЯТЕЛЬНОЙ РАБОТЫ СТУДЕНТОВ

По направлению «Туризм» 43.03.02

Text № 1

THE MENSHIKOV PALACE

Alexander Menshikov was Peter the Great's closest associate and friend. Coming from the lower classes, he earned the superior titles, ranks and orders: Prince of Rome and Russia, the Duke of Izhora, the Field Marshal, the bearer of St Andrey Pervozvanny order, of Danish Elephants order, of Prussian Black Eagle order and Polish White Eagle order. The tsar trusted Menshikov with all his most important business. His main duty was to realize all Peter's projects. But he was well-known for his machinations. Menshikov was given Vasilevsky Island as a present in 1709. Later, in 1714, the tsar took back his present. When Menshikov owned the island, he managed to build this palace. Menshikov was the first general governor of Saint Petersburg and did much for its development.

Menshikov's first palace was made of wood. In 1710, the large stone palace with a garden was laid. It was the most luxurious building in Saint Petersburg after

the project of the architect Giovanni Mario Fontana. He began the construction and it was finished in 1714 by the architect Johann Gottfried Schedel. This palace was the first large building of stone in Saint Petersburg. The style of this palace successfully combined traditional Russian and West European methods and forms of architecture. Dutch and Russian tile, wooden paneling, carved and gilded decorations, sculptured moulding and monumental decorative painting have been used in its rich and original ornamentation. Lavish festivities, great banquets and official diplomatic receptions were held in this luxurious palace.

In the course of its long history the Menshikov Palace was repeatedly extended and rebuilt. In 1727, in a struggle for power Menshikov lost and was sent to Siberia where he died two years later. Since 1731, the palace housed a privileged military educational establishment, known later as the first Cadet School.

The palace was restored to its original appearance at the end of the 20th century. In 1981, the palace became a branch of the State Hermitage. The building itself and its restored interiors are the most important exhibits of this museum. This palace is the fine example of a private house of the first quarter of the 18th century preserved till our days.

Text № 2

THE KUNSTKAMMER

The word *Kunstkammer* comes from the German words *Kunst* meaning “art” and *Kammer* meaning “a chamber” or “a room”.

The building of the *Kunstkammer* is one of a few survived monuments of the Russian Baroque. Its construction started in 1718 by the architects Georg Mattarnovi, Nikolay Gerbel and Gaetano Quiaveri and was completed by Mikhail Zemtsov in 1734.

The façade of the building is divided into three parts and the parts are linked by a multi-tiered tower. The upper part of the building was destroyed by fire in 1747 and restored between 1948 and 1949. The building was returned to its original appearance.

First, the private collections of Peter the great were exhibited in this building. There were a lot of kinds of rare stones, stuffed exotic animals, Buddhist idols and anatomical preparations.

Peter I liked to travel abroad and round Russia and often brought back different exotic things. He kept those things in his Summer palace. The collection grew very quickly, because not only Peter I brought such things and he ordered his people to bring different rarities from everywhere. Peter I started a museum for his collection in the Kikin’s Mansion. But this mansion was far away from the centre of the city and Peter I decided to place the museum somewhere closer. In 1727, when the new building in Vasilevsky Island for his museum wasn’t yet finished, the collection of natural sciences founded by Peter I were transferred from the Kikin’s Mansion.

Until the late 18th century this building was the seat of the Academy of Sciences. Mikhail Lomonosov was the founder of the Academy.

From 1741 to 1765, the great Russian scientist worked there. The museum of Mikhail Lomonosov is located there and consists of the following sections: The life and Scientific Activity of Lomonosov, Lomonosov and 18th century Russian Astronomy, the Great Academic Globe.

Besides Lomonosov such prominent scientists as L. Euler, D. Bernulli and G. V. Richter worked there.

This building housed the country's first public library and observatory of the Academy of Sciences.

In 1836, on the base of the Kunstkammer collection several Academic museums were created.

In 1878 the Peter the Great Museum of Anthropology and Ethnography was formed. Its collections are dedicated to everyday life and culture of the peoples of the world.

The expositions demonstrate the traditional culture and way of life of the peoples of Africa, America and Asia, their musical instruments and the attributes of secret cults.

Text № 3

THE TWELVE COLLEGIUMS BUILDING

This building is one of the oldest in the city. The construction of the Twelve Collegiums building was started after Domenico Trezini's project in 1722. The construction was finished only in 1742 by Mikhail Zemtsov.

The building is divided into twelve identical but independent sections. Each of the twelve parts of the building has its separate roof. One end of the building faces the neva, the main façade stretches for nearly half a kilometer into the island.

Important administrative reforms by Peter I were put into effect at that time. The numerous state establishments were replaced in 1718 by "collegiums" set up by Peter the Great. They had to replace more than forty departments which were involved in the ruling of the country and did it with no effect. The colleges were committed in the direction of certain branches of economy and state services. At the beginning of the 19th century they were reorganized into ministries.

In 1819, the building erected by Trezini was taken over by Saint Petersburg University. Many Russian scholars have made this educational institute famous.

From 1866 to 1890 the outstanding Russian chemist, Dmitry Mendeleev (1834-1907), lived and worked at the university. Mendeleev is famous for having formulated the Periodic Law and invented the periodic table of elements. Nowadays, the apartment in the university, where he lived for nearly twenty-five years is a museum. It's open to the public. The sections of the museum are devoted to Mendeleev's childhood, student years and his early scientific work. The history of the discovery of the Periodic Law of elements figures in the exposition. Instruments from Mendeleev's laboratory are on display here. They are a barometer and a two-tiered balance for weighing solid and gaseous substances actually designed by Mendeleev.

Many prominent scientists and writers worked here, among them are the naturalist Ivan Sechenov, Alexander Popov, the inventor of the radio, and the writers Nikolay Chernyshevsky, Ivan Turgenev and Nikolay Nekrasov.

Nowadays, over 17000 students are enrolled in its department.

Text № 4

THE SPIT (STRELKA) OF VASILIEVSKY ISLAND

“Strelka” is the name given to the eastern tip of Vasilevsky Island. Vasilevsky Island is the largest of the islands in the Neva delta. The Neva breaks into two arms here: the Bolshaya (Big) Neva and the Malaya (Little) Neva.

There was a port here until 1837 and for a long time this was one of the busiest parts of the city. The commercial port was situated here till the middle of the 19th century.

In 1710’s Peter the Great decided to make Vasilevsky Island the centre of his newly built capital. He ordered a network of canals to be dug across the island in the fashion of Amsterdam. However, Peter’s plan was destined to fail.

The building of the architectural ensemble of the Spit began in the first third of the 19th century. Outstanding architects took part in the creating of this beautiful ensemble.

The Stock-Exchange was the first building erected here. It was designed by the architect Thomas de Thomon with the assistance of Andreyan Zakharov. It was placed strictly along the axis of the spit on a high open terrace. Forty-four powerful columns encircle the building almost concealing its walls.

The foundation stone was laid in June 1805. The building was finished in 1816, but Thomas de Thomon didn’t live to see this day.

The building is reminiscent of an Ancient Greek temple.

Over the main entrance facing the Spit there is the sculpture “Neptune Emerging from the Waves”. On the both sides of it you can see a sculpture of a young woman with a crown on her head representing the Neva River, and a sculpture of a man representing the River Volkhov. On the opposite side there is Mercury, the god of trade. Now the Stock Exchange houses the Central Naval Museum. It was founded in 1709 by order of Peter the Great. The collection of the Central Naval Museum moved here from the Admiralty building in 1939.

At the both sides of this building there were the warehouses and the Customs House. They were designed by the architect Giovanni Lucini. Two warehouses were built symmetrically between 1826 and 1832. The goods delivered to the port were stored there. Now the warehouses accommodate the Zoological Institute, the Zoological Museum and the Central Soil Science Museum. At the same time as warehouses between 1829 and 1832 the building of the Customs was erected. Its pediment is crowned with the figures of Mercury – the god of trade, Neptune – the god of navigation and Ceres – the goddess of the harvest.

Now the former Customs House is occupied by the Institute of Russian Literature known as the Pushkin House.

In front of the Stock Exchange the two Rostral Columns were installed between 1805 and 1810 after a project of Thomas de Thomon. The tradition of installing Rostral columns as memorials, symbolizing naval victories goes back to Ancient Rome. In Rome the monuments of triumph were decorated with the bows of defeated ships.

The height of each column is 32 metres. At the base of each column there are two allegorical figures of the Russian trade waterways: the Neva and the Volkhov, the Volga and the Dnieper. These figures were designed by the sculptors G. Thibault and I. Camberlain. The columns served as light-houses. The light pointing out the way for ships was switched on here. Tripod bowls were mounted at the top of each column. The bowls were filled with oil which was lit up in twilight. Nowadays, gas torches are lit above these columns during festivals.

Text № 5

THE MARIINSKY PALACE. THE MONUMENT TO NICHOLAS I

The Mariinsky Palace was built between 1839 and 1844 after the design of the architect Andrey Stakensneider for Maria, the daughter of Nicholas I.

The building was commissioned by Nicholas I when his daughter married the Duke of Lautenberg.

In 1884 her descendants sold this palace to the Exchequer. Between 1906 and 1907, the palace was rebuilt. This structure became the seat of the State Council. The State Council was the supreme legislative body of the Russian Empire.

The palace was constructed in the classical style. The architect revealed a lot of fantasy designing the interior decorations of the palace. From the vestibule of the palace an elegant white marble staircase leads to the first floor. The staircase is embellished with the sculptures of ancient warriors. The reception room is decorated with pilasters of dark Crimson Italian marble and sculptured frieze with episodes from Homer's Iliad. The rotunda of white marble with Corinthian columns decorates the most spectacular room of the palace. Behind the rotunda till 1906 there was the winter garden. At present the Mariinsky Palace is the seat of the Legislative assembly of Saint Petersburg.

In front of the palace the monument to Nicholas I was erected in 1859. The equestrian monument to Nicholas I was inaugurated four years after his death.

After ascending to the throne Nicholas I suppressed an attempt to stage a coup d'état. This armed uprising is known in history as the "Decembrists uprising".

The author of the design of the monument was the famous architect Auguste Montferrand. The figure of the horseman was modeled by the outstanding French sculptor Pyotr Klodt. This 6-metre high monument is an example of an equestrian statue on two points of supports.

The tsar is depicted in cavalry uniform and a helmet bearing an eagle. The rider is sitting proud and haughtily. The sculptor conveyed the tsar's love for military exercises, his vanity, cruelty and arrogance.

The pedestal of the monument is decorated with bas-relief. Four allegorical figures on the pedestal symbolize Wisdom, Might, Justice and Faith. Their faces have the portrait resemblance to the wife and three daughters of the Emperor. The allegories were performed by the sculptor Robert Zaleman. Between the figures of Might and

Justice there is a state coat of arms and the superimposed bronze inscription: “To Nicholas I the Emperor of Russia, 1859”.

Four high reliefs on the pedestal represent individual events in Nicholas I’s ruling: his speech before his courtiers after the Decembrists’ revolt was put down; the putting down of the cholera riot in 1831 when the Emperor, riding in an open cab drove into the infuriated crowd and shouted: “On your knees!” and the crowd obeyed; Nicholas I’s inspection of the bridge at the construction of the railroad between Saint Petersburg and Moscow; the awarding of Mikhail Speransky for the publication of the Code of Laws of the Russian Empire in 1832. These highreliefs were created by the sculptors Nicholay Ramazanov and Robert Zaleman.

МАТЕРИАЛЫ ДЛЯ САМОСТОЯТЕЛЬНОЙ РАБОТЫ СТУДЕНТОВ

По направлениям «Технологии и проектирование текстильных изделий» 29.03.02 и «Конструирование изделий легкой промышленности» 29.03.05

ТЕХТ 1

Read the following texts and decide fashion trends of which decade of the 20-th century are described in each section: 1920-s, 1930-s, 1950-s, 1970-s, 1990-s.

Fashion Trends in the _____

The trend towards more lightweight fabrics such as the crepes, silks and lighter satins seen during the 1920s continued into the '30s, although clothes once again became slightly more structured in form. Hats were worn over one eye over sleek straight hair, and day dresses rose about 10 inches off the ground. Nina Ricci-style fur collars and narrow belted tweed jackets worn with brooches were popular.

The more casual and emancipated mood, reflecting the feeling of relaxation after the restriction of war, encouraged sportier dressing and trousers for women became more mainstream. As people once again started to travel, the 1930s saw a renaissance in the use of vibrant colours.

As in all eras, fashion was also closely linked to the art movements of the time. For example, Elsa Schaparelli's innovative designs drew heavily on the surrealist movement. She commissioned some of the best artists of the period such as Salvador Dali, Jean Cocteau and Christian Berard to design fabrics and embroideries for her.

French designer Madeleine Vionnet developed and popularized evening dresses cut on the bias to flatter the body's curves. To get this fluid movement, she dispensed with corsets and cut across the grain of the material to enable it to flow and cling into the folds and drapes.

Fashion Trends in the _____

The First World War had a huge affect on society and people's attitude towards fashion. By then, it was unacceptable to wear too much jewellery or luxurious clothes, and a tendency towards a simpler and more sober silhouette was seen. Because material was scarce, skirt hemlines were raised and the military style was seen all-over. After the War, the fashion of simple styles continued but the

1920's was a more experimental period influenced by Art Deco and the Avant-Garde movement. Slowly but surely the attitude towards women was changing. Although not every woman had the right to vote until 1928, their contribution during the War had been acknowledged which helped free women from heavy, drab clothing in past years.

Fashion Trends in the _____

Following the conspicuous consumption of the 1980s, this period began with a more subdued and reflective mood. Designers such as Calvin Klein and Donna Karan used nude colours and lightweight, casual fabrics that reflected the introspective feeling of the decade in the lead-up to the new millennium. Music once again influenced fashion, as the 'grunge' phenomenon of Seattle and bands such as Nirvana provided inspiration for a punk-hippie look, which combined heavy Doc Martens with long flowing skirts, tie-dye, neutral make-up and braided hair.

The other major silhouette was the blazer in various forms – teamed up with a white or denim shirt and jeans for casual wear à la Ralph Lauren, or as a trousersuit for the workplace à la Giorgio Armani.

With the influence of Japanese designers such as Michiko Koshino, Oriental styles of all kinds also became popular during the 1990s, from the cheongsam dress to mandarin collars on suits. Oriental motifs continued to adorn combat trousers and tops in the late 1990s. Technological fabrics such as Lycra and Tencel became widely used.

The rise of rap music also helped sportswear designers such as Tommy Hilfiger and popular high-street sports names such as Nike and Adidas made their mark on the wider fashion world. In the early '90s, ski pants, leggings, cycling shorts, Bermuda shorts and ice-skating skirts were all popular. Later, shellsuits, puffa jackets and fleece jackets previously worn only by mountaineers made their mark.

Fashion Trends in the _____

At this period, fashion moved away from the war period austerity, and towards the prosperity of the next period. After the war, mass produced ready-made clothes were far removed from the poor quality of pre-war clothes and manufacturers and chain stores began to produce clothes to high specification in easy wash fabrics at affordable prices, making the latest fashions more accessible to all. Teenagers also appeared on the fashion radar, bringing a new youthfulness and vitality to clothes. American influence on European teenagers was huge. Rock and Roll idols included Elvis Presley, Jerry Lee Lewis and film stars such as James Dean and Marlon Brando.

From the mid-fifties, a popular style was the tight knitted sweater worn with a cardigan and the full skirt originally made popular by Dior in the late 1940s. The full skirts needed support to look good and nylon was used extensively to create bouffant net petticoats or paper nylon petticoats. Several petticoats often of varying styles were worn to get just the right look. Fashionable hairstyles included the ponytail and the French pleat.

In contrast to this full-volume effect, Coco Chanel began to produce boxy classic Chanel suits and slim skirts in braided trimmed highly textured tweeds. The look was easy to copy and very wearable, and consequently the Chanel style also became very popular.

Fashion Trends in the _____

Variety of fashion looks ran parallel to each other during this period.

Towards the end of the previous decade, music had once again influenced fashion and bands such as the *Sex Pistols* wore clothes by the subversive punk designer Vivienne Westwood, by now one of the best-known British fashion designers in the world. London became famous for its punk style and particularly the 'mohican' spiked hairstyle. British designer Zandra Rhodes took elements of this punk style and refined it in her collections to make it more acceptable. She used gold safety pins and gold chains to decorate the clothes, and purposely slashed holes and left skin-revealing gaps in her dresses.

Another fashion trend of the 1980s was 'The New Romantics', which saw a revival of Edwardian blouses, petticoats and camisoles. This look became especially popular thanks to the proliferation of boy bands, such as *Adam and the Ants*, *Spandau Ballet* and *Duran Duran*. This romantic look filtered into the mainstream through slinky satins and lace, jumpsuits, mohair jumpers and lace collared blouses.

The aggressive punk style of the eighties was followed by the big shoulders and primary colours of the 'power dressing' look. This style was epitomized by popular TV programmes such as *Dynasty* and *Dallas*, and by the sharp suits favoured by Diana, Princess of Wales and Margaret Thatcher.

Fill in the table with the words from the texts above (minimum 10 words in each column).

Fabrics	Items of clothing	Parts of clothes	Accessories	Adjectives to describe clothes
Crepe	Day dress	Hemline	Jewellery	Luxurious

TEXT 2

TAILORING

Tailoring is the art of designing, cutting, fitting, and finishing clothes. The word tailor comes from a French word that means 'to cut', and appears in the English language during the fourteenth century. The term "bespoke", or "custom tailoring", describes garments made to measure for a specific client. Bespoke tailoring signals that these items are already "spoken for" rather than made on speculation.

As a craft, tailoring dates back to the early Middle Ages, when tailors' guilds were established in major European towns. Tailoring had its beginnings in the trade of linen armorers, who skillfully fitted men with padded linen undergarments to protect their bodies against the chafing of chain mail and later plate armor. Men's clothing at the time consisted of a loosely fitted tunic and hose. In 1100 Henry I confirmed the royal rights and privileges to the Taylors of Oxford. In London, the Guild of Taylors and Linen Armorers were granted arms in 1299. They became a Company in 1466 and

were incorporated into the company of Merchant Taylors in 1503. In France, the tailors of Paris (*Tailleurs de Robes*) received a charter in 1293, but there were separate guilds for Linen Armorers and Hose-Makers. In 1588, various guilds for French tailors were united as the powerful *Maitres Tailleurs d'Habits*. Tailoring has traditionally been and remains a hierarchical and male-dominated trade, though some women tailoresses have learned the trade.

Products

In the sixteenth and seventeenth centuries, tailors were responsible for making a variety of outer garments including capes, cloaks, coats, doublets, and breeches. They gave shape to them by using coarse, stiff linen and canvas for interlining, horsehair cloth and even cardboard stiffened with whalebone for structural elements. Imperfect or asymmetrical body shapes could be evened out with wool or cotton padding. Luxury garments were often lined with satins or furs to keep their wearers warm. Tailors were the structural engineers for women's fashions and made whalebone stays or corsets until the nineteenth century. Women largely made relatively unshaped undergarments and shirts for men, women, and children. The nineteenth-century tailor added trousers, fancy waist-coats, and sporting clothing. The tailor was particularly adept at working woolen fabrics, which he shaped and sculpted using steam and heavy irons. Menswear had long used wool as a staple fabric. In Britain wool meant masculinity and patriotism but in the early nineteenth century, it became extremely fashionable, almost completely replacing the silks and velvets used in the previous century. At the same time, men began to wear trousers rather than breeches and by the 1820s, tightly cut trousers or pantaloons could be worn as evening wear. Though they no longer made corsets, women's sidesaddle riding habits and walking suits remained the province of the tailor and were cut and fashioned from the same fabrics as male garments.

The Beginnings of Fashion

Though the precise origins of fashion change in dress are still debated by costume historians, it is generally agreed that the phenomenon of a large number of people accepting a style for a relatively short period of time began during the Middle Ages. The afore mentioned social and economic changes established the necessary conditions for fashion. Textile manufacturing advances provided the raw materials needed for increased production and consumption of clothing. The courts provided a stage for display of fashions. Social stratification was becoming less rigid, making it possible for one social class to imitate another. Increased trade and travel spread information about styles from one area to another.

Evidence of the international spread of information about style change can be found in developments in the arts. Architectural styles changed radically after circa 1150 when buildings in the Romanesque style gave way throughout Europe to the newer Gothic forms. Both used carvings as ornamentation and to tell biblical stories. These, along with the images portrayed in stained-glass windows, have served as a major source for information about dress. Manuscript illumination also began to show more lay figures dressed in contemporary costume.

These statues and drawings of the twelfth century show alterations in fit that clearly resulted from changes in the cut of clothes. Instead of being loose tunics, garments followed the lines of the body closely from shoulder to below the waist where a fuller skirt was sewn to the upper bodice. Sleeve styles varied. Some outer tunic

sleeves were shorter in order to show more of the under tunic sleeve. Some were wide, and some were so elongated that they had to be knotted to keep from dragging on the ground.

French writers of the period called elaborate versions of these fitted styles *bliants*. The garment is described as being made of expensive silk fabrics. Its appearance indicates that the fabric was probably manipulated using bias (diagonal pieces with greater stretch) insets to assure a close fit and that elaborate pleats were used in the skirt. Clearly advances were being made in clothing construction.

Chainse, another French term, seems to refer to a pleated garment that was probably made from light-weight linen and may have been worn alone as a sort of housedress by women. Some versions of these garments seem to have closed by lacing, which allowed a closer fit.

1945 to 2003

The late 1940s through the early 1960s saw the last of a singular identifiable fashion for evening. Dior's *New Look* – with a rounded shoulder line, a nipped waist, and either an exceptionally full skirt or a pencil-slim skirt — defined the style of the day. Evening dress generally paired strapless bodices with full rather than narrow skirts and it was not unusual for skirts to be floor-length.

By the 1960s, a plethora of options in evening wear emerged. Mini-skirted straight dresses were made from metallic fabrics or brilliantly patterned fabrics, and surfaces may have been trimmed with sequins, beads, or plastic bits. By the late 1960s, evening dresses had returned to floor length. Pantsuits with full-legged trousers and palazzo pants paired with a coordinating top also became viable options. In the mid-1970s, fashionable evening dress was typically long and made from fabrics that were soft, clinging, and often knitted. In the 1980s, the glamour of evening dress contrasted with professional dress for career women and integrated bright and vibrant colors with plenty of glitter, embroidery, sequins, and beading. Lacroix introduced a gown with a short wide puffy skirt, nicknamed *Le Pouf*, which was eagerly copied and made available to the masses. Wide-skirted, short styles called mini-crinolines were also popular. By the late 1980s, evening dresses made from elasticized fabrics hugged the body were short, and were strapless or had tiny shoulder straps. In the early 1990s, basic slip dresses made from soft crepe fabrics became popular. By the mid-1990s, full-skirted, short, strapless evening gowns reemerged. Also fashionable were lace or elaborately decorated bustiers and fitted evening gowns and black was the color of choice.

TEXT 3

FASHION

According to the editorial policy of *Fashion Theory: The Journal of Dress, Body & Culture*, fashion is defined as “the cultural construction of the embodied identity.” As such, it encompasses all forms of self-fashioning, including street styles, as well as so-called high fashion created by designers and couturiers. Fashion also alludes to the *way* in which things are made; to fashion something is to make it in a particular form. Most commonly, fashion is defined as the prevailing style of dress or behavior at any given time, with the strong implication that fashion is characterized by

change. As Shakespeare wrote, “The fashion wears out more apparel than the man.” There are fashions in furniture, automobiles and other objects, as well as in clothing, although greater attention is paid to sartorial fashion, probably because clothing has such an intimate relationship with the physical body and, by extension, the personal identity of the individual.

Fashion is most often thought of as a phenomenon of the Western world from the late Middle Ages onward; but fashion-oriented behavior existed in at least some other societies and historical periods, such as Tang Dynasty China (618–907) and Heian Period Japan (795–1185). For example, at the eleventh-century Japanese court, it was a term of praise to describe something as *imamekashi* (“up-to-date” or “fashionable”). A regular pattern of stylistic change with respect to dress and interior decoration existed in Europe by the fourteenth century. The first fashion magazine is thought to have appeared in about 1586 in Frankfurt, Germany. By the seventeenth century, Paris was the capital of European fashion, and the source of most new styles in women’s dress. By the eighteenth century, however, fashions in men’s clothing tended to originate in London.

La mode is the French word for fashion, and many scholars believe there is a link between *la mode* (fashion) and *la modernité* (modernity, or the stylistic qualities of what is modern). Certainly, the number of people following fashion increased greatly in the modern era, especially beginning in the nineteenth century, due to the spread of democracy and the rise of industrialization. The later nineteenth century witnessed both the mass-production of ready-to-wear clothing and also the development in Paris of the *haute couture*. Although most dressmakers then were women, some of the most famous early couturiers were men, such as Charles Frederick Worth. Other famous Paris couturiers of the twentieth century include Gabrielle “Coco” Chanel, Christian Dior and Yves Saint Laurent.

It is popularly believed that there is a great difference between high fashion and ordinary clothes, but this is not the case. Designers such as Chanel and Dior sold expensive fashionable clothes to a relatively small number of people, but their designs were widely copied by manufacturers, who sold the “knock-offs” for a fraction of the price of the originals to a much more extensive clientele. Another popular myth is that men do not wear fashion. While it is true that men’s clothing changes more slowly and subtly than women’s clothing, it, too, follows the fashion. In the 1980s, for example, Giorgio Armani designed fashionable men’s suits and jackets that had a profound influence on menswear generally. Finally, it is widely assumed that changes in fashion “reflect” societal change and/or the financial interests of fashion designers and manufacturers. Recent research indicates, however, that there also exist “internal taste mechanisms,” which drive changes in fashion even in the absence of significant social change. Particularly relevant is Stanley Lieberman’s research on fashions in children’s first names, which are clearly unaffected by commercial interests. No advertisers promote the choice of names such as Rebecca, Zoe, or Christopher, but they have become fashionable anyway.

МАТЕРИАЛЫ ДЛЯ САМОСТОЯТЕЛЬНОЙ РАБОТЫ СТУДЕНТОВ

По направлению «Технология изделий легкой промышленности» 29.03.01

WEAVING

Weaving is a method of fabric construction in which at least two sets of yarns are crossed at right angles. We know primitive people to have woven from grasses and strips of bark. Today weaving is done from every kind of fibre spun into yarn.

Practically nearly all household fabrics and a large part of clothing materials are woven, this method of fabric construction being equally well suited to the production of chiffons and gauzes or blankets and carpets.

In any weaving at least two sets of yarns are known to be necessary: the warp threads which go lengthwise the fabric and weft or filling threads which cross the warp threads.

Some methods were to be devised by which one group known as the warp, would be held in a parallel manner so that another yarn, the weft or filling, might be interlaced at right angles to those.

In early times the warp yarns were fastened to objects on the ground and lifted separately as the filling was passed under or over them. Later they were fastened to a stick hung in an upright position, thus permitting an easier interlacing of the filling yarns. Speed was developed by perfecting methods for lifting the warp yarns in groups.

Gradually, improvements of these methods brought about the evolution of the loom and at last the modern automatic looms were developed. Whether the loom is hand or power driven, certain provisions must be made for interlacing the two sets of yarns. Though the loom may be elaborated by various mechanical devices, fundamentally these provisions remain the same.

NON-WOVENS

Non-woven fabrics are textile fabrics made of fibrous layers, which may be a carded web, a fibre web, a system of random – laid or orientated fibres or threads. They may be combined either with textile or non-woven materials, such as conventional textile fabrics, plastic films, foam layers, metal foils, etc., forming with them a mechanically bound or chemically bonded textile product.

Web Production

The principles of fibre manipulations for non-woven manufacture are numerous and this emphasizes the importance of good web preparation in the successful manufacture of non-woven fabrics of any type that are based on fibrous webs.

Bale layers are presented to the Pre-feeder, where a vertical-spiked lattice removes small flocks from the layers and passes them to the opener-blender, which is lifted with three large opening rollers arranged on a incline. A further opening

roller follows, and the fibres are removed from this by an air brush for presentation to the feeder-stage of the web-forming line.

We can divide web production into six distinct categories, namely:

controlled – fluidic principle – liquid;

random – fluidic principle – aerodynamics;

controlled – electrostatic principle;

random – extrusion principle;

controlled – extrusion principle;

controlled – mechanical principle;

Commenting on the limitations of existing systems, one can point out that improvements could be achieved by developments in the following areas:

Reduced production costs and greater acceptability of web quality.

Improved carding, opening and blending power to give linear densities and combined softness, strength and drape to mixed staples. The use of coarse – medium – linear – density fibres gives good drape to a fabric; a low linear density gives softness and strength, crimped fibres give handle, and increased fibre length gives strength.

Blending systems should be capable of making accurate blends with good dispersion of small components (for example, bonding fibres or small percentages of expensive fibres introduced to give the fabric some particular characteristic, such as texture). Mixing bins with a huge capacity are currently being used in non-woven – fabric manufacture, these being followed by multiple carding operations with intermediate Scotch feed or broad-band feeds. Facilities are also required in the blending system to permit the fine dispersion of added lubricants. Some additions increase fibre-fibre friction to improve web cohesion, whereas others reduce fibre-steel friction to assist in stick-bonding.

Better long and short term web regularity, both longitudinal and traverse. Thick places should be eliminated for they are a particular problem at present and can cause fabric rejection.

Although a high nep content is acceptable in webs used for non-woven fabric production than in those firmed into slivers for subsequent spinning, an increased nep content as well as fibre breakage will reduce fabric strength, and both should therefore be minimized.

KNITTING MACHINES

There are two general types of knitting machines, circular and flat-bed machines.

Circular knitting machines, as the name implies, have the needles arranged in circular fashion on round beds. As the needle bed is round, the fabric knitted is always tubular.

Flat-bed machines, as the name implies, are those on which needles are placed in a straight line position on flat beds. They are known to be many varieties of flat bed machines.

We know circular machines to vary in size from those making small circular stockings with a width of . inch, to machines constructing fabric as wide as 40 inches in diameter. Some machines use latch needles, others spring beards.

The needles are mounted to slide individually and successively. Sometimes the cylinder is stationary, and the yarns revolve, but more often the yarns are stationary and the cylinder revolves because, if the yarns are stationary, more yarn can be wound on the spools and more fabric can be made without rethreading the machine.

Circular knitting adds speed to knitting and many types of needle selecting and knitting devices can be applied to a circular machine.

One of the attachments to be used with circular machines is the Jacquard attachment.

Tubular fabrics are supposed to be used for underwear, sleeping garments, sport shirts, sweaters, jackets, gloves, dress goods, bathing suits etc. Various garments that need to be tubular, as hosiery and some other shaped garments, can be made on circular machines, while those fabrics which are used for garments can be cut and sewn.

There are two broad divisions of these machines, spring needle machines and latch needle machines.

МАТЕРИАЛЫ ДЛЯ САМОСТОЯТЕЛЬНОЙ РАБОТЫ СТУДЕНТОВ

По направлениям «Теория и история искусств» 50.03.04

Text 1

ART NOUVEAU

The term Art Nouveau first appeared in the Belgian art journal *L'Art Moderne* in 1884 to describe the work of *Les Vingt*, a society of 20 progressive artists that included James Ensor. These painters responded to leading theories by French architect Eugène-Emmanuel Viollet-le-Duc and British critic John Ruskin, who advocated for the unity of all arts. In December 1895, the German-born art dealer Siegfried Bing opened a gallery in Paris named “*Maison l'Art Nouveau*.” Branching out from the Japanese ceramics and ukiyo-e prints for which he had become known, Bing promoted this “new art” in the gallery, selling a selection of furniture, fabrics, wallpaper, and objets d’art.

Encouraging the organic forms and patterns of Art Nouveau to flow from one object to another, the movement’s theorists championed a greater coordination of art and design. A continuation of democratic ideas from Britain’s Arts and Crafts movement, this impulse was as political as it was aesthetic. The movement’s philosophical father, the English designer and businessman William Morris, defined its main goals: “To give people pleasure in the things they must perforce use, that is one great office of decoration; to give people pleasure in the things they must perforce make, that is the other use of it.” Morris disdained the working conditions

bred by the industrial revolution and abhorred the low-quality bric-a-brac created by factories and amassed in homes of the era.

He insisted that functional design be incorporated into the objects of everyday life, and his mix of aesthetics and ethics rejected the heavy ornamental qualities of the 19th century, specifically the cumbersome, almost suffocating excesses of the Victorian period. His ideas manifested as many distinct national flavors. In Scotland, there was the rectilinear Glasgow Style; in Italy, Arte Nuova or Stile Liberty, after the London firm Liberty & Co.; Style nouvelle (“noodle”) or *coup de fouet* (“whiplash”) in Belgium; Jugendstil (“young style”) in Germany and Austria; Tiffany Style in the United States; and in France, Style Metro, fin-de-siècle, and Belle Époque. For some, Art Nouveau was the last unified style; for others, it was not one style, but many. As with all art movements up until the late 20th century, it was dominated by men.

Art Nouveau bridged an essential gap between 19th-century aestheticism and 20th-century design. Wassily Kandinsky and Ernst Ludwig Kirchner, for example, two iconic modern painters, worked in *Jugendstil* before moving toward their own personal styles. But, just as quickly as it had blossomed across the Western aesthetic landscape, Art Nouveau began to wither in the early 20th century. Ultimately, the movement’s reputation for decadence drove an unintended wedge between wealthy patrons and skilled workers. The flowing, floral character that had once been praised became its liability, leading the English illustrator Walter Crane to condemn it as a “strange decorative disease” as early as 1903. By 1920, the *style coup de fouet*, or whiplash, had been limply renamed *style branche de persil*, or sprig of parsley.

Text 2

FINE ART

The term "fine art" refers to an art form practised mainly for its aesthetic value and its beauty ("art for art's sake") rather than its functional value. Fine art is rooted in drawing and design-based works such as painting, printmaking, and sculpture. It is often contrasted with "applied art" and "crafts" which are both traditionally seen as utilitarian activities. Other non-design-based activities regarded as fine arts, include photography and architecture, although the latter is best understood as an applied art.

Until the English Arts & Crafts Movement of the late 19th century, there was a rigid distinction between fine art (purely aesthetic) and decorative art (functional). During the 20th century, with the introduction of the category of visual art, this arbitrary distinction has become blurred, and certain crafts or decorative arts (notably ceramics) are now considered to be fine art.

This type of art dates back to the Acheulian period of prehistoric art: to proto-sculptures such as the Venus of Berekhat Ram (a basaltic figurine, 230,000-700,000 BCE) and the Venus of Tan-Tan (quartzite figurine, 200,000-500,000 BCE); and to cave paintings from Chauvet Cave (c.30,000 BCE), Lascaux, Altamira, Pech-Merle, and Cosquer.

During the era of ancient Mediterranean civilizations, including those of later Greek, Roman and Byzantine culture, as well as medieval Carolingian, Ottonian, Romanesque and Gothic art, fine artists were regarded as mere skilled-workers - like skilled interior decorators or carvers. It wasn't until the Renaissance, that the profession of "artist" was raised to a new higher level, reflecting the newly perceived importance of the "design" element - or "disegno".

Text 3

ILLUSTRATION

An illustration is a drawing, painting or printed work of art which explains, clarifies, illuminates, visually represents, or merely decorates a written text, which may be of a literary or commercial nature. Historically, book illustration and magazine/newspaper illustrations have been the predominant forms of this type of visual art, although illustrators have also used their graphic skills in the fields of poster art, advertisements, comic books, animation art, greeting cards, cartoon-strips. Most illustrative drawings were done in pen-and-ink, charcoal, or metalpoint, after which they were replicated using a variety of print processes including: woodcuts, engraving, etching, lithography, photography and halftone engraving, among others. Today, one might say there are five main types of illustrations: educational "information graphics" (eg. scientific textbooks); literary (eg. children's books); fantasy games and books; media (magazines, periodicals, newspapers); and commercial (advertising posters, point of sale, product packaging). Many of these illustrations are designed and created using computer graphics software such as Adobe Illustrator, Photoshop, and CorelDRAW, as well as Wacom tablets, although traditional methods like watercolour, pastels, casein, egg tempera, wood engraving, linoleum cuts, and pen and ink are also employed. There is an ongoing debate as to whether illustration is best categorized as a fine art, an applied art - or even a decorative art. However, looking at many of the illustrative masterpieces created through the ages, one can have no doubt that this artform ranks comfortably alongside other fine arts like painting and sculpture.

Text 4

HIERARCHY OF THE GENRES (C.1669-1900) ACADEMIC ART RANKING SYSTEM

In fine art, the term 'genre' refers to the differing 'type' or 'category' into which a painting may be classified. Rather confusingly the same word appears in the phrase 'genre painting' which is itself a type of painting - specifically, pictures of everyday scenes. The established painting genres are: Landscape, Portraiture, Genre-Scenes, History, and Still Life. Over the centuries, debate has raged over the relative value and importance of these painting categories, and whether there is a natural hierarchy among them.

The Academic Hierarchy of the Genres

This method of 'ranking' paintings according to 'type' was established in the wake of the Italian Renaissance by the great European Academies, like the Academy of Art in Rome, the Academy of Art in Florence, the French Academy in Paris, and the Royal Academy in London. It was first announced in 1669, by the art-theoretician Andre Felibien, Secretary to the French Academy.

Felibien ranked the genres as follows: (1) History Painting; (2) Portraiture; (3) Genre Painting; (4) Landscapes; (5) Still Life.

This ranking system - based on traditions of Greek and Roman art established during the era of the Florentine Renaissance - was used by the academies as a basis for awarding prizes and scholarships as well as spaces in their exhibitions (Salons). It also had a significant impact on the perceived monetary value of an artwork, in the sale rooms of auction houses.

According to the precepts of Academic art this so-called 'hierarchy of the genres' was justified because it reflected the inherent moral force of each genre. An artist could communicate a moral message much more clearly through a history picture, a portrait or a genre painting, rather than a landscape or still life. In addition, following the traditions of classical antiquity, the Italian Renaissance believed that the highest form of art was the pictorial representation of the human form - in figurative sculpture, figure drawing and figure painting. Thus landscapes and still-lives - which required no human figures - were viewed as lesser genres. Lastly, the Academic ranking system reflected each category's display value. History painting was the largest and most suitable genre for public display, followed by portraiture, genre-works and landscapes, while still life canvases were typically the smallest and executed for domestic viewing only.

МАТЕРИАЛЫ ДЛЯ САМОСТОЯТЕЛЬНОЙ РАБОТЫ СТУДЕНТОВ

**По направлению «Технология художественной обработки материалов»
29.03.04**

7 PRINCIPLES OF DESIGN FOR JEWELRY-MAKING INSPIRATION

by Susanne Kathol, Exclusively for Fire Mountain Gems and Beads

What visual message is your jewelry sending? The answer to this can be found in design theory, more specifically the principles of design as applied to jewelry creations. The design principles include balance, proportion, contrast, unity, harmony, movement and emphasis. These principles of design are used to arrange the elements (beads, components, etc.) in jewelry art, guiding the visual message of the piece.

Balance

Balance refers to the distribution of the visual weights of materials, colors, texture and space in jewelry designs. Think in terms of a seesaw or teeter-totter, the idea is that the weights should be similar on both sides to make a design feel stable.

For example, if you have several small elements on one side of a necklace they can be balanced by a larger element on the other side. In addition to physical weight, it's important to consider visual weight as well, such as color, lightness or darkness and texture. When objects are equally distributed based on all aspects of weight, the jewelry design is considered balanced.

Balance can be symmetrical (evenly balanced), asymmetrical (un-evenly balanced) or radial balanced (arranged around a central point).

Symmetrical balance, also known as formal balance, is a mirror image balance. If you draw a line down the center of a jewelry design, all the elements on one side of the piece are mirrored on the other side. Both sides are evenly balanced in materials, colors, texture shape and form.

Asymmetrical balance, also known as informal balance, results when several smaller elements on one side are balanced by a large item on the other side, or one darker item is balanced by several lighter items. Asymmetrical balance appears more casual and less planned; however it is usually more difficult, as the jewelry artist must create the design very carefully to ensure that it is still balanced. An unbalanced design can be harsh on the eyes and may appear as if things might slide off, just as an unbalanced seesaw will dip to one side.

Radial balance is where all the elements in a piece radiate out from a center point. A good example in nature is a starfish. It is easy to maintain a focal point in radial balance, since all the elements lead your eye toward the center of the piece.

There is also the intentional "off-balance" design which can create visual interest and suggest motion and action.

Emphasis

Emphasis refers to the focal point of the jewelry design that catches the viewer's attention and is also referred to as dominance. A jewelry artist can make one area stand out by contrasting it with other areas in size, shape, color or texture. Designers can also isolate the focal element, as an object placed away from a group of other objects will draw the eye, or place it in the center of the design to bring the most attention. This is good to keep in mind if there is an element or object in your piece that you would like to bring attention to, such as a handmade bead, focal piece or other special element. The jewelry piece will appear more harmonious if there is one clear point of emphasis.

Movement

Movement refers to the path our eyes follow in a particular piece of jewelry. A jewelry artist can control the movement of the eye by arranging elements within a piece a certain way. This "movement" is commonly achieved through the use of repetition, rhythm and action.

For example, the eye will travel along lines, edges, graduation of sizes, repeated shapes, darker to lighter elements and from color to non-color. The flow can be on-going or can stop at different elements within the piece, such as a focal point.

The use of repetition to create movement occurs when elements are repeated regularly or irregularly. Slight variations to a simple repetition add visual interest.

Rhythm is the result of repetition which leads the eye from one area to another in direct, flowing or staccato movement (similar to music). It can be produced by ongoing repetition or periodic repetition. A particular element may be slightly changed with each repetition and color may be repeated in various parts of the piece to unify the design.

Movement can also be created by action, which brings life and activity to a piece of jewelry. This can be seen in bangle bracelets, chandelier earrings and multi-strand necklaces as they move with the wearer. Action can also be implied by leaving the viewer a jumping off point from the piece.

Proportion

Proportion is the feeling of unity created when all the elements (color, size, amount) in a particular jewelry piece relate well with each other. Proportion is all about the relationship of one part of the design to another or one area to the whole. Proportion is usually not even noticed until something is out of proportion. When the relative size of two elements being compared seems wrong or out of balance it is said to be "out of proportion." Artists can use exaggerated or enlarged proportions to bring emphasis or show importance.

Tips for achieving good proportion in jewelry designs include grouping similar elements together or things that share a common feature, such as texture, color, materials, etc. The clasp and focal piece should be proportional to the beads in a particular jewelry design and the overall piece should be in proportion to the person wearing it.

Contrast

Contrast is created by using elements that conflict with one another, such as complementary colors (colors opposing each other on the color wheel), using different directions (horizontal and vertical lines) or extremely light and dark values. Contrast creates interest and draws the eye to certain areas in a piece.

Unity

Unity refers to how the elements in a design work together. It's a measure of how the elements seem to belong and fit together. A unified design represents first a whole, then the sum of its parts. Unity can be created by proximity, grouping like items together in a design and repeating a color, texture or element throughout a design. Unity is the feeling of harmony between all parts of the artwork creating a sense of completeness.

Harmony

Harmony refers to how the different elements in a piece of jewelry relate to and complement each other. Harmony is achieved in a body of work by using similar elements throughout the work, giving an effortless and uncomplicated appeal to the design.

МАТЕРИАЛЫ ДЛЯ САМОСТОЯТЕЛЬНОЙ РАБОТЫ СТУДЕНТОВ

**По направлениям «Прикладная информатика» 09.03.03,
«Технологические машины и оборудование» 15.03.02
и «Автоматизация технологических процессов и производств» 15.03.04**

Text 1

HOW DOES COMPUTER SCIENCE RELATE TO COMPUTER ENGINEERING?

The realization of a computing system, subject to various physical and technological constraints, is a challenging undertaking that requires a great deal of knowledge about the functionality and characteristics of the building blocks available at our disposal using today's technologies (e.g., semiconductor technologies, optical communication technologies, wireless signaling technologies, etc.)

Computer engineering concerns itself with current practices in assembling hardware and software components to erect computing engines with the best cost-performance characteristics. In contrast, computer scientists worry about the feasibility and efficiency of solutions to problems in a manner that is less dependent on current technologies. As such, computer scientists work on abstractions that hide details of underlying implementations to enable the construction and comprehension of yet more complex systems.

The creative process of developing, implementing, and evaluating computing abstractions is what pushes the frontiers of what computers and computations can do. For example, the pervasive use of the Web in our society is a direct result of our ability to free Internet application developers from the lower-level implementation details of moving bits and bytes over wires from one point to another.

Similarly, the tremendous advances in the use of computer animation are a direct result of our ability to free programmers from having to worry about lower-level digital signal processing techniques.

Text 2

WHAT DOES A NETWORK SECURITY PROFESSIONAL DO?

Network systems require protection from outside and inside an organization. And the more links that lead into that organization's computers, the more difficult it becomes to protect the system. That puts the network security specialist in the hot seat to protect the system from intentional and unintentional intrusions.

Security threats tend to come primarily from two areas. The external group includes the hackers, commercial and government-sanctioned spies, vendors, and former employees. People are out there trying to invade your privacy, steal your money, or send viruses to damage your computer.

The second threat is internal and includes angry employees or current employees who cause unintended losses or security breaches. Innocently sending e-mails or chatting with friends can put a computer in danger. Accessing Web pages to do some online shopping or entering chat forums exposes each employee's computer and the network in general to viruses or spyware.

A network manager has to be on guard against viruses, which are computer programs designed to replicate themselves and infect computers. These viruses may be intended as nothing more than pranks, but they can wreak major damage. The ILOVEYOU or Love Bug virus of 2000 may still be the costliest of all time -- it caused an estimated \$10 to \$15 billion in computer damage and lost revenue and time. Trojan horse programs appear as harmless software programs but deliver destructive codes into the computer.

Businesses, such as banks, that store sensitive information, are subject to hacker attacks intended to collect data that can be used later to compromise a network, gain access to database information, or prevent the business from performing its services. Sometimes information can be used to withdraw money from accounts, make illegal purchases, or, as has been occurring more often, used to blackmail corporations.

Information can be obtained by intercepting data or by people posing as technical support personnel and getting passwords or other means of access from unsuspecting employees. For this reason, and because of the unintentional downloading of viruses, employees need to be aware of security functions within the organization.

Network security specialists have a number of tools at their command to counter these threats. Antivirus software packages counter most virus threats if they are regularly updated and maintained. Employees need to be informed of this necessity. A secure network infrastructure includes tools such as firewalls and intrusion-detection systems to protect all areas of the network and maintain secure connections.

Virtual private networks provide access, control and data encryption among different computers on the network. This permits remote workers to connect to the network without risking data interception. Encrypting messages helps ensure that they cannot be read by anyone other than the authorized recipient. Identity services assist in identifying users and controlling their network activities and transactions. Services include passwords, digital certificates, and digital authentication keys.

No single approach is sufficient to protect a network, but when combined they can be effective in keeping a network safe from most threats to security. Well-thought-out policies are crucial to control access to all parts of the network. This all occurs through network security management, which puts together the building blocks of a strong security solution.

A network security manager must combine technical and risk-management expertise with strong business knowledge. Only a part of the job involves working around a computer. Much of it includes working with other people. The network security manager must develop a plan that has to be presented to company officials

and, once accepted, explained to everyone else in the organization who will play a part in implementing it.

The duties of network security personnel can be divided into three categories: planning, building, and administrating. More often these assignments fall onto one person, but larger organizations can provide additional personnel to assist.

Planning includes developing the policies, guidelines, and standards used to create the product and technical architecture of the network. This requires a person with a fairly extensive background in computer security systems. They should possess a sense of what is strategically important to the organization and develop their plan based upon that information. It requires an in-depth knowledge of emerging security threats and solutions and an ability to identify, develop, and implement secure networks that will support organizational goals.

The security manager often takes on a project-management role. His or her job includes such duties as setting up and enforcing policies, determining risks to equipment and systems, putting into priority security maintenance, and managing system failures. He or she must develop a disaster recovery plan for any breakdown in the system. They may be asked to educate users on computer security, install security software, monitor the network for security breaches, and respond to system attacks. Sometimes they might be asked to gather evidence to be used in prosecuting cyber crime.

Building a security system entails the more technical aspects of network security, including the designing, configuring, and installing of security tools. Network security specialists must understand the intricacies of local area networks (LANs) and wide-area networks (WANs), telephone systems, and remote equipment. They should be familiar with state-of-the-art encryption technologies, Web-screening techniques, and cross-platform authentication. They make sure the firewalls and other security measures are working, and they maintain the network hardware and software, analyze problems, and monitor the network to ensure its availability to system users.

МАТЕРИАЛЫ ДЛЯ САМОСТОЯТЕЛЬНОЙ РАБОТЫ СТУДЕНТОВ

По направлению «Социальная работа» 39.03.02

TEXT 1

ORIGINS

Social work has its roots in the struggle of society to deal with poverty and its resultant problems. Therefore, social work is linked with the idea of charity work. The concept of charity goes back to ancient times, and the practice of providing for the poor has religious roots. For example, the Buddhist emperor Ashoka introduced a policy that established welfare as a right for all citizens. However, the practice and

profession of social work has a relatively modern (nineteenth century) and scientific origin.

During the Middle Ages, the Christian church had vast influence on European society and charity was considered to be a responsibility and a sign of one's piety. This charity was in the form of direct relief (for example, giving money, food, or other material goods to alleviate a particular need), as opposed to trying to change the causes of poverty. After the end of feudalism, a need arose to have an organized system to care for the poor. In England, the Poor Law served this purpose. This system of laws sorted the poor into different categories, such as the able-bodied poor, the impotent poor, and the idle poor, and developed different remedies for each.

The nineteenth century ushered in the Industrial Revolution. There was a great leap in technological and scientific achievement, but there was also a great migration to urban areas throughout the Western world. This led to many social problems, which in turn resulted in an increase in social activism. Attempts were made to resolve the problems which arose in large cities such as poverty, disease, and other afflictions.

TEXT 2

The International Federation of Social Workers has defined contemporary social work as follows,

"Social work is a practice-based profession and an academic discipline that promotes social change and development, social cohesion, and the empowerment and liberation of people. Principles of social justice, human rights, collective responsibility and respect for diversities are central to social work".

The main tasks of professional social workers include case management (linking clients with agencies and programmes that will meet their psychosocial needs), medical social work, counselling (including psychotherapy), human services management, social welfare policy analysis, community organising, advocacy, teaching (in schools of social work), and social science research. Generally, they have a strong tradition of working for social justice.

Professional social workers work in a variety of settings, including: non-profit or public social service agencies, grassroots advocacy organizations, hospitals, hospices, community health agencies, schools, faith-based organizations, and even the military. Some social workers work as psychotherapists, or mental health practitioners, often working in collaboration with psychiatrists, psychologists, or other medical professionals. Social workers may also work independently as private practice psychotherapists in the United States. Additionally, some social workers have chosen to focus their efforts on social policy or academic research into the practice or ethics of social work.

МАТЕРИАЛЫ ДЛЯ САМОСТОЯТЕЛЬНОЙ РАБОТЫ СТУДЕНТОВ

По направлению «Документоведение и архивоведение» 46.03.02

Text 1

Enterprise document management (EDM) is a strategy for overseeing an organization's paper and electronic documents so they can be easily retrieved in the event of a compliance audit or subpoena. The term originally referred to electronic documents that were created on a computer or paper documents that were scanned into a digital format. The meaning has broadened to include email, faxes, instant messages, PowerPoint presentations, collaborative software entries and multimedia.

In the context of regulatory compliance, enterprise document management must address the following:

- * How long documents should be retained.
- * Where documents should be stored.
- * How changes to documents can be traced.
- * How documents can be recovered if a disaster should occur.

An enterprise document management software application can be used to create a single view of all an enterprise's documents and provide workflow tools to monitor and control modifications. In such a system, it's important that document in all formats, including multimedia, are tagged and indexed so they can be found quickly by keyword or full text search.

Records information management (RIM) is a corporate area of endeavor involving the administration of all business records throughout their life cycle.

In this context, a record is documentation of a business event. Among other possibilities, that documentation may exist in contracts, memos, paper and electronic files, marketing materials, reports, emails and instant message logs, website content, database records and information on removable storage devices.

The records lifecycle consists of discrete activities from the initial creation of a record until it is eventually archived or destroyed.

Text 2

Archivists work for a variety of organizations, including government agencies, local authorities, museums, hospitals, historical societies, businesses, charities, corporations, colleges and universities, and any institution whose records may potentially be valuable to researchers, exhibitors, genealogists, or others.

Archivists are often educators as well; it is not unusual for an archivist employed at a university or college to lecture in a subject related to their collection. Because of the varied nature of the job and organisations and work environment, archivists need to have a wide range of skills.

Those who work in reference and access-oriented positions need to be good with people, so that they are able to help them with their research.

An ability to apply some basic knowledge of conservation is needed to help extend the useful life of cultural artifacts. Many different types of media (such as photographs, acidic papers, and unstable copy processes) can deteriorate if not stored and maintained properly. Although many archival collections consist solely of paper records, increasingly archivists must confront the new challenges posed by the preservation of electronic records, so they need to be forward-looking and technologically proficient.

Because of the amount of sorting and listing, they need to be very logical and organised and be able to pay attention to detail. When cataloging records, or when assisting users, archivists need to have some research skills. Archivists are occasionally called upon to comment or provide some context for the records in their collection and so should know as much about their collection as possible.

Text 3

Forms processing is a process by which one can capture information entered into data fields and convert it into an electronic format. This can be done manually or automatically, but the general process is that hard copy data is filled out by humans and then "captured" from their respective fields and entered into a database or other electronic format.

Manual data entry involves human operators keying in data found on the form. The manual process of data entry has many disadvantages in speed, accuracy and cost. Based on average professional typist speeds of 50 to 80 words per minute, one could generously estimate about two hundred pages per hour (not counting the time for reading and sorting pages). In contrast, modern commercial scanners can scan and digitize up to 200 pages per minute. The second major disadvantage to manual data entry is the likelihood of typographical errors. When factoring in the cost of labor and working space, manual data entry is a very inefficient process.

As compared to the manual data entry process, automatic form input systems are more preferable, since they help reduce the problems faced during manual data processing.

Automatic form input systems use different types of recognition methods such as optical character recognition for machine print, optical mark reading for check/mark sense boxes, bar code recognition for barcodes, and intelligent character recognition for hand print.

With automated form processing system technology users are able to process documents from their scanned images into a computer readable format or input directly into a database.

Such systems can be valuable if there is a need to process hundreds or thousands of images every day.

МАТЕРИАЛЫ ДЛЯ САМОСТОЯТЕЛЬНОЙ РАБОТЫ СТУДЕНТОВ

По направлению 44.03.04 Профессиональное обучение по отраслям (все профили подготовки)

COLOUR THEORY

Colour theory encompasses a multitude of definitions, concepts and design applications. A colour circle, based on red, yellow and blue, is traditional in the field of art. Sir Isaac Newton developed the first circular diagram of colours in 1666. Primary colours – red, yellow and blue. In traditional colour theory, these are the 3 pigment colours that can not be mixed or formed by any combination of other colours. All other colours are derived from these 3 hues. Secondary colours – green, orange and purple. These are the colours formed by mixing the primary colours. Tertiary colours – yellow-orange, red-orange, red-purple, blue-purple, blue-green and yellow-green. These are the colours formed by mixing one primary and one secondary colour.

When you choose a colour scheme, you're also choosing a mood. Research shows that colours can have a powerful effect on your state of mind: choose the wrong colour for a room and it could make you feel depressed, sluggish, irritable or anxious every time you walk into it.

White provides a blank canvas and allows your feelings full play. Choose it, if you want to feel open to new ideas and need space to think. Avoid it, if you're feeling unsure or insecure.

Like those one-size clothes, **cream** fits everyone but only really suits a few. Choose it as a calm backdrop to an intense lifestyle. Avoid it, if you feel uninteresting or lacking in sparkle.

Red is a stimulating colour if you're confident and versatile, overpowering if you're not. Bright reds spell sexiness. Choose it, if you're an extrovert in all areas of life. Avoid it, if you tire easily, often feel pressured or irritable or if you suffer from claustrophobia.

Orange is impulsive and friendly. It is often chosen by fatalists who take life as it comes. Choose it if you're outgoing and want to create a sociable atmosphere. Avoid it if you're under stress.

Pink blends caring and passion, hence its romantic associations. Choose it in warm shades for the bedroom. Avoid it in cool pastel tones, if you don't want to blunt your drive and energy.

Yellow is the colour of sunshine and optimism. Yellow is the choice of those who want to compensate for a lack of control in the outside world. Choose it, if you're feeling depressed or mentally sluggish. Avoid it, if you tend to be impulsive or slapdash.

Green is extremely restful and can have a deadening effect in activity areas. Choose it, if you're introverted or bookish. Avoid it, if you're lethargic or withdrawn.

Turquoise combines a soothing effect with a great sense of renewal and energy. Choose it to promote positive relaxation and to help fight insomnia. Avoid it: hardly ever. Such a well-balanced colour can be used anywhere.

Blue appeals to conventional and conformist types. Choose it to bring relaxation and harmony, to calm a driven nature. Avoid it, if you feel passive and unambitious about life.

Violet is a spiritual and meditative colour. Paler shades indicate emotional immaturity. Choose it, if you're extrovert and to create grand impressions. Avoid it, if you're an introvert in any way.

Brown is colour of achievement, but it can be depressing if the shade is too dark. Choose it, if you're insecure, but lighten it with bright colour accents. Avoid it, if you're easily depressed.

Black is ultimate achievement colour. For those whose lives and personalities are completely formed. Choose it, if you're assured and successful or well on the way there. Avoid it, if you're low on self-confidence or anxious.

Grey expresses achievement if used in darker tones. Lighter ones suggest a need to impress. Choose it in small quantities to make a confident statement. Avoid it over large areas, if you feel uninspired.

SHAPES IN DESIGN

Knowledge of design basics is essential for the successful planning and realisation of any interior design project. The elements of design are general, universal ideas that apply to every aspect of design. Once you know them, and understand their potential, you can combine and use them to create beautiful interiors, regardless of style and taste.

The most common shapes found in our homes are squares, rectangles and triangle – created by straight lines – and circles and ovals – created by circular lines.

The **square** represents the pure and the rational; like the triangle, it's a stable figure but it becomes dynamic when standing on one of its corners.

All **rectangles** can be considered to be variations of the square, however rectangular shapes are more pleasing to the eye than square ones. Rectangular shapes are clearly the norm in architectural and interior design, however too many rectangular shapes can become boring. Add interest by varying their size, proportion, colour, texture, placement, or orientation.

The **triangle** represents stability, but it's also a dynamic shape because of the different angles formed by its sides. A triangle resting on one of its tips implies motion too.

The **circle** is a compact shape that represents unity and continuity; although it's normally a stable shape, it can appear to have motion when combined with other lines and shapes. Curvilinear shapes, like curved lines, express softness and fluidity. Many shapes have metaphorical names, i.e., these shapes are named after a most common object that has it. For example, "U-shape" is a shape that resembles the letter U, a bell-shaped curve has the shape of a bell, etc. For example: egg-shaped, see "oval", heart shape, dog bone shape, mushroom shape, which became infamous

as a result of the mushroom cloud; pear shaped, in reference to the shape of a pear, i.e., a generally rounded shape, tapered towards the top and more spherical/circular at the bottom.

TYPES OF VIEWS AND DRAWINGS

In architecture, most design information is shown on drawings. Today, drawings are generally not drawn by hand. They are produced on computer, using CAD (computer-aided design) systems.

There are many ways of putting a 3D (three-dimensional) object into 2D (two-dimensional). Orthographic projections can be found on all construction projects. These drawings (dwg) show different views of the object and can include elevations (a view from one side) and cross-sections (the view when you cut through an object). Section is the shortened form of cross-section, and is commonly used in technical context. Another type of drawing shows exploded views, which are very useful for understanding the assembly of an object, in other words how it all fits together. A third type of drawing is the plan view, which allows us to see an object from above. A typical example of this is a floor plan. These are very useful when we want to look at the fittings in detail, in other words where objects like cookers and baths go.

A key factor on a drawing is the scale – that is, the size of items on the drawing in relation to their real size. When all the items on a drawing are shown relative to their real size, the drawing is drawn to scale, and can be called a scale drawing. An example of a scale is 1:10 (one to ten). At 1:10, an object with a length of 100 mm in real life would measure 10 mm on the drawing.

Most engineering designs consist of a set of drawings (a number of related drawings):

- General arrangement (GA) drawings show whole devices or structures, using a small scale. This means objects on the drawing are small, relative to their real size (for example, a 1:100 drawing of an entire building).
- Detail drawings show parts in detail, using a large scale, such as 1:5 or 1:2. Small parts are sometimes shown in a detail as actual size (1:1), or can be enlarged to bigger than actual size (for example, 2:1).
- An oblique projection shows an object with one of its faces at the front. The 3D shape of the object is shown by lines at 45 degrees from the horizontal.
- An isometric projection shows an object with one of its corners at the front. The 3D shape of the object is shown by lines at 30 degrees from the horizontal.
- An exploded view shows an assembly with its components spaced out to show how the components fit together.

COMPUTER-AIDED DESIGN

CAD is the use of computer technology for the design of objects, real or virtual. It involves more than just shapes. It may be used to design curves and figures in 2D space; or curves, surfaces, and solids in 3D objects. CAD is an important industrial art extensively used in many applications, in the design of all

types of buildings, from small residential types (houses) to the largest commercial and industrial structures (hospitals and factories).

CAD is used throughout the construction process from conceptual design to definition of manufacturing methods of components. It enables designers to lay out and develop work on screen, print it out and save it for future editing, saving time on their drawings. Occupations that use CAD include designers, architects, and developers.

Current CAD software packages range from 2D vector-based drafting systems to 3D solid and surface modelers. Modern packages can also frequently allow rotations in three dimensions, allowing viewing of a designed object from any desired angle, even from the inside looking out. Some software is capable of dynamic mathematic modeling, in which case it may be marketed as CADD – computer-aided design and drafting.

There are many producers of the lowered 2D systems, including a number of free and open source programs. 3D wire frame is basically an extension of 2D drafting. Each line has to be manually inserted into the drawing. The final product has no mass properties associated with it and cannot have features directly added to it, such as holes. The operator approaches these in a similar fashion to the 2D systems, although many 3D systems allow using the wire frame model to make the final engineering drawing views.

3D "dumb" solids (programs incorporating this technology include AutoCAD and Cadkey 19) are created in a way analogous to manipulations of real world objects. Basic three-dimensional geometric forms (prisms, cylinders, spheres, etc.) have solid volumes added or subtracted from them, as if assembling or cutting real-world objects. Two-dimensional projected views can easily be generated from the models.

3D parametric solid modeling requires the operator to use what is referred to as "design intent". The objects and features created are adjustable. Any future modifications will be simple, difficult, or nearly impossible, depending on how the original part was created. Parametric solids require the operator to consider the consequences of his actions carefully.

MODERN BUILDING MATERIALS

Some of the most important building materials are: timber, brick, stone, concrete, metal, plastics and glass.

Timber is provided by different kinds of trees. Timber used for building purposes is divided into two groups called softwoods and hardwoods. Timber is at present not so much used in building construction. For the buildings' interior plywood and veneer serve a number of purposes.

Brick is best described as a "building unit". It may be made of clay by moulding and baking in kilns, of concrete, of mortar or of a composition of sawdust and other materials. In shape it is a rectangular solid. There exists variety of bricks for different purposes: ordinary, hollow or porous, lightweight, multicolor bricks for decorative purposes, etc. Bricks are usually laid in place with the help of mortar.

Metals: Aluminium, principally in the form of various alloys, is highly valued for its durability and especially for its light weight, while brass is frequently used for decorative purposes in facing. Steel finds its use in corrugated sheets for roofing, for girders, frames, etc. Various shapes are employed in construction.

Sometimes natural **stones** such as marble, granite, basalt, limestone and sandstone are used for the construction of dams and foundations. Marble, granite and sandstone are widely used for decorative purposes as well, especially with the public building. The main varieties of building stone are basalt, granite, marble, sandstone and limestone.

Plastics are artificial materials used in construction work for a vast number of purposes. Nowadays plastics can be applied to almost every branch of building, from the laying of foundation to the final coat of paint. Synthetic resins are the main raw material for plastics. Plastics have some good advantages as they are lighter than metals, not subject to corrosion, and they can be easier machined. Besides, they are inflammable, they can take any colour and pattern, and they are good electrical insulators. A lot of decorative plastics, now available, have brought about a revolution in interior and exterior design.

Laminate is a strong material manufactured from many layers of paper or textile impregnated with thermosetting resins. This sandwich is then pressed and subjected to heat. Laminate has been developed for both inside and outside use. It resists severe weather conditions for more than ten years without serious deformation. As a structural material it is recommended for exterior work. Being used for surfacing laminate gives the tough surface.

Foamed glass is a high-porosity heat insulating material, available in block made of fine-ground glass and a frothing agent. Foamed glass is widely used in house building, to insure insulation of exterior wall panels, and in industrial construction. Foamed glass has high mechanical strength it is non-inflammable, offers resistance to frost, possesses high sound adsorption, and it is easily sewn and nailed. Structural foamed glass blocks are designed to fill ceilings, and for making interior partitions in buildings and rooms, to ensure heat and sound insulation. For insulation mineral wool or cinder wool is often resorted to.

Concrete is perhaps the most widely spread building material used nowadays. Concrete is an artificial stone, made by thoroughly mixing such natural ingredients or aggregates as cement, sand and gravel or broken stone together with sufficient water to produce a mixture of the proper consistency. It has many valuable properties. It sets under water, can be poured into moulds so as to get almost any desirable form, and together with steel in reinforced concrete it has very high strength, and also resists fire. Prestressed concrete is most widely used at present while prefabricated blocks are employed on vast scale for skeleton structures.

ELEMENTS OF A BUILDING I

Foundation

The most common types of foundation systems are classified as shallow and deep. Shallow foundation systems are several feet below the bottom of the building; examples are spread footings and mats.

Deep foundations extend several dozen feet below the building; examples are piles and caissons. The foundation chosen for any particular building depends on the strength of the rock or soil, magnitude of structural loads and depth of groundwater level. The most economical foundation is the reinforced-concrete spread footing, which is used for buildings in areas where the subsurface conditions present no unusual difficulties.

Mat foundations are typically used when the building loads are so extensive and the soil so weak that individual footings would cover more than half the building area. Piles are used primarily in areas where near-surface soil conditions are poor. Caisson foundations are used when soil of adequate bearing strength is found below surface layers of weak materials. A caisson foundation consists of concrete columns constructed in cylindrical shafts excavated under the proposed structural column locations.

Floor

The floor is known as the level base surface of a room or hall upon which one stands or walks. The floor is made from several layers. The wearing surface of the floor is called finished floor. The subfloor is a base for a finished floor, consisting of boards, plywood or other structural sheathing laid over and fixed to the floor joists. The subfloor is often used as a working platform during construction. The manner of constructing the structural frame of a floor is called floor framing.

Roof

A building is a shelter from rain, sun and wind. This implies a roof and walls to support it. Roofs may be flat, sloping or curved. If there is more than one storey, the flat roof, of the lower storey becomes the floor of the storey above. If the roof extends beyond the wall that supports it, the projection is called the eaves. If the wall also projects to support the extension of the roof, the projection is called a cornice. The principal member of a cornice, which projects like a shelf and crowns the wall, is called a corona.

Wall

Building walls have one main purpose: to support roofs and ceilings. Such walls most often have three or more separate components: structural elements, insulation, and finish elements or surface (such as panelling). To provide for greater flexibility within buildings, movable or easily disassembled partitioning systems are used, the only restriction to their placement being the spacing of the interior columns. Such partitions may be metal, plasterboard components or, if sound transmission is a problem, leaded curtains that move either horizontally or vertically. Lightweight materials usually mean an increase in transmitted sound and a loss of

privacy. Nevertheless, the trend is toward lighter partitions and increased use of sound-absorbing materials.

Door

A door is an opening/closing structure used to block off an entrance, typically consisting of an interior side that faces the inside of a space and an exterior side. When open, doors admit people, animals, ventilation, and light. The door is used to control the physical atmosphere within a space by enclosing the air drafts, so that interiors may be more effectively heated or cooled. Doors are significant in preventing the spread of fire. They act as a barrier to noise. Many doors are equipped with locking mechanisms to allow entrance to certain people and keep out others. Doors are used to screen areas of a building for aesthetics, keeping formal and utility areas separate. They also have an aesthetic role in creating an impression of what lies beyond.

Window

A window is a transparent opening in a wall that allows the passage of light and, if not closed or sealed, air and sound. Windows are usually glazed or covered in some other transparent material like float glass. Windows are held in place by frames. Many glazed windows may be opened, to allow ventilation, or closed, to exclude inclement weather. In the UK and mainland Europe, windows in new-build houses are usually fixed with long screws into expanding plastic plugs in the brickwork.

Stairs

A stairway, flight of stairs, or simply stairs is a construction designed to bridge a large vertical distance by dividing it into smaller vertical distances, called steps. Stairs may be straight, round, or may consist of two or more straight pieces connected at angles. Special types of stairs include escalators and ladders.

The step is composed of the tread and riser. Tread is the part of the stairway that is stepped on. It is constructed to the same specifications as any other flooring. Riser is the vertical portion between each tread on the stair. This may be missing for "open" stair effect.

PLANNING AND DESIGNING YOUR HOME LANDSCAPE

The area around your home is an important part of your living environment. Attractively and functionally landscaped, it can add to your enjoyment of your home. Landscaping can also increase property value, invite wildlife into your yard and conserve energy. Successful landscaping does not just happen. It requires careful planning and some knowledge of landscape design. You have to consider your home's architectural features, neighborhood landscape character, the effects you want to create, and how you want to use your outdoor living space. It may take several years of planting and construction to achieve your goals, but the first step is planning and designing what you want to end up with.

You can get many other landscaping ideas from books, magazines and other publications. Some homeowners may prefer to have a professional landscape architect develop a landscape design. Today, more people want their home landscape to meet physical and social needs. Partly as a result of the environmental movement,

which fostered a greater appreciation for nature, we tend to be more interested in informal or naturalistic designs.

The geometric forms of buildings and natural landscape characteristics both suggest design patterns. As a result, a home landscape that blends geometric and naturalistic patterns is often successful. Today's landscape styles can be divided into categories in which varying proportions of geometric and naturalistic patterns are combined:

- Geometric-structural – geometric structure is primary and plants play a minor role.
- Geometric-natural – structure dominates, but plants and other natural elements play an important, perhaps nearly equal role.
- Natural-structural – plants, rocks, water and earth forms dominate, but there are plants, rocks, water and earth forms a clear sense of geometric arrangement.
- Natural – natural elements and materials dominate and there is no obvious human-determined form or structure.

As you go through the planning and design steps that follow, you should have in mind which of these general design styles you want to achieve.

There are three parts to completing your landscape design:

1. Draw exact shapes and locations of use areas, planting beds and landscape structures.
2. Identify specific planting sites.
3. Select plants and construction materials that meet your design requirements.

DESIGN TIPS

Living room:

- Use magazines for inspiration. Collect pictures of furniture items, rooms, colours and patterns and create your own idea book.
- Use borders or fringing to revitalise curtains or furniture and to pick up colours from a focal item in the room.
- Have furniture of varying heights to add interest to a room and create a homely effect.
- Place lighting at different levels in the room. A combination of uplighters, table lamps and standard lamps will add warmth to atmosphere.
- Consider having curtains made to measure if budget allows. Apart from the obvious benefits of being able to choose the exact fabric and colours, they will fit your windows exactly.
- Never have single chairs in a room used for entertaining, as it invites a person to sit alone and will only make them (and other guests) feel uncomfortable. Instead, group chairs in pairs or use sofas if space permits.
- Never be afraid of colour or patterns. Experiment and have fun! You can always change it back again.

Bathroom:

- If in any doubt, have a white bathroom suite. You can't go wrong. Exceptions to this rule include glass or natural stone and even then, this only applies to sinks or (rarely) baths.
- Make sure there is plenty of storage. You will use it. We all need somewhere to put towels, spare loo roll and other toiletries.
- Finally, think super-comfort. The bathroom should offer a pleasurable experience so think about what would make you happy and relaxed when designing the room. Whether it's flowers, music, a television, choose your personal favourites.

Bedroom:

- If your room has high ceilings, have long curtains that tumble to the floor. Not only will they look luxurious, they will add warmth to the room.
- If you have the space, a sitting area in your bedroom can offer a peaceful place to read, make telephone calls or just relax. All you need is a comfortable armchair and a small surface for a cup and book. And if your room has a fireplace, that's a bonus.
- As well as an overhead light, bedside lighting is a must for reading.
- Think carefully about what goes underfoot. Carpet is the preferred choice for bedrooms because it is warm and comfortable for tired bare feet. If your bedroom has hard flooring, such as wood, put a rug next to the bed to cushion your feet first thing in the morning and last thing at night.

Hallway:

- Hallway is the first thing you see when you open the door so keep the hall and stairs tidy and free of clutter at all times.
- If this is where you keep coats and bags, invest in some appropriate storage. Choose from free-standing coat-racks, fixed individual or a rail of hooks, a shoe rack or high level shelving for hats and bags.
- If doors to other rooms lead off from the hallway, think carefully about the colour scheme to ensure that the eye is easily drawn from one space to the next. One way of seamlessly linking rooms is to keep the wall colours similar, while having different floor coverings to divide the rooms. For example, tiles or wooden flooring in the hall and carpet in the adjoining room.
- Whatever the size or shape of your hallway, your prime concern should be to make it as welcoming as possible. Stand in the doorway and imagine you're walking in for the first time. What needs to change? The colour? Lighting? Flooring? Or does it simply need to be de-cluttered?

Kitchen:

- Choose appropriate colour. Red stimulates the appetite and has a status of classic dining room colour. Blue doesn't affect the appetite but is considered good for encouraging communication. It also gives a clean, classic look to a table, particularly when teamed with white.

- Create a flattering light. For daytime use, dining rooms should be light and airy and make the most of natural light. In the evening, try to create a warm intimate atmosphere, perfect for dinner parties.

Have enough storage. The benefit of a cupboard in your dining room, such as a sideboard, is that it creates a focal point in the room and provides an extra surface for drinks and nibbles.

Loft:

- Find a focal point. Part of the charm of loft apartments is that they usually retain exposed brickwork, archways or steel ventilation and piping. Make a feature of such attributes by restoring them and highlighting with uplighters.

- For extra space, consider adding a mezzanine floor. This is a great idea for a bedroom or for adding an extra study area.

- Sometimes the high ceilings of a loft can seem cold and daunting. Our tip is to hang large-scale pendant lighting to just above head-height to create a more intimate feel, and to hang artwork to fill the vastness of walls.

**Коханова Анна Владиславовна
Вербин Анатолий Александрович
Дедик Ольга Павловна
Катан Людмила Михайловна
Климов Евгений Аркадьевич
Климова Светлана Владимировна
Львова Анастасия Федоровна
Марницына Екатерина Сергеевна
Михальчук Елена Петровна
Синицына Вера Ивановна
Украинский Владимир Александрович
Чахоян Анна Ованесовна**

АНГЛИЙСКИЙ ЯЗЫК

ОБУЧЕНИЕ В 3-м СЕМЕСТРЕ

Издано в авторской редакции

Учебное электронное издание сетевого распространения

Оригинал-макет подготовлен авторами

Системные требования:

электронное устройство с программным обеспечением
для воспроизведения файлов формата PDF

Режим доступа: http://publish.sutd.ru/tp_get_file.php?id=2018/277, по паролю.
– Загл. с экрана.

Дата подписания к использованию 05.07.2018 г. Рег. № 277/18

ФГБОУВО «СПбГУПТД»
Юридический и почтовый адрес:
191186, Санкт-Петербург, ул. Большая Морская, 18.
<http://sutd.ru/>