НАРОДНА УКРАЇНСЬКА АКАДЕМІЯ

**АНГЛІЙСЬКА МОВА (ДІЛОВОГО ТА НАУКОВОГО СПІЛКУВАННЯ) ДЛЯ ПРОГРАМИ PhD (СОЦІОЛОГІЯ)**

ХАРКІВ

2024

УДК 811.111=316’276.6

В16

А в т о р *Т. В. Валюкевич*

Навчальна дисципліна «Англійська мова (ділового та наукового спілкування) для програми PhD» вивчається здобувачами наукового ступеня доктор філософії спеціальності 054 Соціологія» у першому, другому та третьому семестрах першого та другого років навчання й забезпечує ґрунтовні знання англійської мови наукового спілкування у сфері професійної діяльності.

Дисципліна спрямована на розвиток мовної компетенції слухачів для використання фахової наукової англійської мови в професійній та дослідницькій діяльності; засвоєння слухачами основних мовленнєвих навичок (аудіювання, читання, переклад, письмо, усне мовлення) для спілкування на професійну та наукову тематику; розвиток здатності використовувати англійську мову як засіб спілкування в соціальному середовищі.

**УДК 811.111=316’276.6**

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Курс передбачає розвиток наступних навичок:

Аудіювання. Основним завданням є розвиток навичок сприйняття і розуміння монологічних та діалогічних висловлювань носіїв мови в межах побутово-ситуативної, професійної та наукової тематики.

Читання. Основним завданням є розвиток вибіркового, ознайомчого і поглибленого читання на матеріалах оригінальної наукової інформації з фаху.

Письмо. Для розвитку мовленнєвих навичок і вмінь важливе значення має також письмо англійською мовою, метою якого є написання анотацій, рефератів, доповідей і повідомлень, ділових листів, заявок на участь у конференції, складання стислого автобіографічного нарису і т. ін.

Анотування і реферування. Навчання анотуванню і реферуванню спрямоване на вироблення навичок і вмінь оформлення отриманої інформації. Анотування і реферування використовується також як прийом контролю розуміння тексту. Кінцеві навички і вміння передбачають можливість складати англійською мовою анотації та реферати до наукових статей, доповідей, матеріалів, дослідження тощо.

Говоріння. Завданням навчальної дисципліни є розвиток навичок монологічного і діалогічного мовлення. Рівень навичок монологічного мовлення має забезпечувати можливість самостійно готувати повідомлення про проблему, мету, методи та засоби дослідження, опрацювання відомостей, висновки та інші аспекти наукової роботи.

Наприкінці курсу навчання аспіранти та здобувачі повинні мати навички діалогічного мовлення для ведення наукової дискусії та елементарного спілкування в межах побутової тематики та ситуацій, пов’язаних із перебуванням у закордонному відряджені.

В аспекті змістового наповнення навчальна дисципліна «Англійська мова (ділового та наукового спілкування) для підготовки доктора філософії» тісно інтегрується із усіма компонентами освітньо-наукової програми здобувачів наукового ступеня доктор філософії. Необхідною умовою оптимальної інтеграції між кафедрами є рекомендації слухачам профільними кафедрами літератури з окремих тем англійською мовою.

**Метою** курсу «Англійська мова (ділового та наукового спілкування) для підготовки доктора філософії» є оволодіння мовою для практичного користування нею у дослідницькій роботі, формування вмінь та навичок самостійної роботи з англомовними текстами; розвиток професійно-комунікативних компетенцій.

Основними **завданнями** вивчення дисципліни є удосконалення й подальший розвиток знань, навичок і вмінь з іноземної мови, набутих в рамках вузівської програми, та їх активізації для ведення науково-дослідної діяльності; поповнення словникового запасу загальновживаної, спеціальної, наукової лексики; розвиток та удосконалення фахових комунікативних навичок; навчання роботі над фаховою науковою літературою.

Згідно з вимогами освітньо-професійної програми аспіранти повинні **знати** лексичні одиниці з вивчених тем; базові граматичні структури; особливості перекладу наукових текстів; вимоги до написання анотацій, тез, статей та **вміти** ознайомитися з найновішими технологіями, методиками, досягненнями науки, вилучаючи інформацію із іншомовних джерел; користуватися іноземною мовою у спілкуванні із зарубіжними колегами, при налагодженні та розширенні професійних контактів; використовувати набуті знання з іноземної мови для написання резюме, тез, у підготовці доповідей та участі у міжнародних наукових конференціях.

Самостійна робота здобувача наукового ступеня доктора філософії є основним засобом засвоєння навчального матеріалу у вільний від навчальних занять час і включає: - опрацювання іншомовної автентичної професійно орієнтованої наукової літератури; - підготовка до аудиторних занять та виконання в індивідуальному порядку вправ різного рівня складності; - підготовка презентації іноземною мовою з теми дослідження за матеріалами виконаного аналітичного огляду літератури; - підготовка до підсумкового тесту та екзамену.

По завершенні курсу аспіранти складають іспит, що складається з письмової та усної частин.

Письмова частина іспиту полягає у написанні анотації україномовного тексту з фаху англійською мовою. Час на виконання – 45 хвилин. Під час виконання цього завдання дозволяється користуватися словником. Рекомендований середній обсяг анотації наукового тексту – 850 знаків. Під час виконання письмового завдання перевіряється уміння і навички використовувати різні ідеї та аргументи, володіти лексичними і граматичними структурами, характерними для наукового дискурсу, використовувати відповідні мовні засоби, уміння продукувати зв’язний текст і правильно структурувати його. Максимальна кількість балів за письмову частину – 50.

Усна частина іспиту передбачає усну презентацію англійською мовою результатів свого наукового дослідження. Презентація оцінюється з урахуванням обсягу, змістової повноти, мовної компетенції та комунікативної грамотності. Максимальна кількість балів за усну частину – 50.

Оцінка за національною шкалою : 90-100 A відмінно, 82-89 B добре, 75-81 C, 64-74 D задовільно, 60-63 E задовільно, 35-59 FX незадовільно, не зараховано.

**Unit 1 Body Language in Business**

Task 1. Read the text given below. Make sure you understand what it is about.

The way the speaker behaves while communicating with other people says to them even more than the words; they are constantly sending messages about their true thoughts and feelings irrespective of using words or not. The speaker may not be aware of what he/she is saying with his/her body, but the interlocutors already get a certain message. It is necessary for the speaker to understand whether this is the message he/she wants to send.

Studies show that words account for only 7 % of the messages conveyed. The remaining 93 % of information is communicated by the non-verbal means. 55 % of communication is based on what people see and the other 38 % is transmitted through tone of voice. In the business setting, people can see what the speaker is not saying. If the body language doesn’t match the speaker’s words, he/she is wasting the interlocutor’s time.

Eye contact, as it has been mentioned above, is the most obvious way the person communicates. When the speaker fails to make eye contact, he/she produces the impression that the other person is of no importance. It is recommended to maintain eye contact about 60 % of the time to look interested, but not aggressive. Facial expression is another form of non-verbal communication.

A smile sends a positive message and is appropriate in all situations. Smiling adds warmth and an aura of confidence. Mouth movements give clues, too, such as pursing your lips or twisting them to one side, can indicate that the person is thinking about what he/she is hearing or that he/she is holding something back.

The position of the speaker’s head tells a lot to his/her co-converser. Keeping a head straight, which is not the same as keeping a head on straight, produces an impression of the speaker’s being self-assured and authoritative. Listeners usually 189 take such a person seriously enough. If the speaker tilts his/her head to one side, he/she looks friendly and open.

The place of the speaker’s arms also gives additional information about his/her intentions. Arms crossed or folded over the chest say that the speaker has shut other people out and has no interest in them or what they are saying. Besides, this position can also be understood, as “I don’t agree with you”. The way the speaker places his/her arms can either help or hurt his/her image: waving them about may show enthusiasm to some, but others see this gesture as one of uncertainty and immaturity. It is advisable to put the arms by the speaker’s side as it is the best place for them and produces the impression of a confident and relaxed person. It is important to control the hands by paying attention to where they are.

In the business world, particularly when one deals with people from other cultures, hands need to be seen: an interlocutor should keep them out of pockets, resisting the urge to put them under the table or behind the back. Having the hands anywhere above the neck, playing with hair or rubbing the face, is unprofessional. The angle of the speaker or listener’s body gives an indication to others about what’s going through his/her head. Leaning in says, “Tell me more”; leaning away signals that the speaker or listener has heard enough. Adding a nod of the head is another way to affirm that the interlocutor is listening. Posture is also very important. It is recommended to sit or stand upright if the speaker wants to be seen as alert and enthusiastic. When a person slumps in his/her chair or lean on the wall, he/she looks tired. No one wants to do business with someone who has no energy.

A lot of legs movement indicates nervousness. How and where a person crosses his/her legs tells others how he/she feels. The preferred positions for a professional are feet flat on the floor or legs crossed at the ankles. The least professional and most offensive position is resting one leg or ankle on top of the other knee. It can make one look arrogant.

The distance the speaker’s keeps from others is crucial to establish good relationship. If the person is standing too close to his/her interlocutor or “in 190 someone’s face” marks him/her as pushy. If the speaker is standing too far away it makes him/her as distant, cold, unfriendly and superior. It is advisable to find “the happy medium” to make the other person feel comfortable. The distance between the speakers, or the so-called contact codes, is studied by proxemics – an aspect of non-verbal studies about the use of space in the process of communicating. Ukrainians and Germans, for example, keep the doors of their offices and homes closed; privacy and property are sacred; informal space includes the distance maintained in interpersonal encounters, which varies culturally.

Americans have a particular value for their own physical space and are uncomfortable when other people get in their realm. Latin Americans typically stand closer to the conversational partners (either male or female) than North Americans do. North Americans stand close to each other when they wish to say something fairly intimate. Latin Americans interpret normal North American speaking distance as unfriendly, whereas North Americans see Latin Americans closeness as intrusive and discomforting.

At sporting events or theatres North Americans slide into a crowded isle while facing forwards with their backs to the people already seated; in similar situations, Ukrainians, vise verse, face people while passing to their seats. One shouldn’t risk violating someone else’s space by touching them in any way other than with a handshake.

The rules governing how and when to touch another person also vary greatly. In the USA it is common for member of the opposite sex to hold hands if they are romantically involved. But members of the opposite sex never hold hands unless they are too romantically involved. In contrast, in Asia members of the opposite sex never touch in public since this would be considered immodest. In Japan intentional touching between most adults in public is rare, even a handshake is absent. Thus, the information given above illustrates how body language can communicate additional information about the speakers.

Task 2. Answer the following questions revealing the content of the text.

1. Which paralinguistic means are used to convey a message?
2. Why is it important to maintain eye contact while communicating with other people?
3. c) How does the place of the speaker’s arms communicate additional information? d) What meanings are conveyed by the speaker’s posture in business intercourse?

Task 3. Translate the sentences below from English into Ukrainian:

Eye contact, as it has been mentioned above, is the most obvious way the person communicates. When the speaker fails to make eye contact, he/she produces the impression that the other person is of no importance. It is recommended to maintain eye contact about 60% of the time to look interested, but not aggressive. Facial expression is another form of non-verbal communication. A smile sends a positive message and is appropriate in all situations. Smiling adds warmth and an aura of confidence. Mouth movements give clues, too, such as pursing your lips or twisting them to one side, can indicate that the person is thinking about what he/she is hearing or that he/she is holding something back.

**Unit 2 Business Culture in China**

Task 1. Read the text given below. Make sure you understand what it is about.

Business culture in China is significantly different from Western business culture. Familiarity with the Chinese business ethic can help one when doing business with the Chinese. It is advisable to pay attention to the following tips. A short and light, not firm, handshake is the customary start to a business meeting. It is advisable to start the meeting with “small talk” and only after that to pass on to business matters. During the meeting it is customary to address your Chinese colleagues with the title that signifies their status: “Professor Chen” or “Mr. Chen” or “Miss Chen” with the name that follows the title being the surname and not a first name.

Business cards should be exchanged at the beginning of a business meeting. Take care before the meeting to have an adequate supply of business cards – at least 30. The Chinese appreciate it when one side of the business card presented is in Chinese. It is very important that your business card is engraved in gold. In China, this is a symbol of your status and prestige. On accepting a business card from your Chinese colleagues, show your interest by glancing at the details of the card. Putting the card immediately into your wallet or briefcase without reading it is an unforgivable insult to the Chinese business culture.

It is important, during the course of the conversation, to be aware of the speech culture in China. Never say “no”. Instead, you can respond with “I’ll look into that” or “I’ll see what I can do in this matter”, etc. Do not touch your Chinese colleague; do not even pat him on the shoulder. Make an effort not to use your hands to illustrate your speech since the Chinese hate this. Try as well to refrain from looking straight into the eyes of your Chinese colleague: this is particularly offensive during a meeting and will offend your Chinese colleagues’ feelings. An offense or insult is a proven formula for failure of the meeting.

When presenting your position at a meeting, speak slowly with short pauses between the sentences. It is worthwhile to allow your Chinese opposite number to understand your intentions properly.

Never, during the course of a business meeting, refer to a deadline. Do not become agitated if there are pauses in speech on the part of the Chinese. This is an accepted custom and the pauses are a sign of measured and considered thought in Chinese culture. Do not expect an immediate reaction from your Chinese colleagues. The Chinese like to consolidate their position in a measured and considered fashion, preferably after they have established a personal contact, before closing the deal. During the conversation be sensitive to the subject of Taiwan. Never say “the Republic of China”; instead, at meetings, say “Taiwan”.

Gifts, particularly expensive gifts, are interpreted in Chinese culture as bribery. Refrain from giving expensive presents. If, nevertheless, you want to give an expensive gift, do not present it in the presence of others in the room, but privately. In recent years the Chinese have been more open, and it is possible to give inexpensive gifts, particularly if they are given to all members of the Chinese group. In this case, it is advisable to present your gift after, and not before, concluding your business. On presenting a gift to all the members of the Chinese group, it should be emphasized that it is a gift from the company that you represent, not a personal gift.

Similarly, care should be taken that the most important person in the group receives the gift before the others. Acceptable gifts are alcoholic drinks, lighters, etc. Great care should be taken in regard to the color of the gift-wrapping. Chinese culture is very sensitive to colors. Thus for example, a white or black wrapping symbolizes death. Red is the preferred color as this symbolizes luck. Good advice is to ask the hotel staff, or the assistants in the store to wrap the gifts that you want to distribute. In any case, gifts that are wrapped in advance, before you arrive in China, may be opened by the customs authorities. It is recommended that you prepare a sufficient number of personal gifts in advance of your arrival in China, preferably handwork or some small object that symbolizes the country from which you have come.

The accepted style of dress for a business meeting in China is conservative – a dark colored, unostentatious suit and tie are customary for men. Bright colored 195 clothes are considered unacceptable. Women must take care that their skirts are not above the knees; good quality jewelry that is neither ostentatious nor overly expensive, is recommended for making the right impression.

Do not arrange business meetings around the times of Chinese festivals. Similarly, it is important to remember that late arrival to a meeting is considered a serious insult to the Chinese. It may well entail the failure of the entire meeting. It is recommended to bring a translator to the meeting who can translate for you and assist in explaining business customs according to Chinese formalities.

Task 2. Answer the following questions revealing the content of the text.

a) What is the customary way to start a business meeting in China?

b) What is the specificity of exchanging business cards in China?

c) What is the speech culture in China during the course of conversation?

d) What is the attitude to gifts in Chinese culture? Why there should be taken in regard the color of the gift-wrapping?

e) What is the accepted style of dress for a business meeting in China?

Task 3. Translate the sentences given below from English into Ukrainian:

It is important, during the course of the conversation, to be aware of the speech culture in China. Never say “no”. Instead, you can respond with “I’ll look into that” or “I’ll see what I can do in this matter”, etc. Do not touch your Chinese colleague; do not even pat him on the shoulder. Make an effort not to use your hands to illustrate your speech since the Chinese hate this. Try as well to refrain from looking straight into the eyes of your Chinese colleague: this is particularly offensive during a meeting and will offend your Chinese colleagues’ feelings. An offense or insult is a proven formula for failure of the meeting.

**Unit 3 Business Culture in the USA**

Task 1. Read the text given below. Make sure you understand what it is about.

The population of the United States is 300 million people of mixed races and heritage. Although the population is predominantly of European descent, the country has been a welcoming beacon to immigrants from virtually every country and culture in the world. English is the predominant language, although languages from many foreign countries are spoken within cultural enclaves throughout the U.S. The majority of American’s are Christian.

The United States of America consists of 50 states governed on a federal level, as well as a state level. Laws are written at both levels, and when doing business in the United States one must make sure to meet the requirements mandated by these laws. The country is very litigious so legal resources are available and specialists can be found to assist with any transaction.

The culture and geographic location of an area will influence how business is done. Traditionally, the East Coast is more conservative and formal in their dress and manners than the West Coast. That is not to say a West Coast meeting carries any less importance. The climate and lifestyle are just more relaxed, which is reflected in the pace and informality.

Many years ago business was conducted predominantly by men. A woman’s role was to maintain the family and home responsibilities. Evening events and dinners were strictly for social enjoying with family and friends. Social registers were maintained so only those in the “proper” group would be included. A gentleman never carried his business cards to these events, but a social card with just his name.

Times have changed. Now, business is conducted continuously (thanks to breakfast meetings, e-mail, and cellular phones); and, women are now as significant in the business world as men. The U.S. was founded on the work ethic that good, honest, hard work is rewarded. Because of this work ethic, time is money and punctuality is highly 198 regarded, so a cell phone can save the day when automobile traffic in a major city causes unexpected delays.

Business suit and tie are appropriate in all major cities. Wear dark colored business suits in classic colors of gray and navy. For an important formal meeting, choose a white dress shirt, for less formal a light blue shirt will still give you a conservative appearance. Women should wear a suit or dress with jacket in major cities. Wearing classic clothing and classic colors of navy, gray, ivory, and white will ensure you give a confident and conservative appearance.

Rural areas and areas with extremely warm summers have more informal wardrobe requirements. Women may wear a business dress, or skirt and blouse, in rural areas. Men may conduct business without wearing a jacket and/or tie in rural areas. The formality of a meeting, even in rural areas, may dictate a sports jacket and tie for men. The same formality will require a woman to wear a dress, possibly with a jacket.

Casual clothing is appropriate when not attending a work related meeting/dinner. Building a casual wardrobe using classic lines and colors (navy, gray, camel, ivory and white) will give you a look that is stylish and professional even when you are relaxing. Clothing, whether formal or casual, should be clean and neat in appearance. Men may generally wear jeans or khaki pants with a shirt for casual attire. Women may wear comfortably fitting slacks with a casual shirt. Wearing jeans or shorts, even in a casual setting, may be inappropriate for the city. It is better to err on the conservative side if you are not sure.

Task 2. Answer the following questions revealing the content of the text.

a) How does the geographic location of an area influence how business is done?

b) What was the woman’s role in the society many years ago?

c) What is the work ethic of the USA society?

d) What is the appropriate style of dress for a formal meeting in the USA? Compare the clothing style for business meetings in rural and urban areas.

e) What is the appropriate casual clothing in the USA?

Task 3. Translate the sentences given below from English into Ukrainian:

Many years ago business was conducted predominantly by men. A woman’s role was to maintain the family and home responsibilities. Evening events and dinners were strictly for social enjoying with family and friends. Social registers were maintained so only those in the “proper” group would be included. A gentleman never carried his business cards to these events, but a social card with just his name. Times have changed. Now, business is conducted continuously (thanks to breakfast meetings, e-mail, and cellular phones); and, women are now as significant in the business world as men.

**Unit 4 Business Culture in the United Kingdom**

Task 1. Read the text given below. Make sure you understand what it is about.

England is one of four distinct regions of the United Kingdom, which also includes Wales, Scotland, and Northern Ireland. England’s population is approximately 47 million. It is important to note that the Scots, Welsh, and Irish are not English, and are often offended when referred to as such.

Additionally, citizens of the U.K. do not consider themselves European. Unfortunately, they are usually grouped as such, due in part to their membership in the European Union. The English are very proud of their heritage and history. Along with their contributions to the world of today, several famous writers came from England. Some of the most famous are Shakespeare, T.S. Eliot, and Chaucer.

This century, England has seen many influential daughters and sons. The Beatles, Winston Churchill, and Queen Elizabeth II have all played a tremendous role in England’s presence in the modern world. Gambling is very popular in Britain. The British buy more lottery tickets than any other people in the world. It has been estimated that 75 % of adults in Britain play the lottery at least once a week. Business attire rules are somewhat relaxed in England, but conservative dress is still very important for both men and women. Dark suits, usually black, blue, or gray, are quite acceptable. Men’s shirts should not have pockets; if they do, the pockets should always be kept empty.

Additionally, men should wear solid or patterned ties, while avoiding striped ties. Men wear laced shoes, not loafers. Businesswomen are not as limited to colors and styles as men are, though it is still important to maintain a conservative image. Decision-making is slower in England than in the United States; therefore it is unwise to rush the English into making a decision.

Always be punctual in England. Arriving a few minutes early for safety is acceptable. A simple handshake is the standard greeting (for both men and women) for business occasions and for visiting a home. Personal space is important in England, and one should maintain a wide physical space when conversing. Furthermore, it is considered inappropriate to touch others in public.

Privacy is very important to the English. Therefore asking personal questions or intensely staring at another person should be avoided. Eye contact is seldom kept during British conversations. To signal that something is to be kept confidential or secret, tap your nose. If a man has been knighted, he is addressed as “Sir and his first name” example: Sir John. If writing a letter, the envelope is addressed “Sir First name and Last name” example: Sir John Roberts.

A business lunch will often be conducted in a pub and will consist of a light meal and perhaps a pint of ale. When dining out, it is not considered polite to toast those who are older than yourself. When socializing after work hours, do not bring up the subject of work.

Gifts are generally not part of doing business in England. Loud talking and disruptive behavior should be avoided. “American and Britain are two nations divided by a common language” George Bernard was once quoted as saying. In England, English is the official language, but it should be noted that Queen’s English and American English are very different. Often ordinary vocabulary can differ between the two countries.

Task 2. Answer the following questions revealing the content of the text.

a) Why are the English proud of their historical heritage?

b) What is specific about British decision-making process?

c) How can you characterize British business attire rules?

d) What is the procedure of addressing a partner in the UK?

e) What are the national specific features of business relations?

Task 3. Translate the sentences given below from English into Ukrainian:

Always be punctual in England. Arriving a few minutes early for safety is acceptable. A simple handshake is the standard greeting (for both men and women) for business occasions and for visiting a home. Personal space is important in England, and one should maintain a wide physical space when conversing. Furthermore, it is considered inappropriate to touch others in public. Privacy is very important to the English. Therefore asking personal questions or intensely staring at another person should be avoided. Eye contact is seldom kept during British conversations. To signal that something is to be kept confidential or secret, tap your nose.

**Unit 5 Business Culture in Germany**

Task 1. Read the text given below. Make sure you understand what it is about. It is worth remembering that Germany’s religions are split evenly between Roman Catholics, who are concentrated in the southern part of the country, and Protestants, who are found in the northern region. Germany went through a unification process, bringing the East and the West together. Although there still continues to be sensitivities between the two regions, the integration both economically and technologically is moving forward.

Nowadays Germany’s economy ranks as the largest in Europe, and the third largest in the world, behind the U.S. and Japan. The decision-making process in Germany is much slower than in the United States, and this can be troublesome to U.S. executives. Be prepared for the process to take much longer, as there is often a “hidden” group of advisors and decision makers that must approve of any transaction that is to occur.

Business dress in Germany is very conservative. Businessmen wear dark suits; solid, conservative ties, and white shirts. Women also dress conservatively, in dark suits and white blouses. Don’t be surprised if occasionally you see a fashion statement with white socks being worn with a dark suit. Germans are strongly individualistic. The German thought process is extremely thorough, with each aspect of a project being examined in great detail. This process is often times very time-intensive. However, once the planning is over, a project will move very quickly and deadlines are expected to be honored. Germans do not like surprises. Sudden changes in business transactions, even if they may improve the outcome, are unwelcome. German citizens do not need or expect to be complimented. In Germany, it is assumed that everything is satisfactory unless the person hears otherwise. Chewing gum while talking to someone is considered rude.

Punctuality is a necessity in Germany. Arrive on time for every appointment, whether for business or social. Being late, even if it is only by a few minutes, is very insulting to a German executive. In business situations, shake hands at both the beginning and the end of a meeting.

Additionally, a handshake may be accompanied with a slight bow. Reciprocating the nod is a good way to make a good impression, as failure to respond with this nod/bow (especially a superior) may get you off to a bad start. Be sure to look directly into the person’s eyes while shaking hands. When being introduced to a woman, wait to see if she extends her hand. People that have worked together for years still shake hands each morning as if it were the first time they met.

German men frequently great each other with Herr 'last name', even when they know each other very well. Titles are very important to Germans. Do your best to address people by their full, correct title, no matter how extraordinarily long that title may seem to foreigners. This is also true when addressing a letter.

Business is viewed as being very serious, and Germans do not appreciate humor in a business context. In business meetings, age takes precedence over youth. If you are in a group setting, the eldest person enters first. Germans keep a larger personal space around them, approximately 6 inches more space than North Americans do. However, it is not unusual that when in line at a store cash register, Germans will crowd up very close to the person in front of them.

Germans are able to consume large quantities of beer in one evening, but public drunkenness is not acceptable. It is best to know your limits, especially in Bavaria where two liters of beer is an ordinary evening. Pace yourself and eat plenty of food. Typically, you do not wait to be seated in German restaurants, and it is not uncommon to share a table with strangers. However, most Germans will think it odd if you try to initiate a conversation with them beyond just establishing that the chairs are available. Germans love to talk on the telephone. While important business decisions are not made over the phone, expect many follow up calls or faxes. Germans guard their private life, so do not phone a German executive at home without permission.

Task 2. Write down your answers to the following questions revealing the content of the text.

a) Is there any connection between geographic location and business relations in Germany?

b) What is specific about German decision-making process?

c) How can you characterize the business dress style in Germany?

d) What is the procedure of meeting a business partner?

e) What are the national specific features of business relations?

Task 3. Translate the sentences given below from English into Ukrainian:

Germans are strongly individualistic. The German thought process is extremely thorough, with each aspect of a project being examined in great detail. This process is often times very time-intensive. However, once the planning is over, a project will move very quickly and deadlines are expected to be honored. Germans do not like surprises. Sudden changes in business transactions, even if they may improve the outcome, are unwelcome. German citizens do not need or expect to be complimented. In Germany, it is Punctuality is necessity in Germany. Arrive on time for every appointment, whether for business or social. Being late, even if it is only by a few minutes, is very insulting to a German executive.

**Unit 6 Business Culture in Hong Kong**

Task 1. Read the text given below. Make sure you understand what it is about.

Hong Kong is predominately Chinese with a population of approximately 5.9 million. There are two official languages, Chinese and English. Hong Kong has no official religion. Hong Kong operates under a capitalist form of government.

Hong Kong was ceded to the United Kingdom in 1898 at the culmination of the Opium War. It remained a British Crown Colony until 1997 when it was returned to China. As part of China, Hong Kong is now an economic and cultural bridge between the capitalist West and the Communist East.

There is little doubt that changes will take place within Hong Kong over the next few years. One change that is already apparent is a transition from English speaking to Chinese speaking populous. Whether this will reduce the worldwide luster of Hong Kong is yet to be determined.

In business dealing with Westerners, the Chinese often chose a nickname. Don’t be surprised if during your business dealing with the Chinese they ask to consult with a ‘fengshui’ man. A fengshui man may be brought in to determine good luck dates or the proper special arrangement for a building or office. This individual’s opinion should be observed. The red color is considered a lucky color in Hong Kong.

When dressing for a business meeting, select a red tie to impress your host. The white color is synonymous with death. The toast is an integral part of the culture in Hong Kong. All countries have a standard toast however each country has a different pronunciation for the word toast. ‘Ganbei’ is the popular Chinese toast. It means dry glass or bottoms up. Everyone is expected to drink a toast. The guest of honor makes the first toast. Follow the lead of your host when dining. Do not rub your chopstick together before dining. It implies that you have been given poor quality chopsticks that may have splinters. It is impolite to refuse to drink. Even if you do not drink, accept it and toast with your host. Drinking helps to relax the host and is an important part of the relationship building phase in Chinese business culture.

Bar hopping and karaoke are standard means of entertainment. Be prepared to be taken out on the town almost every night during your stay in Hong Kong. At close of trip, have a dinner for your host as show of respect. The handshake is fairly common in Hong Kong, however a slight bow will show a sign of respect.

Names are usually written in the following order: the last name first, middle name second and the first name last. Use titles with names whenever possible. A round of applause may greet you during your visit. The Chinese like to applaud. You are expected to return the applause out of respect. Silence is held in high regard in Hong Kong. Allow your host to contemplate without interruption. Appointments are recommended. Punctuality is expected. Use only black and white materials for presentations, as colors are very significant. Patience is important. The Chinese do not make business decisions quickly.

Task 2. Answer the following questions revealing the content of the text.

a) Who inhabit Hong Kong? What languages are spoken in Hong Kong and why? b) Who the Chinese ask to consult with in business dealing?

c) What color is preferable when dressing for a business meeting?

d) What are the integral elements of the culture in Hong Kong?

e) How do Chinese write names?

Task 3. Translate the sentences given below from English into Ukrainian:

The handshake is fairly common in Hong Kong, however a slight bow will show a sign of respect. A round of applause may greet you during your visit. The Chinese like to applaud. You are expected to return the applause out of respect. Silence is held in high regard in Hong Kong. Allow your host to contemplate without interruption. Appointments are recommended. Punctuality is expected. Use only black and white materials for presentations, as colors are very significant. Patience is important. The Chinese do not make business decisions quickly.

**Unit 7 Business Culture in United Arab Emirates**

Task 1. Read the text given below. Make sure you understand what it is about.

The United Arab Emirates is considered one of the Gulf countries. The Gulf countries include Bahrain, Kuwait, Sultanate of Oman, Qatar, and the United Arab Emirates (UAE). They are located on the Arabian Gulf – it is important NOT to refer to it as the Persian Gulf.

When holding business meetings in the United Arab Emirates, some foreign businesspeople suggest holding the meeting in the lobby of an international hotel rather than in an office. The advantage of this is that there will be fewer people wandering in and out of the meeting. Also, your counterpart’s willingness to come to you demonstrates a true interest. You will also have access to refreshments that may be more to your taste. Visitors are expected to abide by local standards of modesty, however, do not adopt native clothing.

Traditional clothes on foreigners may be offensive. Despite the heat, most of the body must always remain covered. A jacket and tie are usually required for men at business meetings. Men should wear long pants and a shirt, preferably longsleeved, buttoned up to the collar. Men should also avoid wearing visible jewelry, particularly around the neck. Women should always wear modest clothing in public. High necklines, sleeves at least to the elbows are expected. Skirts, if not ankle-length, should at least be well below the knee. A look of baggy concealment should be the goal, pants or pant suits are not recommended. It is a good idea to keep a scarf handy, especially if entering a Mosque. Avoid admiring an item to an excess, your host may feel obligated to give it to you.

When offered a gift, it is impolite to refuse. Often shoes are removed before entering a building. Follow the lead of your host. Do not cross your legs when sitting, showing the bottom of your shoe or foot is offensive. The “thumbs up” gesture can also be considered offensive by some.

There are several styles of greetings in use, it is best to wait for your counterpart to initiate the greeting. Men shake hands with other men. Some men will shake hands with women; however it is advisable for a businesswoman to wait for a man to offer his hand. A more traditional greeting between men involves grasping each other’s right hand, placing the left hand on the other’s right shoulder and exchanging kisses on each cheek.

A customary greeting is ‘salaam alaykum’. Shaking hands and saying ‘kaif halak’ follows. Gifts are not necessary, but appreciated. If you do give a gift, it will be open in private. Gifts to avoid giving include: alcohol, perfumes containing alcohol, pork, pigskin products, personal items such as underwear, knives, toy dogs or gifts that picture dogs, images of nude or partially nude women (even in paintings or sculptures with artistic merit). Alcohol and pork are not consumed by those that observe the Muslim religion.

Do not discuss the subject of women, not even to inquire about the health of a wife or daughter. The topic of Israel should also be avoided. Sports is an appropriate topic. In the Muslim world, Friday is the day of rest. Communication is usually slow, do not feel obligated to speak during periods of silence. “Yes” usually means “possibly”.

Meetings are commonly interrupted by phone calls and visits from friends and family. The person at a meeting who asks the most questions is likely to be the least important. The decision maker is likely a silent observer.

Task 2. Answer the following questions revealing the content of the text.

a) Why do foreign businesspeople suggest holding the meeting in the lobby of an international hotel in the United Arab Emirates?

b) What are visitors to the United Arab Emirates expected to abide by?

c) What are the styles of greetings in use in the United Arab Emirates?

d) What gifts should a visitor avoid giving in the United Arab Emirates?

c) What are the peculiar features of communication in the United Arab Emirates?

Task 3. Translate the sentences given below from English into Ukrainian:

Visitors are expected to abide by local standards of modesty, however, do not adopt native clothing. Traditional clothes on foreigners may be offensive. Despite the heat, most of the body must always remain covered. A jacket and tie are usually required for men at business meetings. Men should wear long pants and a shirt, preferably long-sleeved, buttoned up to the collar. Men should also avoid wearing visible jewelry, particularly around the neck.

**Unit 8 Business Culture in Italy**

Task 1. Read the text given below. Make sure you understand what it is about.

Officially called the Republic of Italy, Italy is located in southern Europe, and has a population of roughly 58.2 million. Italy has much to offer its citizens and visitors. Surrounded by the four seas of the Mediterranean, Italy is famous for its coastline activities. Italy also has a mountain range with elevations over 13,500 feet for the skiing and hiking enthusiast.

Italy has no official religion, though the majority of Italy’s citizens are Roman Catholic. Italy is currently the home of three active volcanoes; Stromboli, Vesuvius, and Etna. The Vatican City, the home of the Pope and the Roman Catholic Church, is located within the city of Rome and is considered a separate state completely. The Vatican has its own currency, flag, and stamps, although Italian money can be used.

Fashions and fashion design are trademarks of Italy. Therefore, in the business world, good clothes are a signature of success. Men should wear fashionable, high quality suits. Shirts may be colored or pin-striped, and they should be paired with an Italian designer tie. Women dress in quiet, expensive elegance. Slacks are generally not worn by either sex. Quality accessories such as shoes and leather goods will make a good impression with the Italians. Italian history has played a crucial role in the modern business world. Some of their contributions include banking, insurance, and double-entry bookkeeping. “Time is money” is not a common phrase in Italy.

Foreign businessmen/women should be punctual for business appointments, although the Italian executive may not be. Handshakes are common for both sexes, and may include grasping the arm with the other hand. Do not expect quick decisions or actions to take place, as the Italian bureaucracy and legal systems are rather slow.

Italian companies often have a rigid hierarchy, with little visible association between the ranks. It is common for everyone to speak simultaneously at Italian gatherings. This applies to business meetings as well as social events. When entering a business function, the most senior or eldest person present should always be given special treatment.

Do not exchange business cards at social occasions; but it is the norm at business functions and meetings. Italians often have two different business cards, one with business credentials for formal relationships, and another with personal information for less formal relationships. Italian cards are often plain white with black print. When invited to someone’s home, bring gift-wrapped chocolates, pastries, or flowers. Flowers must be given in even numbers, except for a dozen or halfdozen, especially if roses.

If you bring wine as a gift, make sure that it is of excellent vintage, as many Italians are wine connoisseurs. Avoid giving anything in a quantity of 17, as 17 is considered to be bad luck, or a doomed number. Italian is the official language, although there are many diverse dialects. English is spoken by many businesspeople. Avoid talking about religion, politics, and World War II. At social gatherings, it is considered insulting to ask someone you have just met about their profession. Good conversational topics include Italian culture, art, food, wine, family, and films.

Task 2. Answer the following questions revealing the content of the text.

a) Where is Italy located and what is it famous for?

b) Where is the home of the Pope and the Roman Catholic Church situated?

c) What is a signature of success in business world of Italy?

d) What role has the Italian history played in modern business world?

e) What should a business person take into account when communicating with their Italian partners?

Task 3. Translate the sentences given below from English into Ukrainian:

Italian history has played a crucial role in the modern business world. Some of their contributions include banking, insurance, and double-entry bookkeeping. “Time is money” is not a common phrase in Italy. Foreign businessmen/women should be punctual for business appointments, although the Italian executive may not be. Handshakes are common for both sexes, and may include grasping the arm with the 224 other hand. Do not expect quick decisions or actions to take place, as the Italian bureaucracy and legal systems are rather slow. Italian companies often have a rigid hierarchy, with little visible association between the ranks.

**Unit 9 Business Culture in Spain**

Task 1. Read the text given below. Make sure you understand what it is about.

The Kingdom of Spain has a population of 39.2 million people, and is 194,992 sq. mi. The majority of citizens are raised Roman Catholic, and family values are extremely important in Spain. The Spanish lifestyle is more relaxed than many other nations. For example, many businesses are closed between 1:30 p.m. and 4:30 p.m. for a siesta, allowing families to get together for a meal. The family is the most important thing to people in Spain.

The Spanish dress more formal than many other Europeans. In Spain, it is important to project good taste in apparel. Business attire includes well-made, conservative suits and ties. Avoid flashy colors, as it is not popular to stand out. Shorts are not usually worn in public. If you pull down on your eyelid in Spain, you are insinuating to “be alert” or that “I am alert”.

In Spain, crossing you fingers has several good meanings, usually things such as “protection” or “good luck”. This is a nice gesture to be friendly. Time is very relaxed. It is wise for foreigners to be punctual, but Spaniards do not put a great emphasis on time themselves.

The Spaniards often consider deadlines an objective that will be met if possible, but do not become overly concerned if the deadline is not achieved. Much like Mexico, business in Spain is often obtained as a result of personal relationships. While the relationship building process takes time, it is imperative to gain such relationships if you are to be effective in Spain. Also, you must be very selective when choosing your Spanish representative, as it is extremely difficult to change to another person. Be prepared for chaotic business negotiations. Often numerous people will be speaking simultaneously.

Negotiations are usually an extremely long and arduous task, so do not be in a rush to close a deal in Spain. During business negotiations, rules and systems are only used as a last resort to solving a problem. During business meetings, doors are usually kept shut. 220 Men who are close friends will often exchange a hug. Women who are close friends usually meet and part with a small hug and a kiss on each cheek.

A large portion of your communication will take place over lunches and dinners. They are an extremely important part of business life in Spain and are usually associated with establishing business relationships in Spain, so be prepared for your business associate(s) to join you at any or all of your daily meals. When attending a business dinner, be prepared to stay up late. Most restaurants do not open until after nine o’clock, and often do not get active until around eleven! Dinner is usually served after 9:00 p.m, so you may want to take full advantage of the siesta and get in a nap.

In Spain business colleagues often dine together, but different ranks within a company do not mix. Spain has four ‘official’ languages. There are several unique languages spoken in Spain besides the predominant Spanish. These include Catalan, which is spoken in the regions of Catalonia, the Balearic Islands, and Valencia, where both Castilian and a dialect called Valencian are spoken. Gallego (or Galician), is popular in northwest Spain. Each of these languages has different pronunciations and spellings. Additionally, the native language of the Basque region is called Euskera. It is not a form of Spanish, and its origins are unknown.

Although many Spanish businesspeople speak English, it is a good idea for foreigners to have all of your materials printed in Spanish. Business cards should be two-sided, one side having English and the other side containing Spanish. When presenting your business card, place the card with the Spanish side facing your Spanish colleague.

Task 2. Answer the following questions revealing the content of the text.

a) How is the lifestyle in Spain characterized?

b) What does the business attire include in Spain?

c) How is business in Spain obtained?

d) What is peculiar for business negotiations in Spain?

e) What languages do people in Spain speak? What are they?

Task 3. Translate the sentences given below from English into Ukrainian:

Much like Mexico, business in Spain is often obtained as a result of personal relationships. While the relationship building process takes time, it is imperative to gain such relationships if you are to be effective in Spain. Also, you must be very selective when choosing your Spanish representative, as it is extremely difficult to change to another person. Be prepared for chaotic business negotiations. Often numerous people will be speaking simultaneously. Negotiations are usually an extremely long and arduous task, so do not be in a rush to close a deal in Spain. During business negotiations, rules and systems are only used as a last resort to solving a problem. During business meetings, doors are usually kept shut.

**Unit 10 Business Culture in Australia**

Task 1. Read the text given below. Make sure you understand what it is about.

Australia has a population of almost 20 million people in a country not much smaller than the contiguous 48 United States. However, the great majority of the population is located in a few major urban centers. The large majority of the population (93 %) has a European heritage, primarily English.

The predominant language of the country is English with Christianity being the largest religion (75 %). The Aborigines make up 1 % of the population. They are thought to have canoed to Australia from Southeast Asia some 30,000 to 50,000 years ago. Scientist established this time frame using radiocarbon dating techniques. The Aborigines believe one’s exact birthplace determines your position within a clan or kinship group. They also have a strong devotion of kinship, and believe in walkabout -- the desire to revisit the sacred sites.

Long-term Australian concerns include pollution, particularly weakening of the ozone layer, and management and conservation of coastal areas, especially the Great Barrier Reef. A referendum to change Australia’s status, from a commonwealth headed by the British monarch to a republic, was defeated in 1999. Australia is a very friendly and open culture. The Australians expect one’s work to speak for itself, so they are not impressed with your position, title, or status. Don’t arrive in town wearing the latest status symbol to announce how important you think you are.

Privacy is considered the norm. The Individualism (IDV) index for Australia is 90, the second highest score of any country, behind the United States’ ranking of 91. This individuality is reinforced in Australian’s daily lives and must be considered when traveling and doing business in their country.

Power Distance (PDI) is relatively low, with an index of 36, compared to the world average of 55. This is indicative of a greater equality between societal levels, including government, organizations, and even within families. This orientation 204 reinforces a cooperative interaction across power levels and creates a more stable cultural environment.

As for the style in formal clothing, men wear a conservative dark business suit and tie. Women may wear a dress, or skirt and blouse, for business. Informal clothing is appropriate when not attending business functions. Casual pants are fine for both men and women. When meeting a person and when leaving, shake hands. Although uncommon, some women may greet each other with a kiss on the cheek. Exchanging business cards is common among professional workers. Maintain good eye contact during meetings and conversations.

Australians are friendly and open, but in conversations they value directness and brevity. Opinions are respected, and opinionated discussions are entertaining. Be an active listener, and ask if you do not understand something in the conversation. Do not hype yourself, your company or your information. Sightseeing and sports are good conversational topics.

Being punctual is critical in Australia. Gift giving is not a common practice in business. You may bring a small gift of chocolate, wine or flowers if invited to someone’s home. When paying for a round of drinks, do not pick up the tab out of turn, and make sure to pay when it is your turn.

Task 2. Answer the following questions revealing the content of the text.

a) What is the population of Australia? Characterize it.

b) Who are the Aborigines? What are their beliefs?

c) What are the national distinctive features of Australians?

d) What procedures should be followed when meeting a business person?

e) What should be paid attention to when having a conversation with an Australian?

Task 3. Translate the sentences given below from English into Ukrainian:

Long-term Australian concerns include pollution, particularly weakening of the ozone layer, and management and conservation of coastal areas, especially the Great Barrier Reef. A referendum to change Australia’s status, from a commonwealth headed by the British monarch to a republic, was defeated in 1999. Australia is a very friendly and open culture. The Australians expect one’s work to speak for itself, so they are not impressed with your position, title, or status. Don’t arrive in town wearing the latest status symbol to announce how important you think you are.

**Unit 11 Business Culture in India**

Task 1. Read the text given below. Make sure you understand what it is about.

India is officially called Republic of India (Hindi Bharat), is located in southern Asia and is a member of the Commonwealth of Nations. India consists geographically of the entire Indian Peninsula and portions of the Asian mainland. To its north lies Afghanistan,

China, Nepal, and Bhutan; to its east is Bangladesh, Myanmar (formerly known as Burma), and the Bay of Bengal; Palk Strait and the Gulf of Mannar (which separate it from Sri Lanka) and the Indian Ocean are to the south; and on the west is the Arabian Sea and Pakistan. India is predominantly Hindu, with 81 % of the population practicing that religion. Next is Muslim at 12 %, Christian at 2 %, and all others within the last 5 % of the society.

The current leadership of India is implementing sweeping changes to encourage international business in India, from privatization to the liberalization of trade. Men are generally expected to wear a suit and tie for business, although the jacket may be removed in the summer. Women should wear conservative dresses or pantsuits. When dressing casual, short-sleeved shirts and long pants are preferred for men; shorts are acceptable only when exercising. Women must keep their upper arms, chest, back, and legs covered at all times. Women should wear long pants when exercising. The use of leather products including belts or handbags may be considered offensive, especially in temples. Hindus revere cows and do not use leather products.

The head is considered the seat of the soul. Never touch someone else’s head, not even to pat the hair of a child. Beckoning someone with the palm up and wagging one finger can be construed as in insult. Standing with your hands on your hips will be interpreted as an angry, aggressive posture.

Whistling is impolite and winking may be interpreted as 217 either an insult or a sexual proposition. Never point your feet at a person. Feet are considered unclean. If your shoes or feet touch another person, apologize. Gifts are not opened in the presence of the giver. If you receive a wrapped gift, set it aside until the giver leaves.

Business lunches are preferred to dinners. Hindus do not eat beef and Muslims do not eat pork. Do not thank your hosts at the end of a meal. “Thank you” is considered a form of payment and therefore insulting. There are more than fourteen major and three hundred minor languages spoken in India. The official languages are English and Hindi. English is widely used in business, politics and education. The word “no” has harsh implications in India. Evasive refusals are more common, and are considered more polite. Never directly refuse an invitation, a vague “I’ll try” is an acceptable refusal. Titles are very important. Always use professional titles.

Task 2. Answer the following questions revealing the content of the text.

a) Where is India situated and what countries does it border?

b) Who inhabits India and what religions are practiced by the people of the country?

c) What is the obligatory dress etiquette for businesspersons (men and women) in India?

d) What gestures, sounds and body movements are regarded as offensive in India? e) How many languages are spoken in India? What languages are widely used in business, politics and education in India?

Task 3. Translate the sentences given below from English into Ukrainian:

Men are generally expected to wear a suit and tie for business, although the jacket may be removed in the summer. Women should wear conservative dresses or pantsuits. When dressing casual, short-sleeved shirts and long pants are preferred for men; shorts are acceptable only when exercising. Women must keep their upper arms, chest, back, and legs covered at all times. Women should wear long pants when exercising. The use of leather products including belts or handbags may be considered offensive, especially in temples. Hindus revere cows and do not use leather products.

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