



МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

**ХАРКІВСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ
ХАРЧУВАННЯ ТА ТОРГІВЛІ**

VOCATIONAL GUIDANCE ENGLISH (TOPICS)

**АНГЛІЙСЬКА ПРОФЕСІЙНОГО СПРЯМУВАННЯ
(РОЗМОВНІ ТЕМИ)**

Навчальний посібник

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VOCATIONAL GUIDANCE ENGLISH (TOPICS) = АНГЛІЙСЬКА
ПРОФЕСІЙНОГО СПРЯМУВАННЯ (РОЗМОВНІ ТЕМИ)

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Посібник містить автентичні навчальні тексти та систему різноманітних інтерактивних вправ, які сприяють розширенню термінологічного лексичного запасу, формуванню у студентів навичок усного мовлення у сфері професійного спілкування

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Передмова

Посібник з розвитку навичок усного мовлення містить 19 тематичних, а також 16 фаховоспрямованих текстів і охоплює розмовні теми курсу англійської мови професійної спрямованості. Аутентичні тексти та низка різноманітних вправ допоможуть студентам оцирити свій лексичний запас та удосконалити практичні мовленнєві навички.

Створення посібника зумовлене намірами авторів сформувати у студентів сучасний рівень обізнаності й навиків розмовної мови в різноманітних ситуаціях іншомовного спілкування, культури мовлення, сприяти придбанню практично тренованих навичок застосування здобутих знань у сфері професійного спілкування з англомовними колегами.

Головним принципом збірника є його мовна спрямованість і використання інтерактивних вправ.

Роботу над матеріалом кожного блоку доцільно проводити наступним чином:

1. ознайомлення з лексичним матеріалом;
2. читання та переклад текстів;

3. матеріал, запропонований в розділі вправ та завдань, може бути опрацьований вибірково в аудиторії, в залежності від рівня складності. Іншу частину його бажано застосувати для самостійної роботи.

Ключі для самоконтролю призначені для того, щоб студент мав можливість оцінити свій рівень знань під час самостійної роботи .

Зміст і методика подання матеріалу сприяє активізації засвоєння матеріалу та творчого мислення у студентів.

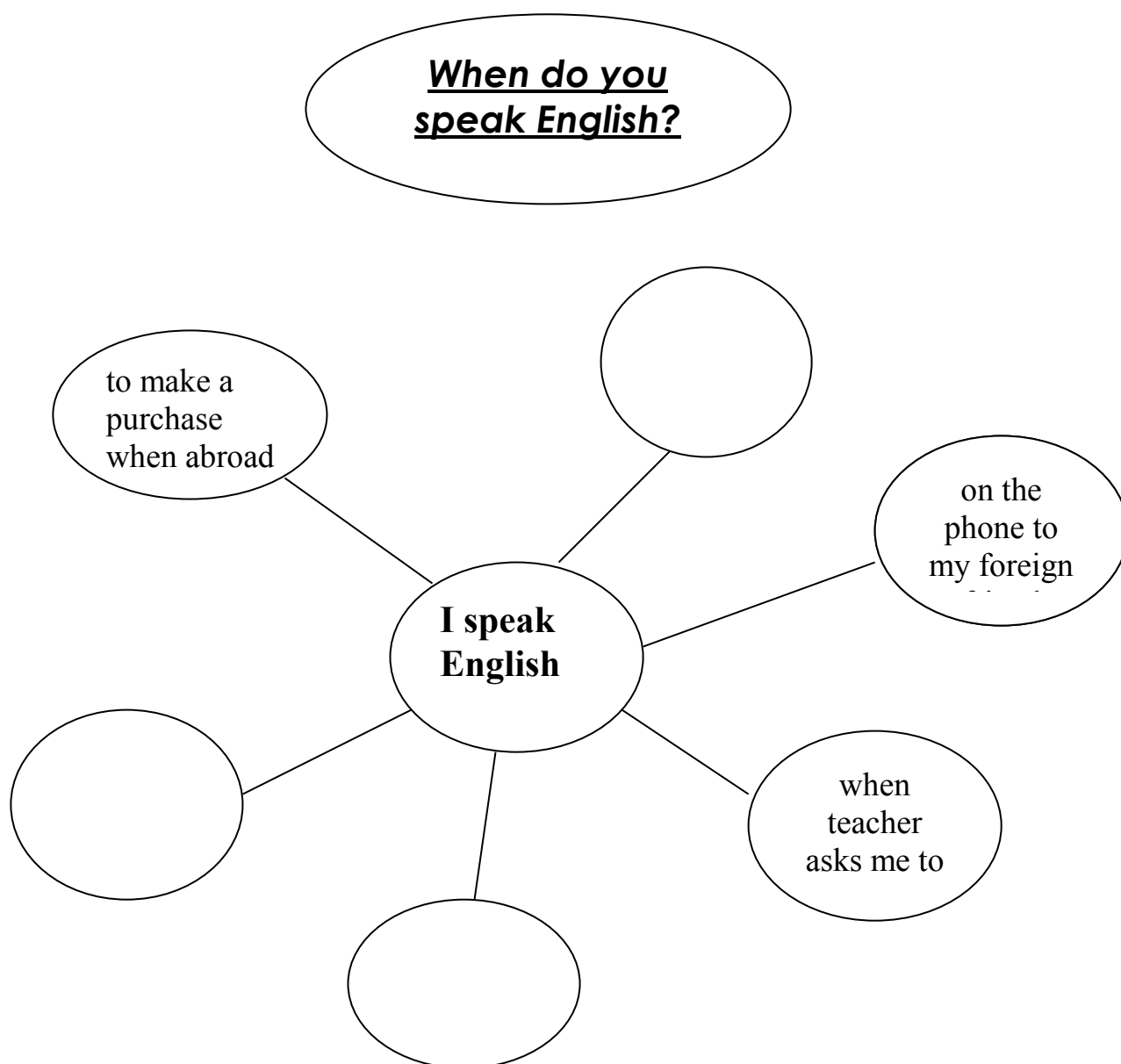
NEEDS ANALYSIS: EDUCATION

A. Find international words that are used in Ukrainian:

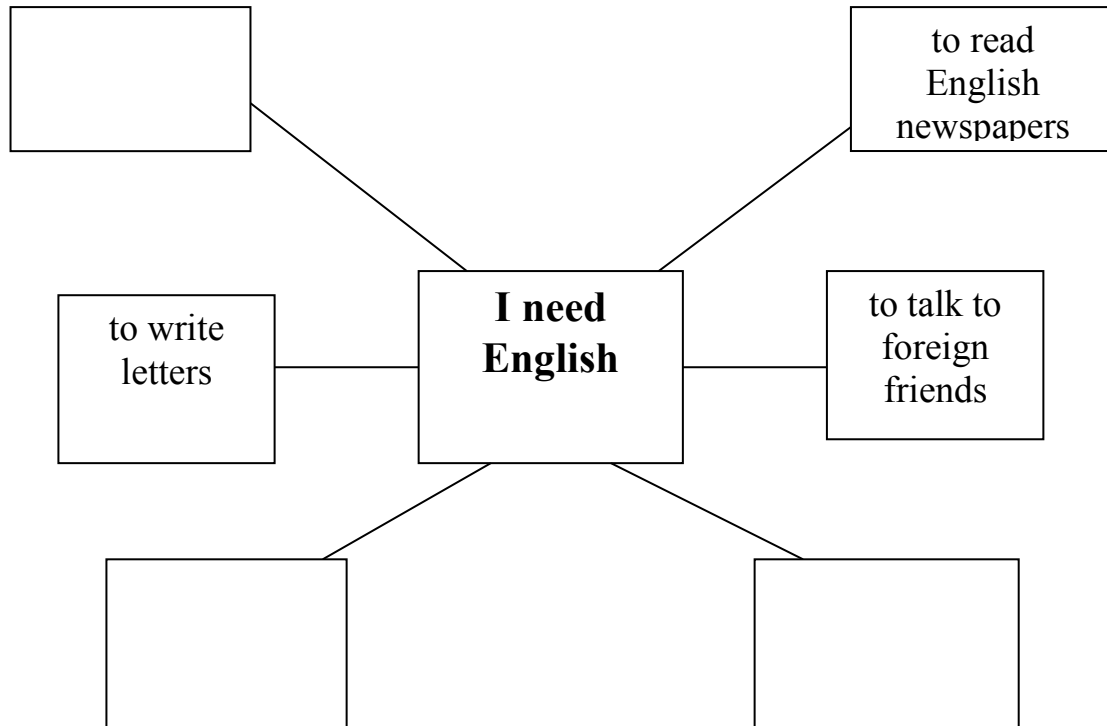
Marketing, advertisement, shopping, management, know-how, businessman, smoking, bestseller, golf, sandwich

Can you add some more examples of international words?

B. Give your own answers to the questions.



Why do you need English?



C. Read and translate:

Communicate: Internet helps to communicate with the world; to communicate by telephone;

Business: businessperson; business ethics; business letter; business organization;

Get: to get money; I like to get letters from my friends; to get information; I want to get a job in a large international company

EDUCATION IN GREAT BRITAIN: SOME DEFINITIONS

Vocabulary

application form - заява

to attend - відвідувати

to offer – пропонувати

to submit - подавати

tuition fee - плата за навчання

academic year - навчальний рік

Studying at university



If you want to **go to** (= **enter** *Am*) university, you must first **pass examinations** that most students take at the age of eighteen (called 'A' levels). Most students take three 'A' levels (three examinations in three different subjects) and they must do well in order to **get/obtain** a place at university because the places are limited. At the moment, approximately 30% of young adults go to university in Britain.

If you get a place at university, the **tuition** (= the teaching) is free, and some students also **get** (= receive) a **grant** (= money to pay for living expenses, e.g. food and accommodation) as well. Students at university are called **undergraduates** while they are studying for their first degree.

Most university courses **last** (= go on for / continue for) three years, some courses last four years, and one or two courses, e.g. medicine, may be even longer. During this period students can say that they are **doing/studying** history, or **doing / studying for** a degree in history, for example. When they finish the course and pass their examinations, they receive a **degree** (the qualification when you complete a university course successfully). This can be a **BA** (= Bachelor of Arts) or a **BSc** (= Bachelor of Science), e.g. I have a friend who has a BA in history, and another who has a BSc in chemistry.

Postgraduate courses

When you complete your first degree, you are a **graduate**. (In the US, students also use the word as a verb and say, they 'graduated in history' or 'graduated in chemistry', for example.) Some students then go on to do a second course or degree

(**postgraduate course/ postgraduate degree**). These students are then **postgraduates**.

There are usually three possible degrees:

MA (Master of Arts) or MSc (Master of Science); usually one year MPhil (Master of Philosophy); usually two years PhD (Doctor of Philosophy); at least three years

When people study one subject in great detail (often to find new information), we say they are **conducting / doing / carrying out research** (U); e.g.

I'm **doing** some **research into/on** the languages of different African tribes.

School vs. university

At school, you have **teachers** and **lessons**, at university, you have **lecturers** and **lectures**. When a lecturer **gives/does** a lecture, the students listen and **take/make notes** (= write down the important information), but do not usually say much, except to ask occasional questions.

TASK

What do you call:

1. the money some students receive if they get a place at university?
2. the qualification you get at the end of university?
3. the name we give students during this period at university?
4. teachers at university?
5. students when they have completed their first degree?
6. students studying for a second degree?
7. the study of one subject in great depth and detail, often to get new information?
8. the talks that students go to while they are at university?

TEXT 1

KHARKIV STATE UNIVERSITY OF FOOD TECHNOLOGY AND TRADE

Vocabulary

catering	громадське харчування
trade	торгівля
hospitality	готельна справа
customs	митниця
institution of higher education	вищий навчальний заклад
curriculum	навчальна програма
to conduct research	проводити наукові дослідження
experienced laboratory assistant	досвідчений лаборант

Pre-reading task

Match the term and the definition:

1. trade	a. basic substance used as food
2. catering	b. the industry of attracting tourists and catering to them
3. tourism	c. goods bought and sold in commerce
4. foodstuff	d. providing meals, refreshments etc.
5. merchandise	f. the business of distribution, selling and exchange

KHARKIV STATE UNIVERSITY OF FOOD TECHNOLOGY AND TRADE

The Kharkiv State University of Food Technology and Trade is a multi-profile institution of higher education of the 4th level of accreditation. It is aimed at training specialists in food production, catering, trade, customs, hospitality and tourism.

The University has continued the glorious traditions of Sloboda's commercial training for more than one hundred years. The recent history of the University starts in 1967 with Kharkiv Institute of Public Catering. In October 2002 our institution of higher education was granted the University status.



Our University has well-equipped laboratories, lecture halls, a library and a computer centre. The library provides a lot of necessary books, textbooks dictionaries, reference books, journals etc. Students not originally from Kharkiv can stay at our hostel.

The course of study lasts 5-6 years. The academic year consists of two semesters. At the end of each semester there is an examination session. According to the curriculum during the first two years students have to attend lectures on some humanitarian and general educational subjects. Specialization begins in the third year. At present time there are six faculties at our University where the students of day-time and correspondence departments are trained. They are the Process Engineering faculty, Economics faculty, Accounting and Finance faculty, the faculty of Merchandise Expertise and Trade Entrepreneurship, Management faculty, the faculty of Equipment and Technical Service.

The students are engaged in Bachelor, Specialist and Master Degree programs. The Center for Professional and Pre-Higher Learning Training, the preparation departments for the Ukrainian and foreign citizens prepare young people to enter the University.

The teaching staff of the University includes many professors, assistant professors, candidates of sciences, lecturers, and experienced laboratory assistants. All University departments conduct research in the priority fields of engineering, technology and economics of food production and services. Every year the University holds scientific conferences with the participation of the leading scientists and managers in trade and catering. The students also take an active part in the scientific work and make reports during the conferences.

The students get practical experience at the major quality restaurants, hotels and firms in Ukraine and abroad.

This year I have entered the Kharkiv State University of Food Technology and Trade. Now I am a first year student of the Economics faculty of the day-time department.

Comprehension check

Are these sentences true or false? Correct the false sentences.

1. Our University has continued the glorious traditions of Sloboda's commercial training for two hundred years.
2. Students who come from different cities, towns and countries can stay at our hostel.
3. According to the curriculum, specialization begins in the first year.
4. The recent history of the University begins in 2002 when it was granted the university status.
5. The major quality Ukrainian and foreign restaurants, hotels and firms are the places where our students get practical experience.

Answer the following questions:

1. What specialists does our University train?
2. What faculties are there at our University?
3. What degree programs are our students engaged in?
4. What are the priority fields of research?
5. Where our students get practical experience?

TASK 1

Complete the sentences with the appropriate word:

1. The University has continued the glorious _____ of Sloboda's commercial training for more than one hundred years.
 - a) customs
 - b) traditions
 - c) principles
2. Our University has well-equipped laboratories, lecture halls, a library and a _____.
 - a) computer centre
 - b) swimming pool
 - c) sports ground

3. The Center for Professional and Pre-Higher Learning_____, the preparation departments for the Ukrainian and foreign citizens prepare young people to enter the University.

- a) education
- b) preparation
- c) training

4. Every year the University holds scientific _____ with the participation of the leading scientists and managers in trade and catering.

- a) seminars
- b) conferences
- c) colloquiums

5. The _____ examinations were rather difficult but I passed them with good and excellent marks.

- a) final
- b) primary
- c) entrance

TASK 2

Find synonyms to the following words in the text:

- | | |
|--------------------|----------------|
| a) manufacturing | e) to carry on |
| b) to provide | f) executives |
| c) to go on | g) a company |
| d) a wide range of | h) a grade |

TASK 3

Find antonyms to the following words in the text:

- | | |
|-------------|---------------------|
| a) infamous | e) to graduate from |
| b) to miss | f) unsatisfactory |
| c) passive | g) to fail |
| d) minor | |

TASK 4

Give English equivalents to the following:

Вищий навчальний заклад, підготовка спеціалістів, виробництво харчових продуктів, довідник, денне та заочне відділення, ступінь бакалавра / спеціаліста / магістра, підготовче відділення, іноземні громадяни, провідні науковці, скласти іспити.

TASK 5

Complete the sentences:

1. Our University is aimed at training specialists in _____.
2. According to the curriculum during the first two years students have to attend lectures on _____.
3. At present time there are six faculties at our University where the students of _____.
4. University departments conduct research in the priority fields of _____.
5. The students also take an active part in the scientific work and _____.
6. The students get practical experience at the major quality _____.

TASK 6

Discuss the following points:

- What are your career goals?
- Who helped you to choose the University?
- How did you prepare for entering the University?
- What personal and professional qualities should you acquire as a future specialist?



TEXT 2

STUDENTS' LIFE AND HOLIDAYS

Vocabulary

a dormitory / hostel	гуртожиток
to rent a flat	орендувати квартиру
to share a room with	ділити кімнату з
boring	нецікавий, нудний
to fall asleep	заснути

Pre-reading task

Answer the following questions;

1. Do you get up early?
2. Do you wake up yourself or does your alarm clock wake you up?
3. Do you do your morning exercises?
4. What do you prefer: a hot or cold shower in the morning?
5. What do you usually have for breakfast?
6. Some people look through newspapers or listen to the latest news on the radio while having breakfast. What about you?
7. When do you usually leave your house?
8. Do you work? If yes, where?
9. How long does it take you to get to your University?
10. Where do you usually have lunch (dinner)?
11. What time do you come home?
12. How long does it take you to do your homework?
13. How do you usually spend your evenings?
14. Do you have a lot of free time?
15. Do you play any musical instrument?
16. Are you fond of listening to music?
17. What kind of music do you prefer?
18. Do you collect anything (stamps, records, postcards, coins, matchboxes, etc.)?

STUDENTS' LIFE AND HOLIDAYS

- **Student's day**

I am a first-year student of the Economics Faculty of the Kharkiv State University of Food Technology and Trade. My parents live in Dnipropetrovsk and I study in Kharkiv so I need some housing. There are two opportunities for me: I can live in a dormitory (a students' hostel) or rent a flat (an apartment).

I decided to rent a room. To make the rent smaller I decided to share my room with another girl, Olya Alyokhina. She studies at the University, too, and she is my best friend now.

Now, let me describe my usual working day. My classes begin at 8:00. So, on week-days I have to get up at 7:00. I turn on the radio and do my morning exercises while Olya takes a shower. I don't take a bath in the morning because I don't have enough time for it. I take a cool shower (that's when I completely wake up), brush my teeth. After that I go back to our room and get dressed. I brush my hair and put on a light make-up. Then we have breakfast; Olya makes breakfast every Monday, Wednesday and Friday. I have to serve breakfast on Tuesdays, Thursdays and Saturdays. I love to listen to the latest news on the radio while I am eating and Olya prefers light music.

We leave the house about eight and walk to the nearest bus stop. We live rather close to the University and it usually takes us about ten-fifteen minutes to get there by bus. Sometimes when the weather is fine and we have enough time we walk to the University. It is very healthy to walk a lot.

Our classes begin at 8:00 in the morning and they end at 4:00 p.m. We have lectures on different subjects. As a rule, we have three or four classes a day. Sometimes it is very hard to wait till they end.

Usually I don't miss my classes because I want to pass my exams successfully. However, sometimes I do, especially when the weather is fine and the classes are boring.

In the middle of the day we have lunch. That is my favorite time. That is the time to share the latest news and to chat. My friends and I prefer not to go to the canteen and we often have lunch in a small cafe not far from the University.

Occasionally I have to stay at the University until 5 or even 6 o'clock in the evening because I go to the library to get ready for my practical classes or to write a report. As a rule, I have no free time on weekdays. So by the end of the week I get very tired.

When we come home in the evening, we have supper together and share the news. After supper we wash dishes, drink coffee or tea and watch TV. I prefer old comedies and Olya likes soap operas or films about traveling. Sometimes Olya and I go for a walk in the park or visit our friends.

At about eleven at night I go to bed. I like to read something before going to bed and Olya likes to listen to some music. Sometimes I fall asleep while I am reading and Olya switches off the light and says: Good night!

- **Students' holidays**



Students have little free time. Lectures take up the first part of the day and then they usually have a lot of work to prepare for classes. However, they can always find an hour or two to relax every day. After a hard day's work a good walk is very refreshing. Twice a year students have their examination sessions and at the end of each term, when the session is over, students have a break for the holidays. The winter holidays are rather short, but students have a good rest after the end of term exams. They have different ways for organizing their leisure time: they skate and ski in winter, read much, go to the theatre, cinema or to the concert halls, visit art or industrial exhibitions. They like listening to modern music and discuss various problems of students' life.

All students are looking forward to their summer holidays because they are much longer than winter ones. At the end of June, when the summer examination session is over, the students are free. Some of them go to the rest homes or the tourist camps.

I usually go to the tourist camp in the country or at the seaside. I like the sea best of all so I have my rest on the beach. I swim on the sea and row, play volleyball on the beach and take the sun.

Comprehension check

Are these sentences true or false? Correct the false sentences.

1. There are two opportunities for me: I can live in a students' hostel or rent a flat.
2. I take a bath every morning.
3. Olya makes breakfast every Tuesdays, Thursdays and Saturdays.
4. We have lectures until 6 p.m. every day.
5. After supper, I watch TV: I prefer old comedies.

TASK 1

Complete the sentences with the appropriate word:

1. I decided to _____ a room.
 - a) take
 - b) rent
 - c) acquire
2. I _____ my hair and put on a light make-up.
 - a) wash
 - b) cut
 - c) brush
3. Sometimes when the weather is fine we _____ to the University.
 - a) go
 - b) run
 - c) walk
4. My friends and I often have lunch in a small _____ not far from the University.
 - a) canteen

- b) café
- c) snack bar

5. Sometimes I fall asleep while I am _____.

- a) watching TV
- b) reading
- c) listening to music

TASK 2

Find synonyms to the following words in the text:

- a) a place to live
- b) to hire
- c) possibility
- d) to put clothes on
- e) to return
- f) various
- g) to talk
- h) leisure time

TASK 3

Find antonyms to the following words in the text:

- a) to lease out
- b) day off
- c) to teach
- d) partially
- e) to dislike
- f) far from
- g) weekend

TASK 4

Give English equivalents to the following:

- a) жити у гуртожитку,
- b) найкращий друг,
- c) робити ранкову гімнастику,
- d) успішно здати іспити,
- e) останні новини,
- f) готуватися до практичних занять,
- g) писати реферат (доповідь),
- h) як правило,
- i) вільний час,
- j) втомитися,
- k) базікати.

TASK 5

Discuss the following points:

- a) the working-day of your father and mother
- b) the usual weekend at home

- c) the best day of your life
- d) a holiday spent with your friends or relatives (New Year's day, Christmas, 8th of March)

TASK 6

Complete the sentences:

1. There are two opportunities for me: I can _____.
2. _____ I decided to share my room with another girl.
3. I love to listen to _____ while I am eating.
4. Usually I don't miss my classes because _____.
5. My friends and I prefer to have lunch in a small café _____.
6. When we come home in the evening _____.

TEXT 3

ECONOMY OF UKRAINE

Vocabulary

valuable	цінний	anthracite	антрацит
deposits	запаси	coal	вугілля
contain	містити (в собі)	heavy	важкий
proximity	близькість	complementary	
ore	руда	додатковий	
potassium salts	солі калію	account for	
steel	сталь	відповідати	

Pre-reading task

Answer the following questions:

- 1. What steps, in your opinion, should be taken to improve the economic situation in Ukraine?

- Could you describe the present day economic situation of Ukraine?

ECONOMY OF UKRAINE

Two interrelated processes are characteristic of Ukraine's economy today, namely its assertion as that of an independent state, and its transformation from planned-centralized to market-controlled. These processes are rather complicated, but there are all prerequisites for their effective accomplishment.

The economy of Ukraine is formed by both agriculture and industry.

Industry contributes more than 40 per cent of GDP and accounts for more than one-fourth of total employment. Ukraine is a major center for heavy machinery and equipment production, machine tools, large electrical transformers, ships, locomotives, rail cars, passenger and cargo aircraft, agricultural machinery as well as textiles. It also has a well-developed chemical industry that produces various plastics, tires and fertilizers. Ukraine has a major ferrous-metals industry, and it rivals China as the fourth largest steel producer in the world. Another important branch of the economy is mining. Its main produce is coal, natural gas and iron ore. The most prominent manufactured goods include metallurgical equipment, diesel locomotives, tractors and TV sets. Ukraine also has well-developed chemical and food industries. More than 50 plants produce a wide range of agricultural equipment. Machine tool and instrument-manufacturing industries are also developed. The growing importance of consumer goods is reflected in the increasing output of cameras, refrigerators, washing machines, etc. Some of the principal products of light industry are textiles, ready-made clothes and shoes.

Agriculture accounts for about 25 per cent of Ukraine's total GDP and approximately the same percentage of total employment. Mainly due to extremely fertile soil, Ukraine is a major producer and exporter of a wide variety of agricultural products, including sugar, sunflower oil, flax, different crops and dairy products. This



sector offers diverse opportunities for foreign investments, especially in the field of food-processing and storage.

The chernozem (black) soils of the forest-steppe zone are among the world's more productive farmlands and exceptionally good for wheat and sugar beet .Besides wheat, Ukraine produces such grains as barley, buckwheat and rice. Other crops include potatoes, vegetables, melons, berries, fruit, nuts and grapes. Ukraine's most important industrial crop, sugar beet, is concentrated in the forest-steppe zone. Truck farming or market gardening is particularly developed on the outskirts of large cities like Kyiv, Kharkiv, and others.

Cattle and pigs are raised throughout Ukraine, while chicken, geese and turkey are kept for meat and egg production. There are many large-scale broiler and egg- laying farms close to big cities. Bees are kept in all parts of Ukraine for honey and wax.

Through the collective and state farms remain in the country, the declared intent of the Ukrainian government is to bring about a gradual privatization of farming, but it is a difficult and costly process.



Ukraine has extremely rich and complementary mineral resources in high concentrations and close to each other. Rich iron ore reserves located near Kryvy Rih, Kremenchuk, Bilozerka, Mariupol and Kerch form the basis of Ukraine's large iron and steel industry. One of the richest areas of manganese bearing ores in the world is located near Nikopol. Bituminous and anthracite coal used for coke are mined in the Donets Coal Basin (commonly called Donbas).Energy for thermal power stations is obtained using the large reserves of brown coal in the Dnipro basin (north of Kryvy Rih) and the bituminous coal deposits of the Lviv- Volhynian Basin north of Lviv.

Ukraine can be divided into three economic areas: Southwestern, Donets-Dnieper and Southern.

The Southwestern Economic Area has a dense network of roads and railways. The largest reserves of minerals and valuable wood of the Carpathian forests are used in the chemical, gas, mining, timber, paper and porcelain industries. Local agriculture

forms the basis of the food industry. The area is widely known for its grain-milling industry and produces vast amounts of butter, cheese, meat, sugar, fruit and vegetables. The engineering industry produces test instruments, machine tools and electrical engineering equipment.

The Donets-Dnieper Economic Area has rich mineral deposits. A large industrial output is yielded by the mining, ferrous metallurgy, chemical and machine-building industries. The Donets Basin contains a cluster of plants producing zinc, mercury, fertilizers, plastics, soda, acid and dyes. The area has the greatest concentration of thermal and hydroelectric power station in Ukraine. The Donbas produces vegetable oil, meat and milk products, sugar and butter.

The proximity of the Southern Economic Area to the sea is reflected in its industry: shipbuilding, chemical, fishing and canning. The food industry is allied with the cultivation of grapes, fruit and vegetables.

Ukraine has a considerable potential to quickly develop its economy – it is explained not only by the favourable natural conditions, but also by the convenient geographical position in terms of international trade exchanges.

Comprehension check

Are these sentences true or false? Correct the false sentences.

1. The Donbas produces grapes, fruit and vegetables.
2. The proximity of the Southern Economic Area to the sea is reflected in its industry: shipbuilding, chemical, fishing and canning.
3. Ukraine has a considerable potential to slowly develop its economy.
4. The area has not the greatest concentration of thermal and hydroelectric power station in Ukraine.
5. The economy of Ukraine is formed only by the industry.
6. Agriculture accounts for 15 per cent of Ukraine's total GDP and approximately the same percentage of total employment.
7. Ukraine can be divided into four economic areas.
8. Local agriculture forms the basis of the food industry.

9. The engineering industry produces metal instruments and chemical equipment.
10. This sector offers diverse opportunities for foreign investments, especially in the field of food-processing and storage.

TASK 1

Complete the sentences with the appropriate word:

minerals	accounts	a wide variety
dense network	grain-milling	fertile soil

1. The area is widely known for its ____ industry and produces vast amounts of butter, cheese, meat, sugar, fruit and vegetables.
2. Industry contributes more than 40 per cent of GDP and ____ for more than one-fourth of total employment.
3. Mainly due to extremely ____ Ukraine is a major producer and exporter of ____ of agricultural products, including sugar, sunflower oil, flax, different crops and dairy products.
4. The Southwestern Economic Area has a ____ of roads and railways.
5. The largest reserves of ____ and valuable wood of the Carpathian forests are used in the chemical, gas, mining, timber, paper and porcelain industries.

TASK 2

Find synonyms to the following words in the text:

- | | |
|--------------|----------------|
| a) different | d) calculation |
| b) reserves | e) inscribe |
| c) freight | f) production |

TASK 3

Find antonyms to the following words in the text:

- | | |
|-----------------|---------|
| a) unemployment | d) rare |
| b) little | e) poor |

c) simple

f) distant

TASK 4

Give English equivalents to the following:

1. валовий внутрішній продукт;
2. інші типи важкого машинобудування
3. виробничі відносини
4. приватна власність
5. мати достатній потенціал
6. околиця великого міста
7. різні можливості

TASK 5

Discuss the following points:

1. Could you describe the present-day agriculture of Ukraine?
2. How is the problem of privatization solved in our country?
3. In your opinion, when Ukraine was part of the USSR was all its national income used for economic self-development?

TASK 6

Complete the sentences:

1. Truck farming or market gardening is particularly developed on the _____.
2. There are many large-scale broiler and egg-laying _____.
3. Other crops include potatoes, vegetables, melons, berries _____.
4. The Donets Basin contains a cluster of plants producing zinc, mercury, fertilizers _____.
5. Cattle and pigs are raised throughout Ukraine, while chicken, geese and turkey are kept _____.

TEXT 4
UKRAINIAN CUISINE

Vocabulary

cuisine	кухня (страви)	poached	варений
barley	ячмінь	stuffing	начинка
millet	просо	fritter	оладок
rye	жито	diversity	різноманіття
buckwheat	гречка	flavor	присмак, аромат
sour	кислий	dumplings	галушки
dough	тісто	chowder	густа юшка
noodles	локшина	to fill by smtn.	наповнювати
stuffed	фарширований	чимось	

Pre-reading task

- *What peculiarities of Ukrainian cuisine can you describe?*

UKRAINIAN CUISINE

Ukrainian cuisine is closely linked to the customs, culture, and way of life of the Ukrainian people. It is famous for its diversity and flavours.

Since ancient times Ukrainians had a settled form of life based on farming. Wheat, barley and millet were grown in Ukraine 3000 years ago. Rye was introduced about 2000 years ago, and then buckwheat was imported from Asia in the 11th century AD.

Since ancient times bread has been very important in the cuisine of the Ukrainian people. In general, sour rye bread is common type bread produced in Ukraine, except in the southern and southeastern regions, where white-wheat bread is more common. Besides ordinary bread, Ukrainians bake various ritual bread from special dough. Ukrainian bread with its many variations has become quite famous.

Cooked cereal is an ancient Ukrainian food. The most commonly eaten cereals are buckwheat (kasha), millet, and, in the Hutsul and Trans-Carpathian regions, cornmeal (Mamalyga or kulesh).

The favourite dishes made of flour are dumplings (halushky) and filled dumplings (varenyky) with various types of filling: cheese, cabbage, meat, fish, buckwheat, berries such as blueberries or cherries. “Varenyky” are often mentioned in folk songs. Noodles are also often used, served either with soup or separately with



cheese. The potato is the most widely used vegetable in Ukrainian cooking. It is a necessary ingredient in all soups. Boiled or baked potatoes are served alone or with meat, fish, cabbage, mushrooms. Potato pancakes are served with cheese or sour cream. Another important element in Ukrainian cooking is cabbage with meat or potatoes. Cabbage leaves are used in making cabbage rolls “holubtsi”.

The most popular Ukrainian dish is borsch. This thick and delicious soup is prepared with a variety of ingredients including meat, beets, cabbage, mushrooms, beans, and even prunes.

Mushroom soups, bean and pea soups, soups with dumplings and thick millet chowders are also popular.

The most popular meat is pork and its products, such as ham, sausage, smoked bacon, salt pork. A lot of poultry is prepared, particularly chicken, baked in sour cream, stuffed, roasted, or cooked for soup. Fish is fried, poached, or baked with stuffing.

Ukrainians like dairy products. Some samples are curd pancakes and “riazhanka” (fermented baked milk). Soured milk is a favourite drink throughout Ukraine. A salty cheese from sheep’s milk (brynza) is made in the Hutsul region and Bukovyna. There are no holidays without pies, “pampushky” (type of fritters), “baba” (a tall cylindrical cake) and honey cakes.

Ukrainian sausage is delicious. It is preserved in a special way – in porcelain vessels filled by melted fat.

Fruits and berries, when in season, are eaten fresh or made from either fresh or dried fruits are uzvar, a compote and kysil. Bread kvas, fruit or cucumber broth and birch sap are popular folk drinks in Ukraine.

Of course, every region of Ukraine has its own recipes and traditions.

Comprehension check

Are these sentences true or false? Correct the false sentences.

1. Ukrainians do not like dairy products.
2. It is preserved in special way- in earthen vessels filled by melted fat.
3. A lot of poultry prepared, particularly chicken, baked in sweet sauce, stuffed, roasted, or cooked for soup.
4. The most popular meat is beef and its products.
5. Potato pancakes are served with cheese or sour cream.
6. Bread kvas, fruit or cucumber broth are popular drinks in Ukraine.
7. A salty cheese from cow's milk (brynza) is made only in Bukovyna.
8. Cooked cereal is an ancient Ukrainian food.
9. Soured milk is a favourite drink throughout Ukraine.
10. Borsch is a clear soup without a variety of ingredients.

TASK 1

Complete the sentences with the appropriate word:

samples	diversity	poached
soups	linked	mushrooms

1. ___ soups, bean and pea ___, soups with dumplings and thick millet chowders are also popular.
2. Fish is fried ____ or baked with stuffing.
3. Some ____ are curd pancakes and “riazhanka”(fermented baked milk).
4. It is famous for its _____ and flavours.

5. Ukrainian cuisine is closely ____ to the customs, culture, and way of life of the Ukrainian people.

TASK 2

Find synonyms to the following words in the text:

- | | |
|----------------|-------------|
| a) variety | d) examples |
| b) outstanding | e) course |
| c) meal | |

TASK 3

Find antonyms to the following words in the text:

- | | |
|---------------|--------------|
| a) tasteless | d) to spoil |
| b) thin | e) identical |
| c) to dislike | |

TASK 4

Give English equivalents to the following:

- | | |
|------------------------------|-----------------------------|
| 1. фарширована риба | 5. молочні продукти |
| 2. різноманітні види начинки | 6. найбільш популярне м'ясо |
| 3. з давніх часів | 7. як результат |
| 4. інші улюблені страви | |

TASK 5

Discuss the following points:

1. Would you like to have your own restaurant? Why?
2. Do you have your old family recipe and do you use it?
3. What is your favourite dish?

TASK 6

Complete the sentences:

1. Ukrainian cuisine is closely linked to the customs, culture

2. Since ancient times bread has been very important in the cuisine
3. Besides ordinary bread Ukrainians bake various ritual bread
4. Noodles are also often used, served either with
5. Bread kvas, fruit or cucumber broth, and birch sap

TEXT 5

THE ECONOMY OF GREAT BRITAIN

Vocabulary

private and public enterprise	економіка, що базується на приватній
economy	та державній власності
in growth rates	за темпами росту
per capita	на душу населення
standard of living	рівень життя
adjustment	регулювання
interest rate	відсоткова ставка
direct personal taxation	пряме оподаткування фізичних осіб
share holding	акція
utilities	комунальні послуги
self-sufficient	самостійний, економічно незалежний
excise	акциз
public borrowing	державна позика
graduated income tax	прогресивний прибутковий податок

Pre-reading task

Select the answer that correctly completes each sentence:

1. The United Kingdom is a (an) ____ country.
 - a) highly developed industrial
 - b) agricultural
 - c) industrial
2. The GNP is growing ____ than the population

- a) slower
 - b) b. faster
3. The state sector was _____ during the 1980s
- a) increased
 - b) reduced
 - c) stable
4. Manufacturing industries account for ____ of the GNP.
- a) one-second
 - b) one-fifth
 - c) two-thirds
5. Agriculture accounts for less than ____ of the GNP.
- a) 10 percent
 - b) 5 percent
 - c) 2 percent
6. A single graduated income tax was introduced in ____.
- a) 1980
 - b) 2000
 - c) 1973

THE ECONOMY OF GREAT BRITAIN



The United Kingdom has a developed mixed private-and public-enterprise economy and ranks among the top industrial countries in growth rates, productivity, and competitiveness. The gross national product (GNP) is growing faster than the population. The GNP per capita is among that of most other European countries.

The state sector was reduced during the 1980s and 1990s owing to policies of privatization, or denationalization, of publicly owned corporations. There was also an improvement in the standard of living. Unemployment and inflation rates were gradually reduced but remained high.

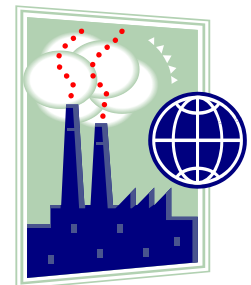
Nowadays, government policies include the close monitoring and frequent adjustment of interest rates; a gradual reduction in the level of direct personal taxation;

a reduction in the levels of power and influence of national trade unions in national labour negotiations; the encouragement of wider home ownership and of individuals' share holdings in companies. Considerable emphasis is placed on increased exposure of the economy to market forces. The government controls the production of coal, steel, and ships; it also runs certain utilities, the railways, and most civil aviation.

Manufacturing industries account for one-fifth of the GNP. Small companies predominate, though companies with 500 or more employees employ a larger percentage of the work force. Major manufactures include motor vehicles, aerospace equipment, electronic data-processing and telecommunication equipment, metal goods, precision instruments, petrochemicals, and other chemicals. High-technology industries are being developed.

Agriculture accounts for less than 2 percent of the GNP and employs some 2 percent of the work force. Farming is highly mechanized, though farms are not extremely large, and is dominated by the raising of sheep and cattle. The United Kingdom is not agriculturally self-sufficient. Chief crops include barley, wheat, sugar beets, and potatoes.

The mineral industry accounts for approximately 6 percent of the GNP but employs less than 1 percent of the work force. Production from oil fields in the North Sea has allowed the United Kingdom to become virtually self-sufficient in petroleum. The United Kingdom's coal industry, despite its steady decline since the early 1950s, remains one of the largest and most technologically advanced in Europe.



Public revenues ordinarily fall short of expenditures and are chiefly derived from income taxes, which are highly progressive, and excises. A single graduated income tax was introduced in 1973. Deficits are offset by public borrowing. The country (as well as its capital) is a major world financial and banking centre.

Chief imports of Great Britain are: metallic ores, except iron ore, food. Chief exports are: china, automobiles and other vehicles, wooden goods, steel, electrical and mechanical machinery, tractors, scientific instruments, chemicals, petroleum.

Just under half of the total population is in the labor force. The highest proportion of employees (more than two-thirds) is in the service sectors, financial services and distribution. Manufacturing, although it has declined, employs more than one-fifth of all workers. Smaller numbers are in construction, energy, agriculture, forestry, and fishing.

TASK 1

Match the word and the definition:

- | | |
|------------------|--|
| 1. economy | a. regulation for proper use |
| 2. private | b. paying out |
| 3. to reduce | c. a specific type of manufacturing |
| 4. market | d. a place where people display and sell their goods |
| 5. manufacturing | e. belonging to a particular person or group |
| 6. expenditure | f. to make smaller or less in size, weight, condition etc. |
| 7. adjustment | g. making goods in any way |
| 8. industry | h. part of a system that deals with man's material needs |

TASK 2

Answer the questions:

1. What is the rank of the UK in the world in terms of the GNP?
2. What are the main industries in the UK?
3. When did Great Britain become a member of the EU?
4. What are the main economic problems of Great Britain?
5. What is said in the text about the unemployment in the UK?

TASK 3

State whether each statement is true or false based on the reading:

1. The economy of Great Britain is among the less developed countries in growth rates and competitiveness.
2. The UK has a developed mixed private-and public enterprise economy.

3. The state sector increased considerably during the 1980s and 1990s.
4. A gradual reduction in the level of direct personal taxation is one of the actual policies of the British Government.
5. Small companies predominate in the economy of the UK.
6. Agriculture accounts for more than 50 percent of the GNP.
7. The UK's coal industry remains one of the largest and most technologically advanced in Europe.

TASK 4

Complete the sentences:

1. The UK has a developed ____ .
2. The GNP is growing faster than ____ .
3. Unemployment and inflation rates were ____ .
4. Government policies include the close monitoring and ____ .
5. The government controls the production of coal ____ .
6. Manufacturing industries account for ____ .
7. Major manufactures include motor vehicles, ____ .
8. Agriculture accounts for less than 2% of the GNP and employs ____ .
9. Deficits are offset by ____.
10. The highest proportion of employees are in the service sectors, ____ .

TASK 5

Choose synonyms from the text:

- | | |
|-----------------|-----------------------------|
| a) a country | e) cars |
| b) quick | f) economically independent |
| c) a regulation | g) main imports |
| d) important | h) approximately |

TASK 6

Choose antonyms from the text:

- | | |
|----------------|------------------|
| a) slow | e) backward |
| b) to increase | f) exports |
| c) aggravation | g) to rise |
| d) to dismiss | h) a consumption |

TASK 7

Express the same in English:

1. Державний сектор Великої Британії зменшився в 1980-х та 1990-х роках внаслідок політики приватизації або денационалізації корпорацій, що знаходяться в державній власності.
2. Відбулося покращення рівня життя.
3. Безробіття та інфляція поступово зменшились, але залишились високими.
4. Урядова політика передбачає контроль і постійне регулювання відсоткових ставок, скорочення рівня оподаткування.
5. Країна імпортує руду, метали, продукти харчування.
6. Основними видами експорту є автомобілі, електротовари, трактори, хімікати, паливо.
7. В обробній промисловості працює п'ята частина робітників.
8. В сільському господарстві працює лише 2% населення.

TASK 8

Do you agree or disagree that:

- The UK is an attractive country for foreign investors.
- The UK has many natural resources for its developed industry.
- The UK is a large market for national producers.
- The UK is a perfect place for international trade.

TASK 9

Give English equivalents:

Складати частку, приблизно, ячмінь, позичати, державна позика, конкурентоспроможність, обладнання, торговий, валовий національний продукт.

TEXT 6

BRITISH CUISINE

Vocabulary

cuisine	кухня	delicious	смачний
tasteless	несмачний	spice	приправа
to invent	винаходити	meal	їжа
saucers	соус	to prepare	готувати

Pre-reading task

Choose corresponding words from the given below:

1. People say English food is _____.
 - a) tasty
 - b) delicious
 - c) tasteless
2. The basic ingredients, when fresh, are full of _____.
 - a) flavour
 - b) herbs
 - c) spices
3. Foreigners name _____ typically English dish.
 - a) cakes
 - b) fish and chips
 - c) thick soup
4. Breakfast is used to be a large meal with _____.
 - a) roast beef

- b) soup
 - c) cereals, eggs and bacon
5. Lunch is a ____ meal.
- a) important
 - b) main
 - c) light
6. The traditional Sunday dish used to be ____.
- a) roast beef
 - b) cereals
 - c) eggs and bacon.
7. Most people have no time to go home for ____.
- a) supper
 - b) breakfast
 - c) lunch
8. Cynics will say English have no ____ themselves.
- a) food
 - b) cuisine
 - c) sauces

BRITISH CUISINE

Some people criticize English food. They say it is unimaginable, boring and tasteless; it is chips with everything and totally overcooked vegetables.

The basic ingredients, when fresh, are so full of flavor that British have not had to invent sauces to disguise their natural taste. What can compare with fresh peas or new potatoes just boiled and served with butter? Why is down spring lamb in wine or cream and spices when with just one or two herbs absolutely delicious?

If you ask foreigners to name some typically English dishes, they will probably say "Fish and chips" then stop. It is disappointing, but true, that - there is no tradition in England of eating in restaurants, because the food does not lend itself to such preparation. English cooking is found at home. Therefore, it is difficult to find a good English restaurant with reasonable prices.

In most cities in Britain you'll find Indian, Chinese, French and Italian restaurants. In London you'll also find Indonesian, Mexican, Greek... Cynics will say that this is because English have no "cuisine" themselves, but this is not quite true.

BRITISH MEALS

Traditionally English people have three meals a day; breakfast, lunch and dinner. Breakfast is served in the morning. It used to be a large meal with cereal, eggs and bacon, sausages, tomatoes. However, such a large breakfast takes a long time to prepare and is not very healthy. Nowadays Britain's most popular breakfast consists of cereal, toast with marmalade, juice and yogurt with a cup of tea or coffee. Lunch is a light meal. Most people have no time to go back home for lunch so they eat at school, cafes, pubs or restaurants.

The main meal is dinner, which is usually between 6 and 7 p.m. A typical evening meal is a meat dish with vegetables and dessert.

The most important meal of the week is the Sunday dinner, which is usually eaten at 1 p.m. The traditional Sunday dish used to be roast beef but nowadays pork, chicken or lamb are more common.

On Sunday evening's people have supper or high tea. The famous British afternoon tea is becoming rare, except at weekends.

TASK 1

Answer the questions:

1. What do foreigners say when they criticize English food?
2. Do English people use many sauces?
3. From a foreigner's point of view, what are typically English dishes?
4. Do all English eat at restaurants?
5. What kind of restaurants can you find in Britain?
6. Is it the true that English have no cuisine?
7. How many meals a day do English people have?
8. Where do English people eat lunch?

9. What dishes are served for dinner?
10. Is British afternoon tea still popular?

TASK 2

Do you agree or disagree:

- Foreigners never criticize English food.
- English people use a lot of sauces.
- English favourite dish is fish and chips.
- We can find many kinds of restaurants in Britain.
- It's difficult to find a good English restaurant with reasonable prices.
- Drown spring lamb isn't delicious without sauces.

TASK 3

Complete the sentences:

1. Some people say English food is ____.
2. The basic ingredients, when fresh, are so full of flavour that English haven't had to ____.
3. Foreigners say that typical English dish is ____.
4. English people prefer to eat at ____.
5. The main meal is ____.
6. On Sunday evenings people have ____.

TASK 4

Choose synonyms from the text:

- | | |
|--------------------------------|--------------------|
| a) a meal eaten in the morning | e) to hide |
| b) favourite | f) tasty |
| c) an evening meal | g) to prepare meal |
| d) overdone | h) usual |

TASK 5

Choose antonyms from the text:

- | | |
|----------------|----------------|
| a) to praise | e) unknown |
| b) delicious | f) light |
| c) underdone | g) in the past |
| d) encouraging | |

TASK 6

Translate into English:

1. Традиційно англійці їдять три рази на день.
2. Великий сніданок відбирає багато часу і не є дуже корисним.
3. Більшість людей їдять ленч в їдальнях, кафе і барах.
4. Обід подається між 6 і 7 годинами вечора.
5. Традиційна страва у неділю – смажена яловичина, але зараз птиця та баранина стали більш розповсюдженими.
6. Дехто каже, що англійська їжа не має смаку.
7. Типовою англійською стравою є риба з чіпсами.
8. В англійських містах ви знайдете індійські, французькі та китайські ресторани.

TASK 7

Discuss the following:

- Choose any English dish you'd like to eat.
- Describe an English cuisine.
- Describe an English breakfast.
- Say what restaurant in Britain you want to visit and why?

TASK 8

Give English equivalents:

Їжа; готувати їжу; складатися; популярний; критикувати; несмачний; переварений; винаходити; приправа; образливий; кухня.

TEXT 7

NATIONAL ECONOMY OF THE USA

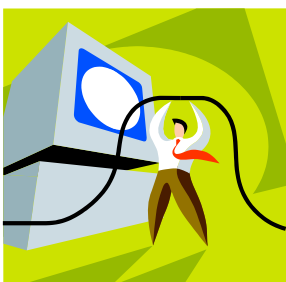
Vocabulary

flooding	затоплення	related products	супутні продукти
soil erosion	ерозія ґрунту	assembling	монтаж
to supply	забезпечувати	canned fish	консервована риба
oil well	нафтова свердловина	fertilizer	мінеральні добрива
petroleum	нафта	to turn out	виготовляти
gasoline	бензин	to spread out	поширювати
pipeline	нафтопровід	skilled labour	кваліфікована праця

NATIONAL ECONOMY OF THE USA

The availability of water has been an important factor in America's growth. The early development of a prosperous agricultural system and the later development of an industrial base were made possible largely by vast water resources.

About a third of the land area of the United States is covered by forests. Properly managed forests prevent flooding and soil erosion and stabilize climatic conditions. Wood, resins and other forest products are the basic raw materials of several of the nation's largest industries.



The United States is rich in most of the metals and minerals needed to supply its basic industries. The nation produces more than 75 million tons of iron a year for its steel mills.

Coal is the second major natural resource found in large quantities in the United States. Most of the coal is used by steam plants to produce electricity. Much coal also is used in chemical industries for the manufacture of plastics and other synthetics.

Oil wells in the United States produce more than 2,700 million barrels of petroleum a year. The production, processing and marketing of such petroleum products as gasoline and oil make up one of America's largest industries.

Natural gas and manufactured gas furnish more than one-third of the nation's power.

Other basic metals and minerals mined on a large scale in the United States include zinc, copper, silver and phosphate rock which is used for fertilizers.

More than 18.5 million Americans are employed in manufacturing, including over two million engaged in the manufacture of machinery (excluding electrical and transportation equipment). Other industries with more than a million workers each include production of food and related products, clothing, metal goods, electrical machinery, wood products and furniture, textiles, printing, publishing and paper products. Canned fish and lumber are the chief manufactured products of the state of Alaska, while Hawaii's are sugar and canned pineapples.

The United States has been the world's leading industrial nation since early in the 20th century. Until the second half of the 19th century, agriculture remained the dominant US economic activity. After the Civil War, great advances were made in the production of basic industrial goods. By World War I, exports of manufactured goods had become more important than the export of raw materials; as manufacturing grew, agriculture became increasingly mechanized and efficient, employing fewer and fewer workers.

In recent years there has been a great increase in the number of engineers and scientists employed in American industries as companies emphasize research and the development of labour-saving machines. Some plants in the oil and chemical industries are built almost entirely around self-acting controls. Machines are doing more and more of the work of processing, assembling, packaging and distributing products. To meet the demands of the rapidly increasing population, industry today turns out more products at greater speed and with less labour.

The growing use of machines to perform routine tasks in agriculture, industry and other fields has brought about a shift of workers to new employment. Though some have been displaced because of automation, most have been absorbed by new industries and by the growth of service and leisure industries.

Other changes have taken place in the business world. Today industry reinvests twice as much of its profit in modernization and development as it did a century ago. New industries are formed as new discoveries are made. Atomic energy, for example, has created a wide range of new activities. So has the invention of plastic materials, which are used in many products. Electronics has become a major industry, employing more than a million people. About 80 percent of the products of one leading electronics firm did not exist 10 years ago.

Most American industry is located in the eastern and Midwestern parts of the country. Industries are spreading out, building modern factories far from the home plant, closer to natural resources, markets and a supply of skilled labour.

The United States has long had a reputation as a pioneer in ingenious technology — from incandescent lights, sewing machines and cotton gins to telephones, television equipment, computers, airplanes and spaceships. But only in the last 40 years have American scientists become known for their contributions to research in basic and applied science, and today the country is among the world's leaders in both areas.

The US economy consists of three main sectors—the primary, secondary, and tertiary.

Primary economic activities are those directly involving the natural environment, including agriculture, forestry, fishing, and mining, and usually contribute about 4 per cent of the yearly GDP.



Secondary economic activities involve processing or combining materials into new products, and include manufacturing and construction, this sector accounts for approximately 23 per cent of the GDP.

Tertiary economic activities involve the output of services rather than goods. Examples of tertiary activities include wholesale and retail trade, banking, government, and transport. The tertiary is the most important sector by far and accounts for almost 73 per cent of the annual GDP.

The United States contributions to the world body of scientific and technological knowledge range from discoveries about subatomic particles,

earthquake prediction, clues to the origin and evolution of the sun and the planets to breakthroughs in the fight against cancer and heart diseases, organ transplantation and substitution, genetic research and new sources of energy.

Answer the following questions:

1. What are the main natural resources of the USA?
2. What industries are developed on their basis?
3. What industries are the most Americans employed in?
4. What is the role of engineers and scientists in the development of the American industries?
5. What changes have taken place in the business world?
6. What are the three major sectors of American economy?

Comprehension check

Are these sentences true or false? Correct the false sentences:

1. Coal is the first major natural resource found in large quantities in the USA.
2. Canned fish and lumber are the chief manufactured products of the state of Hawaii Islands, while Alaska's are sugar and canned pineapples.
3. Most American industry is located in the eastern and Midwestern parts of the country.
4. The US economy consists of two main sectors – the primary and secondary.
5. Electronics has become a major industry, employing more than a million people.
6. Some plants in the oil and chemical industries are built almost entirely around self-acting controls.
7. About a half of the land area of the United States is covered by forests.

TASK 1

Complete the sentences with the appropriate word:

processing, assembling, packaging	new activities	gasoline, oil
--------------------------------------	----------------	---------------

natural environment, forestry, fishing, mining	a shift of workers to new employment	resins, other forest products
---	---	----------------------------------

1. The production, processing and marketing of such petroleum products as ____ and ____ make up one of America's largest industries.
2. Primary economic activities are those directly involving the ____, including agriculture, ____, __ and usually contribute about 4 per cent of the yearly GDP.
3. Wood, __ are the basic raw materials of several of the nation's largest industries.
4. Machines are doing more and more of the work of __ and distributing products.
5. The growing use of machines to perform routine tasks in agriculture, industry and other fields has brought about ____.
6. Atomic energy, for example, has created a wide range of ____.

TASK 2

Match the words in column one with their antonyms in column two:

- | | |
|-----------------|-------------------|
| 1) rich | a) extraordinary |
| 2) recent | b) far from |
| 3) routine | c) slowly |
| 4) close | d) ancient |
| 5) efficient | e) poor |
| 6) consistently | f) retail |
| 7) rapidly | g) incapable |
| 8) wholesale | h) inconsistently |

TASK 3

Give English equivalents to the following:

1. система сільського господарства
2. стабілізувати кліматичні умови
3. виробництво електроенергії
4. промислова основа

5. виробництво та переробка
6. широке коло
7. фундаментальна та прикладна наука

TASK 4

Discuss the following points:

- When the US became a world's leading industrial nation? Why?
- What is the contribution of the USA to the world body of scientific and technological knowledge?

TASK 5

Complete the sentences:

1. Wood, resins and other forest products are the basic raw materials of several of _____.
2. Much coal also is used in chemical industries for _____.
3. _____ are the chief manufactured products of the state of Alaska, while Hawaii's are sugar and canned pineapples.
4. The growing use of machines to perform routine tasks in agriculture, industry and other fields has brought about a shift _____.
5. Industries are spreading out, building modern factories far from the home plant, closer to _____.
6. _____ involve the output of services rather than goods.

TEXT 8

AMERICAN CUISINE

Vocabulary

healthy	корисний	fancy	сучасний, вишуканий
ethnic	етнічний	emphasize	підкреслювати
juice	сік	correspond	відповідати
cereal	кукурудзяні пластівці	serving	порція
junk food	некорисна їжа	profit	прибуток

Pre-reading task

Choose the correct category for the following foodstuffs:

Meat (m); dairy products (dp); grains (g); fruits and vegetables (v)

beef	spinach	eggs
pork	apples	potatoes
pears	bananas	sweet corn
cottage cheese	oats	onions
peaches	rice	chicken
lettuce	yogurt	beans
peas	semolina	courgettes
veal	milk	butter

AMERICAN CUISINE

Americans eat a lot and they love junk food. Their diet is not healthy; they fry a lot and eat fat, sweet food. The average American eats three meals a day: breakfast, lunch and dinner. They don't like to eat at home and very often go to restaurants. They can choose from many kind of restaurants - from fancy and expensive to very cheap ones. There is a great number of ethnic restaurants – Italian food, Mexican food and Chinese food are as popular as the traditional American burger.

An American institution is the fast food restaurant, which is very convenient but not very healthy.

However, there are some principles of American cuisine (if we may call it so). Americans drink a lot of juices and soda; eat a lot of meat, fruits and vegetables, not much bread. In the morning, Americans have cereal or scrambled eggs, milk or orange juice. Chicken or fish, fried potatoes, vegetable salads, and dessert: this is the most common menu for lunch. Dinner is probably the most important meal of the day; some people have family dinner, when all members of family have to be there. For dinner Americans usually have meat, fried or baked potatoes with ketchup or sour cream, corn, peas, sometimes macaroni and cheese or spaghetti; ice cream, fruit or cake may be for desserts.

Turkey, ham and apple pie are traditional for Christmas and Thanksgiving Day dinners.

Recently Americans put under attack the four basic food groups, long considered the healthiest organizing principle for American meals – two servings of meat a day, two of dairy products, six of grains and five of fruits and vegetables.

The U.S. Department of agriculture, along with many nutrition experts, wants to reconfigure the groups to emphasize the importance of grains, fruits and vegetables, with a corresponding de-emphasis on meat and dairy products.

Meanwhile, the Physicians' Committee for Responsible Medicine, a Washington nonprofit group, wants to throw out the traditional four groups entirely. PCRM favours what it calls the new fours: fruits, vegetables, grains and legumes (which include peas and beans). Both these plans reflect a growing body of scientific evidence that American eating habits are killing them. Heart disease and some cancers, particularly of the breast and colon, are among the highest in the world.

What is needed, even more than a completely new diet, is a completely new way of thinking about food.

Answer the following questions:

1. How many times a day do Americans eat?

2. Do Americans like to eat at home?
3. What kind of restaurants is popular in the US?
4. What do Americans eat for breakfast?
5. What is the most important meal of the day?
6. What is a family dinner?
7. What dishes are traditional for Christmas and Thanksgiving Day dinners?
8. What used to be the four basic food groups in America?
9. Which foods does the Department of Agriculture want to limit?
10. What kind of illnesses can be caused by a bad diet?

Comprehension check

Are these sentences true or false? Correct the false sentences:

1. Americans like to eat at home.
2. An American institution is the fast food restaurant.
3. There is a great number of ethnic restaurants – Italian food, Mexican food and Chinese food are as popular as the traditional American burger.
4. Americans have four meals a day: breakfast, lunch, dinner and supper.
5. In the morning Americans have chicken or fish, fried potatoes, salad and dessert.
6. Lunch is the most important meal of the day.
7. Americans drink a lot of juices and soda, eat a lot of meat, fruits and vegetables, not much bread.
8. American eating habits are killing them.

TASK 1

Complete the sentences with the appropriate word:

1. There is a great number of ___ restaurants in the United States:
 - a) fast food
 - b) traditional
 - c) ethnic
2. Turkey, ham and ___ are traditional for Christmas and Thanksgiving Day

dinners.

a) cake

b) apple pie

c) ice-cream

3. Chicken or ____, fried potatoes, vegetable salads, and dessert: this is the most common menu for lunch.

a) fish

b) apple pie

c) ham

4. PCRM __ what it calls the new fours: fruits, vegetables, grains and legumes (which include peas and beans).

a) prefers

b) proposes

c) favours

5. Heart diseases and some cancers, particularly of the breast and ____, are among the highest in the world.

a) kidney

b) colon

c) liver

TASK 2

Find synonyms to the following words in the text:

a) restaurant where you can eat quickly;

b) sausage in bread;

c) minced meat in bread roll;

d) course of fruit, etc at the end of a meal;

e) any kind of grain used for food.

TASK 3

Give English equivalents to the following:

Серцева хвороба, піддавати критиці, науковий доказ, мексиканська їжа, зручний, схвалювати, спеціалісти з харчування, солодка їжа, етнічні ресторани, традиційний американський гамбургер.

TASK 4

Discuss the following points:

- Can you add some more information about junk food?
- What does the expression “healthy diet” imply?

TEXT 9

FOREIGN TRADE

Vocabulary

to trade – торгувати

compete for – конкурувати за

money flow – грошовий потік

comparative advantage - перевага на основі порівняння

foreign currency – іноземна валюта

to expand – поширювати

diverse – різноманітний

to aid - допомагати

Pre-reading task

Match the term and the definition:

1. enterprise	a. rivalry in business
2. to consume	b. to provide with means, opportunity
3. service	c. a business venture or company
4. competition	d. work done for others
5. to enable	e. to use up

FOREIGN TRADE

Foreign (international) trade means the exchange of goods and services between nations, but speaking in strictly economic terms, international trade today is not

between nations. It is between producers and consumers or between producers in different parts of the globe. Nations do not trade, only economic units such as agricultural, industrial and service enterprises can participate in trade.



International trade enables a nation to specialize in those goods it can produce most cheaply and efficiently and it is one of the greatest advantages of trade. On the other hand, trade also enables a country to consume more than it can produce if it depends only on its own resources. Finally, trade expands the potential market for the goods of a particular economy. Trade has always been the major factor ensuring good economic relations among nations.

Different aspects of international trade and its role in the domestic economy are known to have been developed by many famous economists.

In 1776 the Scottish economist Adam Smith, in *The Wealth of Nations* said that it is essential that a country trading internationally should specialize in those goods in which it has an absolute advantage — that is, the ones it can produce more cheaply and efficiently than its trading partners can. Half a century later, having been modified by the English economist David Ricardo, the theory of international trade is still accepted by most modern economists.

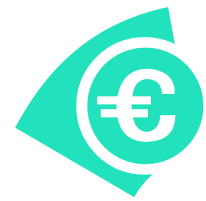
In line with the principle of comparative advantage, it is important that a country should gain from trading certain goods even though its trading partners can produce those goods more cheaply. The comparative advantage is supposed to be realized if each trading partner has a product that will bring a better price in another country than it will at home. Trade based on comparative advantage still exists: France and Italy are known for their wines, and Switzerland maintains a reputation for fine watches.

Whereas comparative advantage is based on location, competitive advantage must be earned by product quality and customer acceptance. For example, German manufacturers sell cars in the United States, and American automakers sell cars in Germany, both countries as well as Japanese automakers competing for customers throughout Europe and in Latin America.

The main difference between domestic trade and international trade is the use of foreign currencies to pay for the goods and services crossing international borders. Although global trade is often added up in US dollars, the trading itself involves various currencies.

Whenever a country imports or exports goods and services, there is a resulting flow of funds: money returns to the exporting nation, and money flows out of the importing nation. Trade and investment is a two-way street, and with a minimum of trade barriers, international trade and investment usually makes everyone better off.

In an interlinked global economy, consumers are given the opportunity to buy the best products at the best prices. By opening up markets, a government allows its citizens to produce and export those things they are best at and to import the rest, choosing from whatever the world has to offer.



Thus, international trade leads to more efficient and increased world production, allows countries to consume a larger and more diverse amount of goods, expands the number of potential markets in which a country can sell its goods. The increased international demand for goods results in greater production and more extensive use of raw materials and labor, which means the growth of domestic employment. Competition from international trade can also force domestic firms to become more efficient through modernization and innovation.

It is obvious that within each economy the importance of foreign trade varies. Some nations export only to expand their domestic market or to aid economically depressed sectors within the domestic economy. Other nations depend on trade for a large part of their national income and it is often important for them to develop import of manufactured goods in order to supply the ones for domestic consumption. In recent years foreign trade has also been considered as a means to promote growth within a nation's economy. Developing countries and international organizations have increasingly emphasized such trade.

Comprehension check

Are these sentences true or false? Correct the false sentences.

1. International trade enables a nation to specialize in those goods it can produce most cheaply and efficiently and it is one of the greatest advantages of trade.
2. Whereas absolute advantage is based on location, competitive advantage must be earned by product quality and customer acceptance.
3. Trade has always been the major factor ensuring good economic relations among nations.
4. International trade expands the number of potential markets in which a country can sell its goods.
5. The increased international demand for goods results in greater production and more extensive use of raw materials and labor that means the growth of domestic unemployment.

TASK 1

Answer the following questions:

1. What does international trade mean in economic terms?
2. How does international trade support a national economy?
3. Who developed theoretical grounds of international trade?
4. What is the difference between comparative and competitive advantages?
5. Why do nations trade?

TASK 2

Complete the sentences with the appropriate word:

1. International trade enables _____ to specialize in those goods it can produce most cheaply and efficiently and it is one of the greatest advantages of trade.
 - a) an enterprise
 - b) a nation
 - c) an industry

2. Different aspects of international trade and its role in the _____ economy are known to have been developed by many famous economists.
 - a) domestic
 - b) global
 - c) particular
3. Trade based on _____ advantage still exists: France and Italy are known for their wines.
 - a) competitive
 - b) comparative
 - c) absolute
4. Trade _____ the potential market for the goods of a particular economy.
 - a) enables
 - b) expands
 - c) improves
5. In recent years, foreign trade has also been considered as a means to _____ growth within a nation's economy.
 - a) facilitate
 - b) expand
 - c) endorse

TASK 3

Find synonyms to the following words in the text:

- | | |
|-----------------|----------------|
| a) country | d) to use up |
| b) manufacturer | e) perspective |
| c) to take part | f) various |

TASK 4

Find antonyms to the following words in the text:

- | | |
|----------------|-----------|
| a) expensively | d) vanish |
| b) foreign | e) local |

c) drawback

f) developed

TASK 5

Give English equivalents to the following:

1) економічні відносини

4) торгівельні бар'єри

2) торгівельні партнери

5) кількість товарів

3) отримувати прибуток

6) ріст внутрішньої зайнятості

TASK 6

Complete the sentences:

1. Only economic units such as _____ can participate in trade.
2. Trade also enables a country to consume more than it can produce if _____
3. In line with the principle of comparative advantage, it is important that _____ even though its trading partners can produce those goods more cheaply.
4. The main difference between domestic trade and international trade is _____ crossing international borders.
5. Trade and investment is a two-way street, and with a minimum of trade barriers, _____ usually makes everyone better off.
6. In recent years foreign trade has also been considered as _____ .

TASK 7

Discuss the following points:

- What goods does Ukraine export and import?
- What are Ukraine's main trading partners?
- What do you know about the European Economic Community and its role in world trade?

TEXT 10

THE FOOD AND BEVERAGE SERVICE INDUSTRY IN GREAT BRITAIN

Vocabulary

hospitality	гостинність	customer	клієнт
catering	харчування	banquet	банкет
service	послуга	portion	порція
retailing	роздрібна торгівля	waiter	офіціант
personnel	персонал	employ	надавати роботу

Pre-reading task

Match the term and the definition:

1. catering	a. a booth, kiosk or table used for displaying goods on sale
2. personnel	b. the act or manner of serving food, especially in a restaurant
3. service	c. a list of courses at a meal or of dishes available at a restaurant
4. menu	d. persons employed in any work
5. employ	e. give work to someone, usually for payment

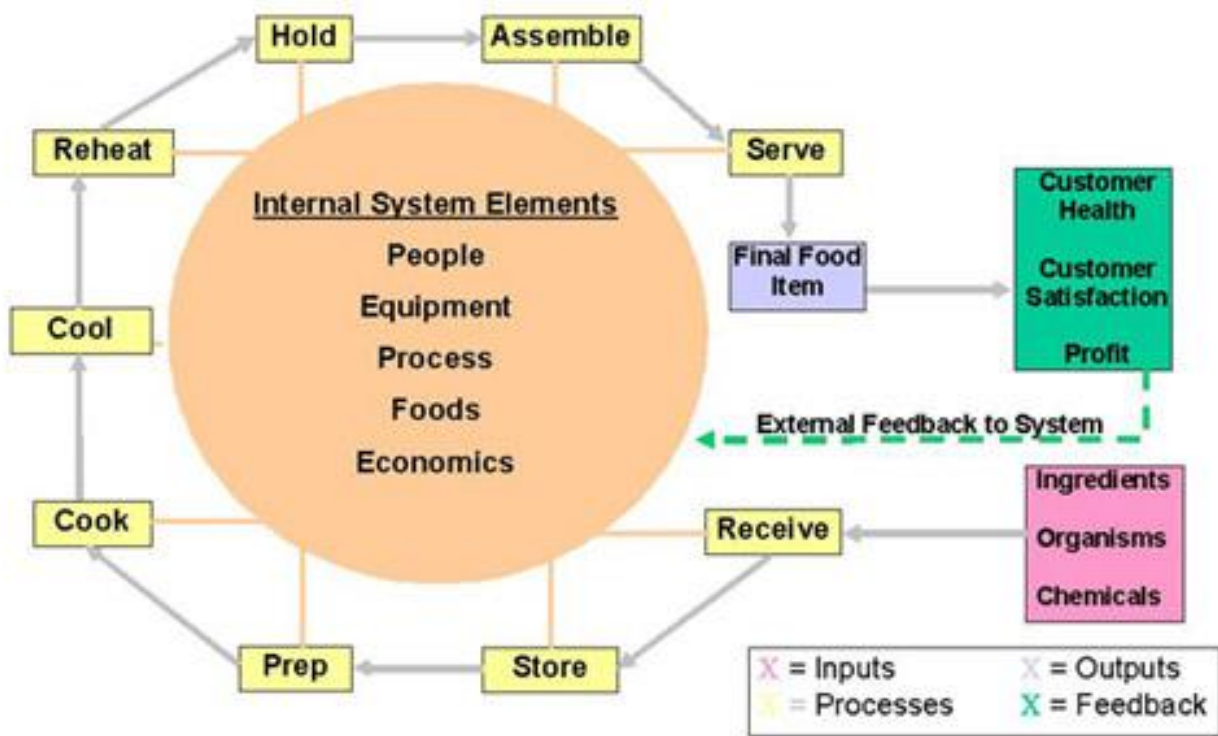
THE FOOD AND BEVERAGE SERVICE INDUSTRY IN GREAT BRITAIN

Catering or the Food Service Industry in the UK is a part of what now is becoming widely known as the Hospitality Industry. The industry is usually defined by its output of products which satisfy demand for food and drink (but it excludes food and drink manufacturing and retailing).

Central to the industry is the need for operational personnel who are generally called food and beverage staff. The industry in Britain currently employs about 10% of the working population. The opportunities for the advancement in food and beverage service are many: positions exist such as restaurant manager, banqueting manager, station head waiter, wine waiter, catering officer and so on, depending on the type of establishment in which one finally decides to work. Work is available in hotels and restaurants, catering organizations, hospital catering, welfare catering, clubs, industrial

catering, residential catering, transport catering and outdoor catering. Once again, it all depends on the individual and on the type of catering in which one is most interested. Also there are many chances to see the world and travel around the countries of one's choice by land, sea or air, in such capacities as area or group manager, air steward, first class steward traveling on liners, public transport and so on. In this way a wealth of experience may be gathered by seeing the methods of food and beverage service in other countries.

Food Service as a System



F & B management has many responsibilities. These include the economics of menu costing, portion control, wastage of food, customer-staff relations, labor relations, labor shortages and staff training. The food service staff is in contact with the customer and with the management, thus their conduct.

The Standard Industrial Classification (SIC) indicates that the main types of food and beverage operations are the following: restaurants, snack bars, cafes and other

eating places; public houses and bars; night clubs and licensed clubs; canteens and messes. The sectors of the food and beverage service industry may be defined by the nature of demand being met: hotels, with provision of food and drink together with accommodation; restaurants with provision of food and drink generally at high price with high levels of service; popular catering including cafes, pizza, grills, specialist coffee shops, steak houses with provision of food and drink generally at low/medium price with limited levels of service; fast food; take-away including ethnic, spuds, snacks, fish and chips, sandwich bars, kiosks; retail stores with provision of food and

Sweetwater Union High School District's
Food Service Department



drink as adjunct to provision of retailing; banqueting/conferences/exhibitions with provision of food and drink on large scale usually pre-booked; leisure attractions, e.g. theme parks, galleries, theatres, airline terminals with provision of food and drink for people engaged in another leisure pursuit; motorway

service stations with provision of food and drink together with retail and petrol services for motorway travelers, often in isolated locations; industrial catering for people at work; welfare including hospitals, schools, colleges, forces, prisons, other welfare determined by an authority; licensed trade including public houses, wine bars, licensed clubs, members clubs; transport including railways, airline, marine; outdoor or “off premises” catering.

Comprehension check

Are these sentences true or false? Correct the false sentences.

1. Catering or the Food Service Industry in the UK is a part of what now is becoming widely known as the Hospitality Industry.
2. Central to the industry is the need for food and beverage staff.
3. The choice of work which is available in hospitality industry depends on the individual and the type of catering.
4. Management hasn't got many tasks.

5. Management responsibilities exclude the customer-staff relations, labor relations, labor shortages and staff training.

Answer the questions:

1. What types of food service operations are there in the UK at present?
2. How the sectors of the food and beverage service industry in the UK may be defined?
3. What kind of responsibilities has F & B management got?
4. What is the Food Service Industry defined by?
5. Where is work available for food and beverage staff?

TASK 1

Complete the sentences with the appropriate word:

1. The opportunities for the _____ in food and beverage service are many.
 - a) advancement
 - b) enrichment
 - c) failure
2. _____ may be gathered by seeing the methods of food and beverage service in other countries.
 - a) A great number of people
 - b) A wealth of experience
 - c) A lot of money
3. The food service staff is in contact with the customer and with the management, thus their conduct _____ the running of the establishment and the atmosphere created for the customer.
 - a) doesn't influence
 - b) has nothing to do with
 - c) influences
4. The sectors of the food and beverage service industry may be defined by the _____.
 - a) size

- b) location
- c) nature of demand being met

5. The Standard Industrial Classification (SIC) indicates that the main types of food and beverage operations are the following: restaurants, snack bars, cafes and other eating places; public houses and bars; _____; canteens and messes.

- a) resort hotels
- b) night clubs and licensed clubs
- c) retail stores

TASK 2

Find synonyms to the following words in the text:

- | | |
|------------------|------------|
| a) a lot of | e) duties |
| b) staff | f) job |
| c) to give a job | g) chances |
| d) beverage | h) shop |

TASK 3

Find antonyms to the following words in the text:

- | | |
|---------------|-----------------------|
| a) narrowly | e) to fire (from job) |
| b) input | f) disinterested |
| c) to include | g) the same |
| d) low | |



TASK 4

Give English equivalents to the following:

Широко відомий, задовольняти попит, споживач, приймати на роботу, просування у кар'єрі, харчі та напої, можливість росту, багатий досвід, залежати від...

мандрувати країнами

TASK 5

Complete the sentences:

1. F & B management has _____.
2. Catering or the Food Service Industry in the UK is a part of what now is becoming widely known as _____.
3. The industry is usually defined by its output of products that satisfy demand for food and drink (but it excludes _____).
4. The industry in Britain currently employs about 10% _____.
5. Also there are many chances to see the world and travel around the countries of one's choice by land, sea or air, in such capacities as area or group manager, air steward, first class steward traveling on _____.
6. These include the economics of menu costing, portion control, wastage of food, customer-staff relations, labor relations, _____.

TASK 6

Discuss the following points:

- Why Catering or the Food Service Industry in the UK is a part of what now is becoming widely known as the Hospitality Industry?
- What position would you like to have in food and beverage service?
- Do you think there are more opportunities in the Food Service Industry in the UK or in this country?
- Since the F & B management is not always in direct contact with the customer, how their conduct may influence the atmosphere created for the customer.



Food Service Goals

1. Serve four of the *targeted* fruits and vegetables at lunch or snack every week
2. Serve at least one fruit or vegetable (any variety) at snack *every day*

TEXT 11

THE FOOD AND BEVERAGE SERVICE INDUSTRY IN UKRAINE

Vocabulary

The Food and Beverage Service Industry	галузь громадського харчування
beverage	напій
food service operations	підприємства харчування
consumer	споживач
chained restaurants	мережа ресторанів
independent	незалежний
coffee shop	кав'ярня
casual dining	харчування в неформальній обстановці
casual dining restaurant	ресторан родинного типу
full-service restaurant	ресторан повного обслуговування

Pre-reading task

Match the term and the definition:

consumer	a booth, kiosk or table used for displaying goods on sale
takeaway	a market (point of sale) for goods
outlet	the transporting of merchandise on purchasers' instructions

delivery	someone who uses articles made by another, i.e. by producer
stall	of food prepared to be eaten off-premises

THE FOOD AND BEVERAGE SERVICE INDUSTRY IN UKRAINE

The current food service operations range in Ukraine is quite impressive including Asian Fast Food, Asian Full-Service Restaurants, Bakery Products Fast Food, Burger Fast Food, Casual Dining Full-Service Restaurants, Chained 100% Home Delivery/Takeaway, Chained Cafés/Bars, Chained Fast Food, Chained Full-Service Restaurants, Chained Pizza Consumer Foodservice, Chained Self-Service Cafeterias, Chained Street Stalls/Kiosks, Chicken Fast Food, Convenience Stores Fast Food, European Full-Service Restaurants, Fast Casual Dining, Fish Fast Food, Ice Cream Fast Food, Independent 100% Home Delivery/Takeaway, Independent Cafés/Bars, Independent Fast Food, Independent Full-Service Restaurants, Independent Pizza Consumer Foodservice, Independent Self-Service Cafeterias, Independent Street Stalls/Kiosks, Latin American Fast Food, Latin American Full-Service Restaurants, Middle Eastern Fast Food, Middle Eastern Full-Service Restaurants, North American Full-Service Restaurants, Other 100% Home Delivery/Takeaway, Other Cafés/Bars, Other Fast Food, Other Full-Service Restaurants, Pizza 100% Home Delivery/Takeaway, Pizza Fast Food, Pizza Full-Service Restaurants, Specialist Coffee Shops.



A brief overview shows that 100% home delivery/takeaway services are trying hard to develop, though consumers wanting to save money choose to use such services on an infrequent basis. Moreover, the channel faces competition from fast food and street stalls/kiosks, which are better suited to an immediate quick snack.

Franchising has been found an efficient way of doing business in street stalls/kiosks. As opening a street stall/kiosk does not require significant amounts of money, unlike with other consumer foodservice formats, a number of Ukrainians are attracted by the opportunity to invest in the channel. Opening a franchise is considered

less risky than starting a kiosk from scratch with no experience at all. Hence, street stalls/kiosks are mushrooming on the back of franchising boom.

Chained outlets are a comparatively recent concept in consumer foodservice in Ukraine, where independents have traditionally held sway. The arrival of McDonald's in 1997 was the first chained operation in the channel. Local companies were not in a hurry to set up chains for taxation reasons, and consumer foodservice has continued to be dominated by independents. Foreign companies have also managed to establish a presence in the country even though failures have been seen in the market. These include Baskin-Robbins (ice cream fast food) and Rostik's (chicken fast food), whose outlets in Ukraine have closed. Pizza Hut and other foreign players have not been quick to enter the country.

In terms of the positioning of consumer foodservice outlets, standalone locations are the most common in Ukraine, in both rural and urban areas. Leisure and travel locations are also well developed. Retail locations have received a major boost from the mushrooming of shopping centers and malls in Ukraine. These have become favored locations for many fast food operators, leading to the development of food courts. The major drawback is that such large shopping centers are found in cities only.

The food and beverage service sector in Ukraine has a great potential. Ukrainians are likely to be eating out more once the financial stability sets in and consumer purchasing power grows. Low- and mid-end outlets are more competitive at the moment than their higher-end counterparts and will stay so over the short to medium term. Chained operations are becoming more common as a means of engendering consumer loyalty.

Comprehension check

Are these sentences true or false? Correct the false sentences.

1. The current food service operations range in Ukraine is quite narrow.
2. Consumers wanting to save money choose to use 100% home delivery/takeaway services on a frequent basis.

3. A number of Ukrainians are attracted by the opportunity to invest in street stalls/kiosks.
4. Foreign companies have not been able to establish a presence in the country due to failures seen in the market.
5. There are more standalone locations in Ukraine, in both rural and urban areas, than food courts in shopping centers and malls.

Answer the questions:

1. What types of food service operations are there in Ukraine at present?
2. What do consumers wanting to save money choose?
3. What kind of competition do 100% home delivery/takeaway services face?
4. When did McDonald's arrive in this country?
5. Has Pizza Hut been quick to enter the country?

TASK 1

Complete the sentences with the appropriate word:

1. A brief overview shows that _____ services are trying hard to develop, though consumers wanting to save money choose to use such services on an infrequent basis.
 - a) fast food
 - b) restaurants
 - c) 100% home delivery/takeaway
2. The channel faces competition from fast food and _____, which are better suited to an immediate quick snack.
 - a) street stalls/kiosks
 - b) pizza delivery
 - c) full-service restaurants
3. Local companies were not in a hurry to set up _____ for taxation reasons, and consumer foodservice has continued to be dominated by independents.
 - a) shopping centers

- b) chains
 - c) malls
4. Leisure and travel locations are also _____.
- a) poorly developed
 - b) underdeveloped
 - c) well developed
5. The food and beverage service sector in Ukraine has a great _____.
- a) future
 - b) potential
 - c) past

TASK 2

Find synonyms to the following words in the text:

- | | |
|------------------|-------------|
| a) client | e) catering |
| b) shopping mall | f) rivalry |
| c) to go on | g) to wish |
| d) rare | h) sum |

TASK 3

Find antonyms to the following words in the text:

- | | |
|-------------|------------------|
| a) frequent | d) worse |
| b) to waste | e) insignificant |
| c) to open | f) instability |
| g) safe | |



TASK 4

Give English equivalents to the following:

заощадити гроші, точка харчування, підприємство швидкого харчування, галузь громадського харчування, іноземні компанії, недавня концепція, переважати, сільські та міські райони, торговельний центр, прихильність споживачів

TASK 5

Complete the sentences:

1. Franchising has been found an efficient way of doing business _____.
2. Opening a franchise is considered less risky than starting a kiosk from scratch _____.
3. Local companies were not in a hurry to set up chains for taxation reasons, and consumer foodservice has continued _____.
4. Retail locations have received a major boost from the mushrooming _____.
5. Ukrainians are likely to be eating out more once the financial stability sets in and _____.
6. Chained operations are becoming more common as a means of _____.

TASK 6

Discuss the following points:

- Do you like eating out?
- Which of the foodservice operations would you turn to if you were hungry at lunchtime in this country?
- Where do you like celebrating various occasions and holding parties?
- What do you think about the quality of food that one can buy in fast food stalls?

TEXT 12

MY SPECIALITY (FOOD SERVICE MANAGEMENT)

Vocabulary

establishment	установа
meals and beverages	їжа та напої
to oversee, to monitor	наглядати за, керувати
training	підготовка, навчання

to schedule work	створити графік роботи
shift	зміна
complaint	скарга
to replenish stocks	поповнювати запаси
outlet	фірмова точка продажу

Pre-reading task

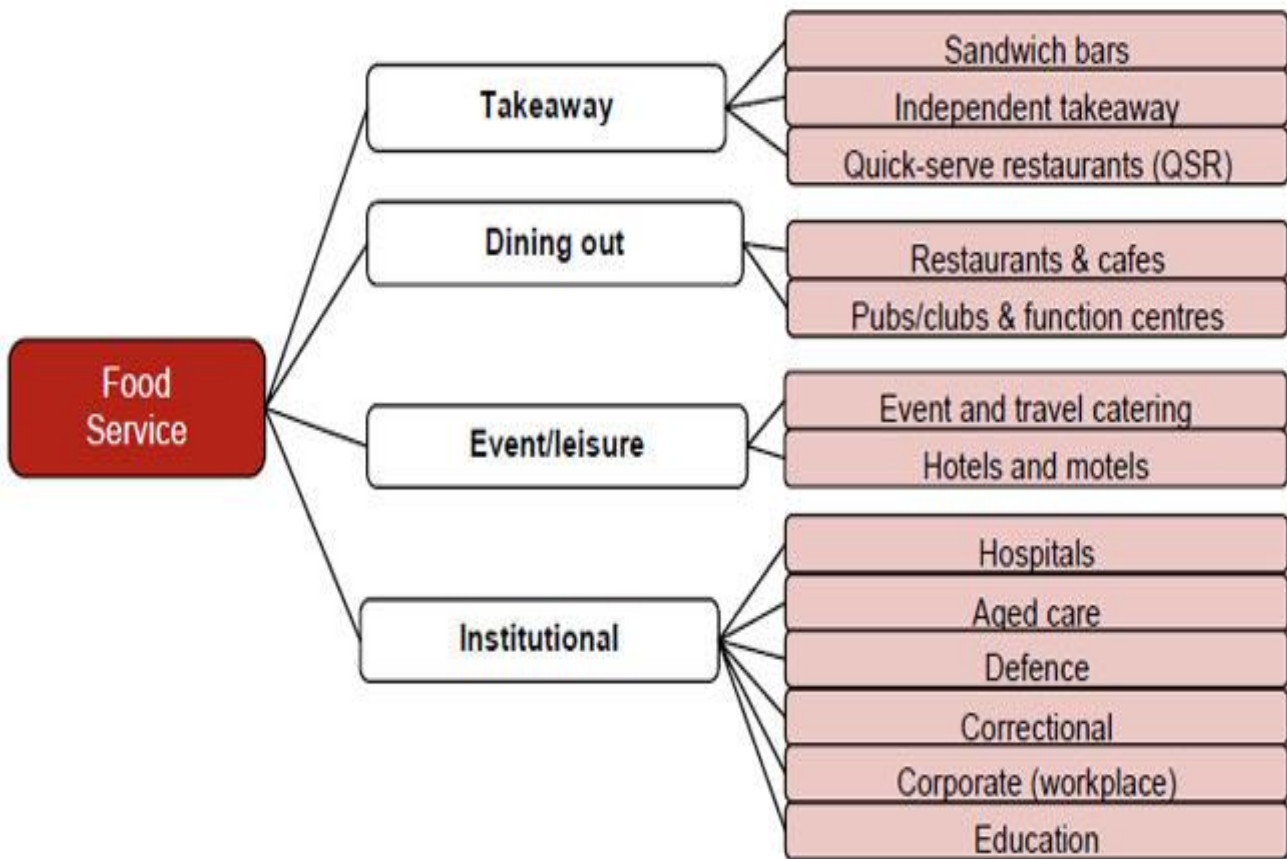
Match the term and the definition:

1. beverage	c. to watch or check on
2. facilities	d. a store that sells the goods of a specific manufacturer
3. monitor	c. a detailed list of the foods available at a restaurant
4. outlet	d. any liquid for drinking other than water
5. menu	e. the means by which smth can be done

MY SPECIALITY (FOOD SERVICE MANAGEMENT)

Food service managers coordinate a wide range of activities, but their most difficult task may be dealing with irate customers and uncooperative employees.

Food service managers are responsible for the daily operations of restaurants and other establishments that prepare and serve meals and beverages to customers. Besides coordinating activities among various departments, such as kitchen, dining room, and banquet operations, food service managers ensure that customers are satisfied with their dining experience. In addition, they oversee the inventory and ordering of food, equipment, and supplies and arrange for the routine maintenance and upkeep of the restaurant's equipment and facilities.



Managers generally are responsible for all of the administrative and human-resource functions of running the business, including recruiting new employees and monitoring employee performance and training. Retaining good employees is a major challenge facing food service managers.

Managers oversee the training of new employees and explain the establishment's policies and practices. They schedule work hours, making sure that enough workers are present to cover each shift. Some managers may help with cooking, clearing tables, or other tasks when the restaurant becomes extremely busy.

Food service managers ensure that diners are served properly and in a timely manner. They investigate and resolve customers' complaints about food quality or service. They monitor orders in the kitchen and they work with the chef to remedy any delays in service. They make sure that sanitation, health and safety standards and local liquor regulations are observed.



In addition to their regular duties, food service managers perform a variety of administrative assignments, such as keeping employee work records, preparing the

payroll, and completing paperwork to comply with licensing laws and tax, wage and hour, unemployment compensation, and Social Security laws. Managers also maintain records of supply and equipment purchases and ensure that accounts with suppliers are paid.

Finally, managers are responsible for locking up the establishment, checking that ovens, grills, and lights are off, and switching on alarm systems.

Many restaurants use computers to track orders, inventory, and the seating of patrons. Point-of-service (POS) systems allow servers to key in a customer's order and send it to the kitchen instantaneously so preparation can begin. The same system totals and prints checks, functions like a cash register, connects to credit card authorizers, and tracks sales.

Food service managers use the Internet to track industry news, find recipes, conduct market research, purchase supplies or equipment, recruit employees, and train staff. Internet access also makes service to customers more efficient. Many restaurants maintain Web sites that include menus and online promotions, provide information about the restaurant's location, and offer patrons the option of making a reservation.

In most full-service restaurants and institutional food service facilities, the management team consists of a general manager, one or more assistant managers, and an executive chef. Managers or executive chefs select menu items, taking into account the likely number of customers and the past popularity of dishes.

Managers or executive chefs estimate food needs, place orders with distributors, and schedule the delivery of fresh food and supplies. They inspect the quality of fresh meats, poultry, fish, fruits, vegetables, and baked goods to ensure that expectations are met. They meet with representatives from restaurant supply companies and place orders to replenish stocks of tableware, linens, paper products, cleaning supplies, cooking utensils etc.

Managers should be calm, flexible, and able to work through emergencies, such as a fire or flood, to ensure everyone's safety. They also should be able to fill in for absent workers on short notice. Managers often experience the pressures of simultaneously coordinating a wide range of activities.

Job opportunities for food service managers should be good as the number of outlets of restaurant chains increases to meet customer demand for convenience and value.

Comprehension check

Are these sentences true or false? Correct the false sentences.

1. Food service managers are responsible for the daily operations of restaurants and other establishments that prepare and serve meals and beverages to customers.
2. Ensuring that customers are satisfied with their dining experience employees is a major challenge facing food service managers.
3. Executive chefs generally are responsible for all of the administrative and human-resource functions of running the business.
4. Managers are responsible for locking up the establishment, checking that ovens, grills, and lights are off, and switching on alarm systems.
5. Managers or executive chefs estimate food needs, place orders with distributors, and schedule the delivery of fresh food and supplies.

TASK 1

Answer the following questions:

1. What is the most difficult task for a food service manager?
2. What do managers ensure besides coordinating activities among various departments, such as kitchen, dining room, and banquet operations?
3. What are managers generally responsible for?
4. What additional do food service managers perform?
5. How do Point-of-service (POS) systems work?

TASK 2

Complete the sentences with the appropriate word:

1. Food service managers coordinate a wide range of activities, but their most difficult task may be dealing with irate _____ and uncooperative employees.
 - a) suppliers
 - b) customers
 - c) supervisors
2. _____ good employees is a major challenge facing food service managers.
 - a) retaining
 - b) training
 - c) recruiting
3. They investigate and resolve customers' _____ about food quality or service.
 - a) recommendations
 - b) complaints
 - c) advice
4. Managers also maintain records of supply and equipment _____ and ensure that accounts with suppliers are paid.
 - a) sales
 - b) supplies
 - c) purchases
5. The same system totals and prints _____ , functions like a cash register, connects to credit card authorizers, and tracks sales.
 - a) menu
 - b) checks
 - c) recipes

TASK 3

Find in the text synonyms to the following words :

- | | |
|-----------------|---------------|
| a) client | d) recruiting |
| b) organization | e) task |
| c) different | f) to buy |

TASK 4



Find antonyms to the following words in the text:

- | | |
|---------------------|--------------|
| a) particularly | d) employer |
| b) firing employees | e) to forbid |
| c) excluding | f) to use up |

TASK 5

Give English equivalents to the following:

- a) мати справу з гнівними клієнтами,
- b) управління бізнесом
- c) розглядати скарги клієнтів
- d) проводити дослідження ринку
- e) надавати інформацію
- f) перевіряти якість

TASK 6

Discuss the following points:

- What personal and professional qualities should a good food service manager possess?
- How to deal with an irate customer? Make a list of hints.
- How to make people in a team to work efficiently?

TASK 7

Complete the sentences:

1. In addition, they oversee the inventory and ordering of food, equipment, and supplies and arrange for the routine maintenance and _____.
2. Managers _____ and explain the establishment's policies and practices.
3. They make sure that _____ and local liquor regulations are observed.
4. _____ allow servers to key in a customer's order and send it to the kitchen instantaneously so preparation can begin.

5. Many restaurants maintain Web sites that include menus and online promotions, provide information about _____.
6. Managers often experience the pressures of simultaneously coordinating a _____.

TEXT 13

MY SPECIALITY (MANAGEMENT)

Vocabulary

to be responsible for	бути відповідальним за
to meet objectives	досягти мети
leadership	керівництво
interpersonal relations	міжособистісні відносини
profit	прибуток
to ensure	забезпечити
customer	клієнт, покупець
stockholder	акціонер
to measure	вимірювати, оцінювати
staff	персонал

Pre-reading task

Match the term and the definition:

9. to manage	e. the total product of a factory, mill etc.
10. employee	f. inferior in order, rank, importance etc.
11. performance	c. to exercise control over
12. output	d. someone paid to work on a regular basis
13. subordinate	e. what is accomplished

MY SPECIALITY (MANAGEMENT)

I am a student of the Management faculty of the Kharkiv State University of Food Technology and Trade. I want to become a manager because managers are

ultimately responsible for the achievement of results through the specialized efforts of other people, whether individually, in groups, or in organizations.

The work of a manager can be divided into planning (setting objectives), organizing, integrating (motivating and communicating), measuring and developing people.

Planning helps an organization define and meet its objectives.

Organizing means turning plans into action with the help of leadership and motivation.

Controlling ensures that actual organizational performance conforms to planned performance.

All modern managers essentially face three managerial tasks:

1. Managing work and organizations.
2. Managing people.
3. Managing production and operations



Managing work and organizations means to ensure that the organization's work is done and to manage the overall organization.

Managing people means communication with employees, motivating and leading them. It requires an understanding of interpersonal relations and group behavior.

Managing production and operations means that the process used to produce the organizations output also must be managed.

There are three types of managers and levels of management. At the senior level the manager spends most of his/her time working with subordinates. At the middle level managers manage other managers and at the top level managers ensure that the organization meets the expectations of its owners, customers and stockholders.

Peter Drucker said that managers must perform five basic, operations. Firstly, managers set objectives. They must decide how the resources of the company are to be used, how the work is to be classified and divided. Furthermore, they must select people for the jobs to be done. For this, they not only need analytical ability but also

understanding of human beings. Their third task is to motivate and communicate effectively. They must be able to get people to work as a team, and to be as productive as possible. The fourth activity is measurement. Having set targets and standards, managers have to measure the performance of the organization, and of its staff, in relation to those targets. Finally, managers develop people, including themselves. They help to make people more productive, and to grow as human beings.

The future managers have to acquire specialized knowledge in trade and catering management, commercial activities in goods and services market, economics, food products study and classification, hotel services and tourism. That is why our students study a lot of general educational and special subjects such as consumer requirements research, trading enterprise economy, foreign economic activities, taxation, patenting science etc.

Our graduates can work as managers at catering and trading system, at economic and commercial services, in ministries, departments and other administrative bodies, at hotel and tourism.

A manager is responsible for making and carrying out decisions within the system. Organizations vary in purpose and in technology. Schools, hospitals, banks, telephone companies, civic groups, and restaurants are all examples of organizations with different goals and needs. However, they and other organizations have one element in common: managers.

Comprehension check

Are these sentences true or false? Correct the false sentences.

1. Organizing means turning plans into action with the help of leadership and motivation.
2. All modern managers essentially face four managerial tasks.
3. Managing work and organizations requires an understanding of interpersonal relations and group behavior.
4. At the middle level managers manage other managers.

5. Schools, hospitals, banks, telephone companies, civic groups, and restaurants are all examples of organizations with one element in common.

TASK 1

Answer the following questions:

1. What are managers responsible for?
2. How can the work of a manager be divided?
3. What does managing people mean?
4. What do managers do at the top level?
5. Where can our graduates work?

TASK 2

Complete the sentences with the appropriate word:

1. Planning helps an organization define and meet its _____.
 - a) requirements
 - b) objectives
 - c) needs
2. _____ ensures that actual organizational performance conforms to planned performance.
 - a) organizing
 - b) planning
 - c) controlling
3. Managing _____ means communication with employees, motivating and leading them.
 - a) production and operations
 - b) people
 - c) work and organizations
4. At the senior level the manager spends most of his/her time working with _____.

- a) subordinates
- b) top managers
- c) owners, customers and stockholders.

5. A manager is responsible for making and carrying out decisions within the system.

- a) plans
- b) research
- c) decisions

TASK 3

Find synonyms to the following words in the text:

- | | |
|-----------------------|---------------|
| a) to be in charge of | d) necessary |
| b) aims | e) foodstuffs |
| c) to guide | f) to differ |

TASK 4

Find antonyms to the following words in the text:

- | | |
|---------------|---------------|
| a) destroying | d) supervisor |
| b) old | e) same |
| c) input | f) decrease |

TASK 5

Give English equivalents to the following:

- | | |
|--------------------------------------|-------------------|
| 4) досягнення результатів, | 4) забезпечувати, |
| 5) визначати ти виконувати цілі, | 5) працівники, |
| 6) перетворювати плани на дійсність, | 6) споживач |

TASK 6

Complete the sentences:

1. The work of a manager can be divided into planning (setting objectives), organizing, integrating (motivating and communicating), _____.
2. Controlling ensures that _____ planned performance.
3. _____ means communication with employees, motivating and leading them.
4. At the top level managers ensure that the organization meets the expectations of its_____.
5. A manager _____ making and carrying out decisions within the system.
6. All types of _____ have one element in common: managers.

TASK 7

Discuss the following points:

1. What is management? Is it an art or a science? An instinct or a set of skills and techniques that can be taught?
2. What do you think makes a good manager? Which four of the following qualities do you think are the most important?
 - A. being decisive: able to make quick decisions.
 - B. being efficient: doing things quickly, not leaving tasks unfinished, having a tidy desk and so on.
 - C. being friendly and sociable.
 - E. being logical, rational and analytical.
 - F. being able to motivate and inspire and lead people.
 - G. being authoritative: able to give orders.
 - H. being competent: knowing one's job perfectly, as well as the work of one's subordinates.
 - I. being persuasive: able to convince people to do things.
 - J. having good ideas.
 - Are there any qualities that you think should be added to this list?

TEXT 14

MY SPECIALITY (ECONOMICS)

Vocabulary

to influence = to affect	впливати
to distribute	розподіляти
to consume	споживати
earn	заробляти
needs and wants	потреби та бажання
to carry out	виконати
to make decisions	приймати рішення
to draw up	складати
an executive and auditing body	виконавчий та ревізійний орган
to reveal	з'ясувати
an ensuring	забезпечення
to hold auditing	проводити ревізію
wages	заробітна платня

Pre-reading task

Match the term and the definition:

1. earn	a. science of the production, distribution and using up of goods.
2. resources	b. to get as a payment in return for work or services.
3. economics	c. examine (a thing) in order to learn what it is made up of.
4. wages	d. something that s country, etc has or can use to produce goods and services.
5. analyze	e. payment made or received for work or services.

MY SPECIALITY (ECONOMICS)

Why so much attention to economics? The reason is simple. In business and everyday life there are a large number of questions that are fundamentally economic in

nature. Economics often affects our decisions. Economic principles influence all actions of people. Knowledge of economics, the study of how people and countries use their resources to produce, distribute and consume goods and services, is important to everyone now. Your understanding of economics will influence how you earn a living and help you make better economic decisions.



Economists try to solve many problems, which have a great and significant influence on human life and events. Therefore, we can say that a large part of what economists do, is studying economics. However, what is economics? Informally, economics is a science of making life. Knowledge of basic economic principles helps us earn our living and make our money, and get satisfaction.

More formally, economics is a study of how people and countries can use their resources to satisfy their needs and wants. Economics is also the study of how people decide who will get the goods and services produces.

Planning, organizing, coordinating, controlling are important functions in economics.

To carry out such tasks an economist and manager-economist has to make decisions.

I am eager to take an active part in fulfilling these tasks, to obtain the talent of an economist through learning and experience.

I study at the economics faculty of the Kharkiv State University of Food Technology and Trade.

My future speciality is “Economics in trade and catering management (commercial activities in goods and services market)” and after graduating from the university, I will get the qualification of an “Economist”. Our graduates work at the food industry plants and catering system, economic and commercial services, executive and auditing bodies, computer centers.

Future economists are trained to organize the economic planning, economic analysis, management as well as research work of the enterprises. They are to draw up

monthly and annual reports for catering and trade plants and to sum up the results of their operation.

Future manager-economist are trained to do complex operating analysis, to reveal reserves of commodity circulation and production output, to develop measures for meeting population demands for goods and services, to analyze the population ensuring within the trade and catering enterprises; to hold auditing of planned control tasks; to calculate the payment of labour funds and wages.

The future specialists study the humanitarian, general and special subjects. Education is completed by defense of graduation work and by taking exams.

An economist is a person who is responsible for his activity within the system.

Some basic characteristics of the economists are:

- exceptionally intelligent,
- keen to improve people's lives,
- interested in other people,
- honest,
- able to give clear orders.

Nowadays economics and economists play an important role in the formation of public and economic policy. They play a key part at the highest levels of our government.

Comprehension check

Are these sentences true or false? Correct the false sentences.

1. In business and everyday life people seldom face questions which are economic in nature.
2. Knowledge of economics is important to everyone now.
3. Your understanding of economics will help you make better economic decisions.
4. Economists try to solve few problems, which have a great and significant influence on human life and events.
5. Economics is a science of spending money.

6. Knowledge of basic economic principles helps us earn our living and make our money.
7. Planning, organizing, coordinating, controlling are important functions in economics.
8. Future economists aren't trained to organize the economic planning, economic analysis.
9. Education is completed by defense of graduation work and by taking exams.
10. An economist is a person who is responsible for his own life.

TASK 1

Answer the following questions.

1. Why is so much attention paid to economics?
2. What are important functions in economics?
3. What is Economics?
4. What faculty do you study at?
5. What is your future qualification?

TASK 2

Complete the sentences with the appropriate word.

problems	organize	economics	earn	education
----------	----------	-----------	------	-----------

1. ____ often affects our decisions.
2. Economists try to solve many ____.
3. Knowledge of basic economic principles helps us ____ our living and make our money, and get satisfaction.
4. Future economists are trained to ____ the economic planning, economic analysis, management as well as research work of the enterprises.
5. ____ is completed by defense of graduation work and by taking exams.

TASK 3

Find synonyms to the following words in the text.

- | | |
|--------------|-------------|
| a) affect | d) plant |
| b) salary | e) count up |
| c) commodity | |

TASK 4

Find antonyms to following words in the text.

- | | |
|----------------|------------|
| a) complicated | d) passive |
| b) seldom | e) past |
| c) spend money | |

TASK 5

Give English equivalents to the following.

1. впливати на рішення
2. споживати товари та послуги
3. задовольняти потреби та бажання
4. виконавчий та ревізійний орган
5. брати активну участь

TASK 6

Complete the sentences.

1. ___ ___ influence all actions of people.
2. Informally, economics is a science of ___ ___.
3. Economics is a study of how people and countries can use their resources to satisfy their ___ and ___.
4. Education is completed by ___ of graduation work and by taking exams.
5. An economist is a person who is ___ for his activity within the system.

TASK 7

Discuss the following points.

1. What problems do economists try to solve?

2. What personal and professional qualities should an economist acquire as a future specialist?
3. What does the study of economics help to do?
4. Discuss: what is economics (formally and informally)?

TEXT 15

MY SPECIALITY (MARKETING)

Vocabulary

<p>evaluate – оцінювати, визначати важливість</p>	<p>coherent – зрозумілий, логічно послідовний</p>
<p>disseminate – розповсюджувати, поширювати</p>	<p>tend to – приділяти увагу (чому- небудь)</p>
<p>ascertain – з’ясувати, виявляти, переконаватися, встановлювати</p>	<p>imply – передбачати, мати на увазі, містити в собі, означати</p>
<p>consequently – отже, тому</p>	<p>inventory – товар</p>
<p>viability – життєздатність</p>	<p>account for – відповідати за</p>
<p>order processing – обробка замовлення</p>	<p>affair – справа</p>
<p>be referred to as – мати відношення до</p>	<p>vast majority – переважна більшість</p>
<p>markup – торгівельна надбавка</p>	<p>set – установка; настановлення</p>
<p>allowance – знижка</p>	<p>be available – бути в наявності</p>

Pre-reading task

1. *Who is a marketer? Develop the points you find the most important.*
 - it is one that deals in a market;
 - it is one that promotes or sells a product or service;
 - it is one that sells goods or services in or to a market;
 - it is one that markets a specified commodity;
 - it is someone who promotes or exchanges goods or services for money;
 - it's a trafficker;

- it's a vender (vendor);
- it's a seller.

2. Find out what the following people do. Study the words in the box below. If you don't know their meanings, look them up in your dictionary. Match the professions in the box to these definitions. Note that some jobs may have one or even more synonyms.

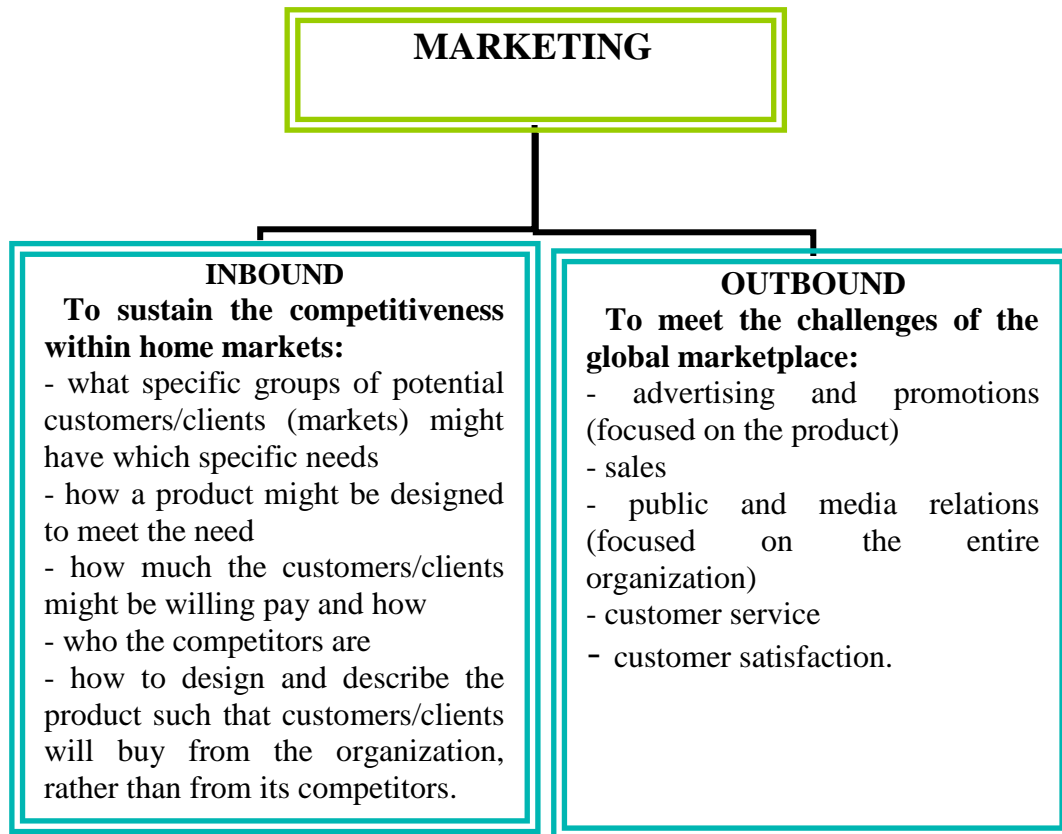
a) booking clerk;	b) huckster;	c) underseller;
d) selling agent;	e) ticket agent;	f) merchandiser (merchant);
g) cosmetician;	h) cheap-jack;	i) fruiterer;
j) hawker;	k) packman;	l) peddler (pedlar);
m) pitchman;	n) flower girl;	o) dealer.



1. Someone who sells tickets (e.g., theater seats or travel accommodations).
2. Someone who sells or applies cosmetics.
3. A woman who sells flowers in the street.
4. A person who sells fruit.
5. A seller of shoddy goods.
6. A businessperson engaged in retail trade.
7. Someone who travels about selling his wares (as on the streets or at carnivals).
8. Someone who sells goods (on commission) for others.
9. Someone who buys and sells some commodity; a seller of illicit goods.
10. A person who sells at a lower price than others do.

3. Before you'll learn more about marketing, you should get a basic impression of what marketing is. Basically, you might look at marketing as the wide range of activities involved in making sure that you're continuing to meet the needs of your customers and are getting appropriate value in return. Think about

marketing as “inbound” and “outbound”. Which one would you like to choose in future?



2. Recent approaches in marketing can be the following:

	<i>Western</i>	<i>European</i>	<i>Description</i>
Orientation	<i>Profit driver</i>	<i>timeframe</i>	
Relationship marketing / Relationship management	Building and keeping good customer relations	1960s to present day	Emphasis is placed on the whole relationship between suppliers and customers. The aim is to give the best possible attention, customer services and therefore build customer loyalty.
Business marketing / Industrial marketing	Building and keeping relationships between	1980s to present day	In this context, marketing takes place between businesses or organizations. The product focus lies on industrial goods or capital goods rather than consumer products or end products. A

	organizations		different form of marketing activities like promotion, advertising and communication to the customer is used.
Social marketing	Benefit to society	1990s to present day	Similar characteristics as marketing orientation but with the addition that there will be a decrease in any harmful activities to society, in product, production, or selling methods.
Branding	Brand value	2000s to present day	In this context, “branding” is main company’s philosophy and marketing is considered an instrument of branding philosophy.

❖ *Which of them are represented in modern Ukraine?*

MY SPECIALITY (MARKETING)

The work of marketers can be classified in several different ways. Generally, it includes activities associated with:

- marketing mix
- product mix
- pricing mix
- promotion mix
- place mix or physical distribution
- finance
- risk taking
- working with people.

Marketing mix. Marketing research consists of gathering, sorting, analyzing, evaluating and disseminating information. The information must be accurate, timely and relevant to the needs of the firm and its customers.

Product Mix. Major activities associated with the product mix include product planning and development, buying, standardization, grading, and packaging. People

employed in the activities associated with the product element of marketing mix should answer many questions like:

- Do we have the right products and services to meet the needs and wants of customers? Are they packed correctly? Should any additional services be offered? Should the product be modified in any way? Etc.

A firm in the market economy survives by producing goods that people are willing and able to buy. Consequently, ascertaining of the consumer demand is important for a



firm's future viability and even existence as a going concern. Many companies today have a customer focus (or market orientation). This implies that the company focuses its activities and products on consumer demands. Every aspect of a market offering, including the nature of the product itself, is driven by the needs of potential consumers. Generally, there are three ways of doing this: the customer-driven approach, the sense of

identifying market changes and the product innovation approach. Without these approaches many products would be commercial failures in spite of being technological breakthroughs.

Pricing Mix. Business activities associated with identifying prices for products and services are referred to as pricing. So many factors affect the prices that it often is difficult to come up with the exact price that will satisfy the customer and allow the company to make a profit.

Specialists of pricing departments work on pricing strategies and economic analyses, develop discount and markup tactics, check out competitive prices, determine allowances, etc.

Promotion Mix. Promotion, or the communication of information between buyers and sellers, is often considered the heart of the marketing mix. The job of people employed in promotion is to inform prospective customers that the company has the right product or service available in the right place and at the right price.

Most promotional methods can be classified as follows:

1. Personal Selling. Today selling is considered only one of many business activities associated with marketing, but one that is extremely important.
2. Advertising. Advertising enables an organization to communicate with large groups of population regarding its products, services or ideas.

Activities of the people employed in advertising agencies must be coordinating with the other specialists to ensure well-designed, coherent advertising messages and materials.

Public Relations. People in public relations try to create a favorable impression for a company, product or service. They attempt to get publicity or non-paid space printed in all media that are read, viewed or heard by a company's customers.

Place Mix: Physical Distribution. Physical distribution accounts for approximately 50 % of the total cost of marketing. It improves the consumer's standard of living by ensuring that the right products are available when consumers want them, at the right place and at the right time.

Physical distribution is composed of 5 major elements: order processing, packaging and material handing, transportation, storage and inventory control.

Finance. Financing is the term that is used to identify business activities that provide the necessary cash and credit to manufacture, transport, and store, promote, sell and buy products and services. Most companies have a separate department which tends to financial affairs.

However, the financing function is so closely interwoven with marketing that it is almost imperative that all people employed in marketing have some knowledge of and skills in financing.

Risk Taking. Another part of the work of marketers is referred to as risk taking. A company can never be sure that customers will want to buy its products and services. They try to offer products and services that are really needed and wanted by customers. Despite the use of good marketing research and information techniques, some products and services may fail in the market. Furthermore, products can be damaged, stolen, destroyed or lost. Risk taking helps to reduce calamities and possible losses from fire, theft, flood, accidents, etc.

In sum, owners and managers do their best to manage their business effectively and minimize risk.

Work With People. People in marketing are firm's greatest set. They can make or break the company. That's why more attention should be paid to hiring, training and developing well-qualified personnel, who are really interested in working with public.

The marketing manager that thinks in terms of "we" will get more accomplished because he will be:

- 1) sharing with the team the vision and direction of the company and of the department;
- 2) sharing with the team the marketing plan for the year and the goals for each campaign;
- 3) asking the team for feedback, ideas, and criticism;
- 4) giving feedback to the team on what they are doing right and what needs to be improved;
- 5) sharing with the company the successes the team as a whole has achieved;
- 6) trusting the team to make the right choices at difficult moments and allowing them to make mistakes along the way;
- 7) giving each team member additional responsibilities so they can learn and grow as professionals.

Marketing is people occupation. Very few jobs in marketing require little or no contact with other humans. Maybe a few people work only in order processing and storage but the vast majority of people employed in marketing are in constant communication with customers, dealers and suppliers. That is why the art of listening ("listen first, speak last") is very important. Good listeners will be better at understanding what needs to get done and will be more effective. So if you are ready to become an effective marketer, master this principle – and you will be one step ahead of the competition. The road to effectiveness is not an easy one, but is definitely a rewarding journey.

Comprehension check

Answer the questions:

- What main points does the work of marketers include?
- What questions should people employed in the activities associated with marketing mix answer?
 - Why it is difficult to come up with the exact price that will satisfy the customer and allow the company to make a profit?
 - Can most promotional methods be classified? In what way?
 - How does physical distribution improve the consumer's standard of living?
 - What principle does an effective marketer master?

Are these sentences true or false? Correct the false sentences.

1. The work of marketers includes activities associated with 9 points.
2. Activities of the people employed in advertising agencies mustn't be coordinating with the other specialists to ensure well-designed, coherent advertising messages and materials.
3. The consumer's standard of living can be improved by physical distribution which ensures that the right products are available when consumers want them.
4. Inventory control is composed of 5 major elements.
5. It isn't almost imperative that all people employed in marketing have some knowledge of and skills in financing.
6. A company can never be sure that customers will want to buy its products and services.
7. Goods in marketing are firm's greatest set.
8. The marketing manager that thinks in terms of "we" will get more accomplished.
9. There are very few jobs in marketing that require little or no contact with other humans.
10. Good speakers will be better at understanding what needs to get done and will be more effective.

TASK 1

Complete the sentences with the appropriate word:

occupation	master	evaluating
available	disseminating	profit

1. Marketing research consists of gathering, sorting, analyzing, ___ and ___ information.
2. The job of people employed in promotion is to inform prospective customers that the company has the right product or service ___ in the right place and at the right price.
3. So many factors affect the prices that it often is difficult to come up with the exact price that will satisfy the customer and allow the company to make a _____.
4. Marketing is people _____.
5. If you are ready to become an effective marketer, _____ the principle of listening – and you will be one step ahead of the competition.

TASK 2

Find synonyms to the following words in the text:

- | | |
|--------------|-----------------|
| a) handing | d) consequently |
| b) rewarding | e) product |
| c) ascertain | f) employ |

TASK 3

Find antonyms to the following words in the text:

- | | |
|------------------|------------|
| a) profit | d) create |
| b) allow | e) working |
| c) approximately | f) right |

TASK 4

Give English equivalents to the following:

8. відповідати потребам
9. встановлення споживчого попиту
- 10.ринкова пропозиція
- 11.створити сприятливе враження
- 12.життєвий рівень споживача
- 13.високо кваліфікований персонал
- 14.додаткові обов'язки

TASK 5

Complete the sentences:

1. More attention should be paid to hiring, training and developing well-qualified personnel, who are ____.
2. Business activities associated with identifying prices for products and services are referred to ____.
3. Advertising enables an organization ____.
4. Risk taking helps to reduce ____.
5. The marketing manager that thinks in terms of “we” will be ____.

TASK 6

Discuss the following points:

1. How do you understand the key objectives of your future speciality? What is so special about this profession?
2. Do you agree that the main marketer's responsibility is to remove choice?
3. What marketer can we consider an effective one? Give 10 examples.
4. What personal characteristics of a marketer are absolutely necessary for successful performance? How important is language ability for those who work in this sphere?
5. What are the most common complaints in a company? What are the best ways of solving the problems? Give your recommendations.
6. Could you describe the responsibilities of the people employed in advertising?

7. Why do Ukrainian goods and services differ in many ways from international standards? Is it vital to overcome these differences? Why (not)? What is your overall vision of further development of Ukrainian market?

TEXT 16

MY SPECIALITY (ACCOUNTING AND FINANCE)

Vocabulary

profit-seeking	той, що шукає прибуток
non-profit	безприбутковий
involve	втягувати
influence	впливати
confuse	плутати
analysis in economy	аналіз господарської діяльності
cost-accounting	калькуляція вартості
to exercise	здійснювати
accounting	бухгалтерський облік
currency circulation	грошовий обіг
economic data processing	обробка економічної інформації
forecast	прогноз

Pre-reading task

Match the term and the definition:

1. accounting	a. examine (a thing) in order to learn what it is made up of.
2. bookkeeping	b. money (to be) paid by citizens to the government for public purposes.
3. analyze	c. measurement and communication process used to report on the activity of profit-seeking and non-profit business organizations.
4. tax	d. science of the production, distribution and using up of goods.
5. economics	e. a mechanical process that records the economic activities of a business.

MY SPECIALITY (ACCOUNTING AND FINANCE)

Of all the business knowledge, you have learned or will learn, the study of accounting will be the most useful. Your financial and economic decisions as a student and consumer involve accounting information. Understanding the discipline of accounting will influence many of your future professional decisions. Remember, you cannot avoid the effects of accounting information on your personal and professional life.

Accounting is often confused with bookkeeping. Bookkeeping is a mechanical process that records the economic activities of a business. Accounting includes bookkeeping.

Accountants analyze and interpret financial information, prepare financial statements, conduct audits, design accounting systems, prepare special and financial studies, prepare forecasts and budgets, provide tax services.

Economics is a process used to achieve certain goals using in a right way all resources such as people, money, energy, materials, space and time. Planning, organizing, coordinating, controlling are the important functions in economics. Accounting, audit and analysis in economy help to carry out such tasks.

I study at the Kharkiv State University of Food Technology and Trade. My future speciality is accounting, audit and analysis in economy and my qualification is an accountant (financier). I am eager to take an active part in fulfilling these tasks, to obtain the talent of an accountant (financier) through learning and experience.

Our graduates work at the food industry plants and catering system, financial bodies, computer centers, control and auditing bodies.

Future accountants are trained to organize planning, crediting, cost accounting, drawing the financial reports and analyze economic activity of an enterprise. Our specialists have to organize and hold inspection of economic and financial activity of enterprises, use advanced forms and methods of controlling and auditing, exercise accounting and sum up the results of work done.



Future specialists must know general economic disciplines: statistics, planning of economic and social development, finance, currency circulation and credit, cost-accounting, mechanized economic data processing.

An accountant is a person who is responsible for his activity within the system.

Some basic characteristics of the economists are:

- exceptionally intelligent,
- keen to improve people's lives,
- interested in other people,
- honest,
- able to give clear orders.

Nowadays accountants and financiers play an important role in the formation of public and economic policy. They play a key part at the highest levels of our government.

Comprehension check

Are these sentences true or false? Correct the false sentences.

1. Of all the business knowledge, you have learned or will learn, the study of foreign language will be the most useful.
2. Understanding the discipline of accounting will influence many of your future professional decisions.
3. You can escape the effects of accounting information on your personal and professional life.
4. Accounting is always confused with bookkeeping.
5. Bookkeeping is a mechanical process that records the economic activities of a business.
6. Accounting includes economics.
7. Economics is a process used to achieve certain goals using in a right way all resources such as people, money, energy, materials, space and time.
8. I am eager to obtain the talent of an economist through learning and experience.
9. Future specialists don't have to know general economic disciplines.
10. An accountant is a person who is responsible for his decisions.

TASK 1

Answer the following questions.

1. What knowledge will be the most useful for future specialist?
2. What is bookkeeping?
3. What functions do accountants perform?
4. What is economics?
5. What is your future qualification?

TASK 2

Complete the sentences with the appropriate word.

bookkeeping	graduates	accounting information
economics	influence	

1. Your financial and economic decisions as a student and consumer involve ___
2. Understanding the discipline of accounting will ___ many of your future professional decisions.
3. Accounting is often confused with ___.
4. Planning, organizing, coordinating, controlling are the important functions in ___.
5. Our ___ work at the food industry plants and catering system, financial bodies, computer centres, control and auditing bodies.

TASK 3

Find synonyms to the following words in the text.

- | | |
|-----------|-----------|
| a) affect | d) make |
| b) avoid | e) fulfil |
| c) mix up | |

TASK 4

Find antonyms to following words in the text.

- a) harmful
- b) few
- c) confused
- d) regressive
- e) insincere

TASK 5

Give English equivalents to the following.

1. фінансові та економічні рішення;
2. бухгалтерська інформація;
3. приватне та професійне життя;
4. готувати фінансовий звіт;
5. грошовий обіг.

TASK 6

Complete the sentences.

1. ___ is often confused with bookkeeping.
2. ___ is a mechanical process that records the economic activities of a business.
3. ___ is a process used to achieve certain goals using in a right way all resources such as people, money, energy, materials, space and time.
4. Our ___ work at the food industry plants and catering system, financial bodies, computer centres, control and auditing bodies.
5. An ___ is a person who is responsible for his activity within the system.

TASK 7

Discuss the following points.

1. What is accounting often confused with?
2. Where are accountants employed?
3. What general economic disciplines must future specialists know?
4. What personal and professional qualities should an economist acquire as a future specialist?

TEXT 17

MY SPECIALITY (MERCANDISE EXPERTISE)

Vocabulary

namely	а саме
accept	приймати
reject	відхиляти, бракувати
availability	наявність, доступність
complicated	складний
commodity expert (or expert on merchandise)	товарознавець
delivery	доставка
storage	зберігання
supply	постачання
fulfillment of obligations	виконання зобов'язань
allied	пов'язаний з, суміжний
quality assurance	гарантія якості
sensory evaluation	органолептична оцінка

Pre-reading task

Match the term and the definition:

1. trade	a. a person or company that provides goods
2. commodity expert	b. a person who acts of taking goods to the people they have been sent to
3. delivery	c goods bought and sold in commerce
4. supplier	d. a person specializing in merchandise
5. merchandise	e. the business of distribution, selling and exchange

MY SPECIALITY (MERCANDISE EXPERTISE)

Trade plays an important role in satisfying potential desires of consumers in a market economy.

There are always two parties in the process of trade, namely, the owner of material values (the seller) and the owner of money (the buyer). The level of trade development is conditioned by the level and rate of goods production.



Consumers determine the needs for products. They accept or reject products based on price, quality and their availability. The experts of commodities help to solve all complicated problems in trade and catering.

I am happy to take an active part in the activity of trading in my future work.

I study at the Kharkiv State University of Food Technology and Trade at the faculty of Merchandise Expertise and Trade Entrepreneurship. My speciality is a commodity expert (or expert on merchandise).

Experts on merchandise are trained to solve problems related to practical organization of trade, delivery, storage and realization of foods; to make contracts on foods supply; to supervise the fulfillment of obligations by suppliers; to control the quality of merchandise at all levels of their delivery; to find additional sources of goods supply, etc.

Therefore, it is quite clear that the faculty graduates have to be proficient in a number of subjects.

Students study the following subjects:

- humanitarian: philosophy, history, economics, politology, foreign languages, sociology;
- general: mathematics, physics, chemistry, informatics, statistics, standardization;
- special: organization of trading technology, management, food products study and classification, technology of foodstuffs, economics, commercial activities, marketing, book-keeping, price formation, refrigerating equipment.



Taking into consideration the high level of professional training and reputation of our University, the specialists with faculty's diplomas have many employment opportunities in food industry. Graduates

of the faculty of Merchandise Expertise and Trade Entrepreneurship can work for food processing companies or allied industries such as food ingredient, food equipment and packaging companies or government agencies. Commodity experts perform as quality assurance supervisors, production managers, marketing representatives and food/flavor chemists. They also conduct new product research and development including sensory evaluation. There are also positions in food safety and quality inspection.

Comprehension check

Are these sentences true or false? Correct the false sentences.

1. Experts on merchandise are trained to control the quality of commodities at all levels of their delivery.
2. The level of goods production is conditioned by the level and rate of trade development.
6. Specialists with faculty's diplomas have very few employment opportunities in food industry.
7. Commodity experts conduct sensory evaluation of new product.
8. In a market economy, trade plays an important role in dissatisfying potential desires of consumers.

TASK 1

Complete the sentences with the appropriate word:

14. Consumers accept or _____ products based on price, quality and their availability.

- d) respect
- e) promote
- f) reject

15. Graduates of the faculty of Merchandise Expertise and Trade Entrepreneurship can work for _____ processing companies or allied industries.

- g) good
- h) food

- i) merchandise
6. Commodity experts perform as quality assurance _____, production managers, marketing representatives and food/flavor chemists.
- a) supermen
b) supervisors
c) superintendents
7. There are always two parties in the process of trade, namely, the owner of material _____ (the seller) and the owner of money (the buyer).
- a) values
b) stuff
c) goods
8. The faculty graduates have to be _____ in a number of subjects..
- a) qualified
b) specialists
c) proficient

TASK 2

Find synonyms to the following words in the text:

- | | |
|-----------------|---------------------|
| a) products (3) | e) estimation |
| b) to provide | f) responsibilities |
| c) wishes | g) to control |
| d) commerce | h) agreement |
| e) estimation | |



TASK 3

Find antonyms to the following words in the text:

- | | |
|------------------|--------------|
| a) insignificant | e) freshmen |
| b) simple | f) unskilled |
| c) spiritual | g) to reject |
| d) low | |

TASK 4

Give English equivalents to the following:

Беручи до уваги; випускники факультету; зберігання та збут продуктів; власник матеріальних цінностей; торговельні представники; працювати в якості контролера з гарантії якості; можливості працевлаштування; виконання зобов'язань; вирішувати складні проблеми; задоволення потенційних бажань споживачів.

TASK 5

Complete the sentences:

1. Experts on merchandise are trained to solve problems related to _____.
2. Graduates of the faculty of Merchandise Expertise and Trade Entrepreneurship can work for _____.
3. There are always two parties in the process of trade, namely, the owner of material values (the seller) and _____.
4. Trade plays an important role in satisfying _____.
5. Commodity experts perform as _____.

TASK 6

Discuss the following points:

- What conditioned your choice of speciality?
- What excites you most about being a commodity expert?
- What personal and professional qualities should you acquire as a future specialist?

TEXT 18

MY SPECIALITY (PROCESS ENGINEERING)

Vocabulary

process engineer	інженер-технолог
public catering products technologies	технологія виробництва продуктів громадського харчування
acceptable	сприйнятливий
selection	вибір
consumer	споживач
to apply	застосовувати
processing	обробка
preservation	консервування
distribution	розповсюдження
to major in	спеціалізуватися з якогось предмету
sanitary regulations	санітарні норми
production assistant manager	завідувач виробництвом
pledge	запорука
improvement	покращення

Pre-reading task

Match the term and the definition:

1. nutrients	a. a food item that goes into a dish or recipe
2. food	b. a whole grain or seed that people eat
3. preserve	c are naturally occurring chemical substances found in food necessary for supplying the body with energy
4. ingredient	d. is any substance, usually composed of carbohydrates, fats, proteins and water, that can be eaten or drunk for nutrition or pleasure
5. cereal	e. to take care of and save for the future; to treat in a special way to prevent decay

MY SPECIALITY (PROCESS ENGINEERING)

Process Engineering faculty of our University trains students specializing in public catering products technologies. Students gain a qualification in Technology and Engineering. Process engineers ensure the availability of a safe, acceptable, and nutritious selection of foods for consumers. They also apply chemistry, microbiology, engineering, and other sciences to the production, processing, preservation, evaluation, and distribution of food products. That is why according to the curriculum students majoring in food science and technology study the following subjects:

- humanitarian: history, philosophy, economic theories, politology, sociology and labour psychology, law, foreign languages;



- general: higher mathematics, physics, chemistry, mechanics, automation, informatics, drawing, economics, management;

- special: public catering products technologies, food products study and classification, microbiology, standardization, physiology, processes and commercial equipment, projecting, branch organization and management, etc.

Most attention is devoted to basic diets for various population groups, nutritional value of food products, culinary, cooking technologies, changes in products composition while cooking, quality control methods, and sanitary regulations for mass catering plants.

Education is completed by defence of graduation work. Graduates of the Process Engineering faculty of our University have career options in a variety of food industries, such as dairy products, meat and meat products, fruit and vegetable products, and cereal products. They can work as managers of catering establishments, as process engineers, production assistant managers, designers, research workers at research institutes or at quality control laboratories.

Rational and dietetic nutrition of a man is the pledge of good health. Right organization of mass catering helps to solve this problem. Mass catering plays an important role in our society by saving material and work force resources and changing the people's way of life. It helps to raise the productivity of labor in industry

and agriculture by providing the working people with food at their places of work. As a future specialist in this system, I shall try to find new ways and methods in organization of work to solve various problems facing the mass catering: the gradual transition to industrial methods in processing of products and food preparation, the improvement of quality of food and others.

Comprehension check

Are these sentences true or false? Correct the false sentences.

1. Graduates of the faculty can work in different fields of food industries.
2. Process engineers ensure the availability of a safe, acceptable, and nutritious selection of foods for suppliers.
3. Mass catering plays an important role in our society by exhausting material and manpower resources and changing the people's way of life.
4. Right organization of mass catering helps to solve the problem of rational and dietetic nutrition of a man.
5. Students gain a qualification in Technology and Engineering.

TASK 1

Complete the sentences with the appropriate word:

- i. Process engineers apply chemistry, _____, engineering, and other sciences to the production of food products.
 - a) microelectronics
 - b) crafts
 - c) microbiology
2. Most attention is devoted to diets for various population groups, nutritional value of food, changes in products _____ while cooking and others.
 - a. food
 - b. composition
 - c. taste
3. Rational and dietetic nutrition of a man is the _____ of good health.

- a. characteristic
 - b. pledge
 - c. state
4. Education is completed by defense of _____ work.
- a. graduation
 - b. course
 - c. scientific
5. Mass catering helps to raise the _____ of labour by providing the working people with food at their places of work.
- a. prices
 - b. specialists
 - c. productivity



TASK 2

Find synonyms to the following words in the text:

- | | |
|----------------|-----------------|
| a) obtain | e) structure |
| b) presence | f) milk |
| c) dispensing | g) guarantee |
| d) manufacture | h) specializing |

TASK 3

Find antonyms to the following words in the text:

- | | |
|----------------|---------------|
| a) dangerous | d) irrational |
| b) consumption | e) to reduce |
| c) least | f) former |

TASK 4

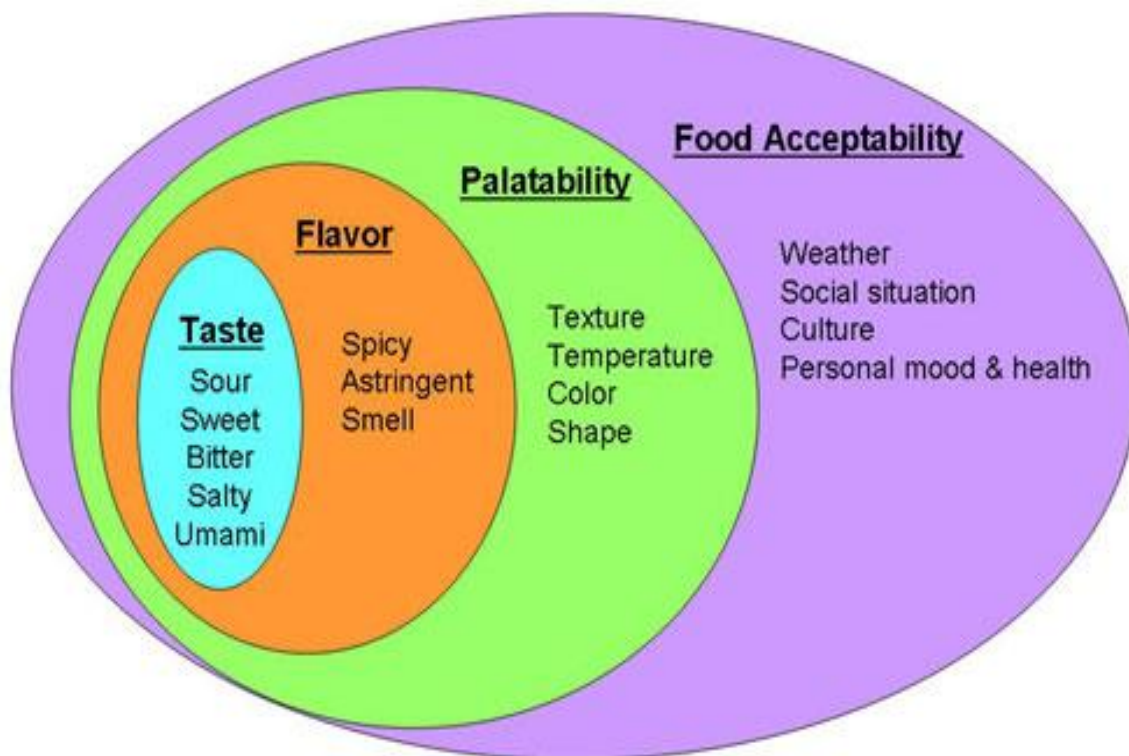
Give English equivalents to the following:

Людські ресурси; згідно з навчальною програмою; торговельне обладнання; поживний; проблеми, що стоять перед масовим харчуванням; запорука доброго здоров'я; підвищити продуктивність праці; захист дипломної роботи.

TASK 5

Complete the sentences:

1. Process engineers ensure the availability of_____.
2. Mass catering plays an important role in our society by saving _____ and changing the people's way of life.
3. Graduates of the Process Engineering faculty of our University have career options in a variety of food industries, such as _____.
4. Rational and dietetic nutrition of a man is _____.
5. As a future specialist in this system I shall try to find new ways and methods in organization of work to solve _____.



TASK 6

Discuss the following points:

- What conditioned your choice of speciality?
- What excites you most about being a process engineer?
- What personal and professional qualities should you acquire as a future specialist?
- How does industrial processing influence the quality of foodstuffs?

TEXT 19

MY SPECIALITY (EQUIPMENT AND TECHNICAL SERVICE)

Vocabulary

food industry equipment and machinery	обладнання та апарати харчових виробництв
trading enterprises engineering service	інженерна служба торговельних підприємств
food-stuffs processing	переробка харчових продуктів
equipment and machinery theory	теорія машин та механізмів
material science	матеріалознавство
mechanical engineering technology	технологія машинобудування
processes and food production industry apparatus	процеси та апарати харчових виробництв
trading enterprises equipment	обладнання торговельних підприємств
graduation work	дипломна робота
compulsory	обов'язковий
optional	факультативний

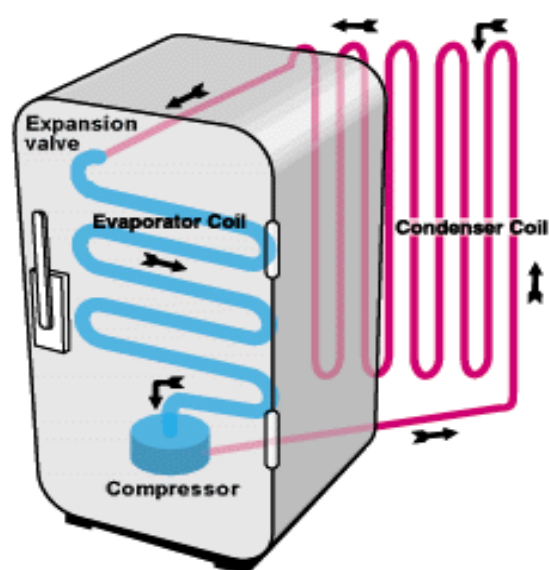
Pre-reading task

Match the term and the definition:

- | | |
|---------------|---|
| 1. up-to-date | a. including all information available up to the present moment |
| 2. foodstuff | b. goods bought and sold in commerce |
| 3. profound | c. providing meals, refreshments etc. |
| 4. catering | d. searching into the deepest and most subtle truths |
| 5. trade | e. a basic substance used as food |

MY SPECIALITY (EQUIPMENT AND TECHNICAL SERVICE)

I study at the faculty of Equipment and Technical Service of the Kharkiv State University of Food Technology and Trade. At this faculty, our University trains specialists specializing in food industry equipment and machinery. Graduates gain a qualification in Mechanics.



They work as managers of trading engineering services, catering and foodstuffs processing, chief engineers, mechanics and designers.

One of the main tasks facing the further development of catering and trade is the gradual transition to industrial methods in the processing of products, preparation of food and preservation of products.

For me, as a mechanical engineer in future, much still remains to be done to fulfill this task.

Students study following subjects:

- humanitarian: history, philosophy, economic theories, politology, sociology and labor psychology, law foreign languages;
- general: higher mathematics, physics, chemistry, mechanics, drawing, equipment and machinery theory, material science, mechanical engineering technology, computers and programming, economics.

- special: processes and food production industry apparatus, technology and science of food-stuffs commodities, organization of trade, trading enterprises equipment.

Education is completed by defense of graduation work.

Except compulsory subjects the students study different optional subjects: aesthetic and design, banking, audit, taxation, market relations theory, foreign economic activities, logic, econometrics and others.

Our University has up-to-date facilities: a computer centre, studies and research laboratories. Students have every opportunity to get profound knowledge and master their speciality.

They are sure that after graduating they will be useful for the country and the people.

Answer the questions:



1. Where do you study?
2. What is the main specialization at the mechanical faculty of the University?
3. What is the main qualification?
4. What subjects do students study at the faculty?
5. Is education completed by defense of graduation work?

Comprehension check

Are the sentences true or false? Correct the false sentences

- 1 They work as merchandise experts.
- 2 One of the main tasks facing the further development of catering and trade is the gradual transition to industrial methods in the processing of products, preparation of food and preservation of products.
- 3 Education is completed by defense of graduation work.
- 4 The students study only compulsory subjects.

5 Our University has up-to-date facilities: a computer centre, studies and research laboratories.

TASK 1

Complete the sentences with the appropriate word:

- 1 In laboratories students do _____.
 - a) research work;
 - b) lessons;
 - c) equipment.
- 2 The more we study, the more we _____.
 - a) play;
 - b) know;
 - c) understand.
- 3 This new electronic device will be tested in our research _____.
 - a) study;
 - b) class;
 - c) laboratory.
- 4 The report contains a lot of new information on the problem of condensed milk _____.
 - a) production;
 - b) using;
 - c) quality.
- 5 A refrigerator is a machine that maintains a lower _____ in its chamber than that outside the refrigerator.
 - a) metal;
 - b) temperature;
 - c) process.

TASK 2

Find synonyms to the following words in the text:

- | | |
|----------|------------------|
| a) plant | e) seller |
| b) aim | f) manufacturing |
| c) goods | g) to provide |
| d) grade | |

TASK 3

Find antonyms to the following words in the text:

- | | |
|---------------------|-------------|
| a) answer | e) useful |
| b) to graduate from | f) ancient |
| c) to receive | g) to study |
| d) after | |

TASK 4

Give English equivalents to the following:

Вищий навчальний заклад, виробництво харчових продуктів, машини та апарати харчових виробництв, теорія машин та механізмів, поступовий перехід, матеріалознавство, дипломна робота.

TASK 5

Complete the sentences:

1. They work as managers of trading engineering services, catering and food-stuffs processing, chief engineers, mechanics and....
2. One of the main tasks of the further development of catering and trade is the gradual transition to industrial In the processing of products, preparation of food and preservation of products.
3. Much still remains to be done to fulfill this....
4. Students have every opportunity to get profound...
5. Graduates are sure that they will be useful for the country and the...

TASK 6

Discuss the following points

- 1 Why do you choose the Kharkiv State University of Food Technology and Trade?
- 2 What are your career goals?
- 3 What professional and personal qualities should you acquire as a future specialist?
- 4 Are you sure that after graduating you will be useful for the country and the people?

TEXTS FOR ADDITIONAL READING ON SPECIALITY

MANAGEMENT

THE MANAGER'S ROLE

Are there certain activities common to all managers? Can we define the task of a manager? A French industrialist, Henry Fayol, wrote in 1916 a classic definition of the manager's role.

He said that to manage is "to forecast and plan, to organize, to command, to coordinate and to control". This definition is still accepted by many people today, though some writers on management have modified Fayol's description. Instead of talking about command, they say a manager must motivate or direct and lead other workers.

Henry Fayol's definition of a manager's role and functions is useful. However, in most companies, the activities of a manager depend on the level at which he/she is working. Top managers, such as the chairman and directors, will be more involved in long range planning, policy making, and the relations of the company with the outside world. They will be making decisions on the future of the company, the sort of product lines it should develop, how it should face up to the competition, whether it should diversify etc. These strategic decisions are part of the planning function mentioned by Fayol.

On the other hand, middle management and supervisors are generally making the day-to-day decisions that help an organization to run efficiently and smoothly. They must respond to the pressures of the job, which may mean dealing with unhappy customer, chasing up supplies, meeting an urgent order or sorting out a technical problem. Managers at this level spend a great deal of time communicating, coordinating and making decisions affecting the daily operation of their organization.

An American writer, Peter Drucker, supplies an interesting modern view on managers. He has said that managers must perform five basic operations. Firstly, managers set objectives. They decide what these should be and how the organization can achieve them. For this task, they must decide how the resources of the company are to be used, how the work is to be classified and divided. Furthermore, they must select people for the jobs to be done. For this, they not only need analytical ability but also understanding of human beings. Their third task is to motivate and communicate effectively. They must be able to get people to work as a team, and to be as productive as possible. To do this, they will be communicating effectively with all levels of the organization - their superiors, colleagues and subordinates. To succeed in this task, managers need social skills. The fourth activity is measurement. Having set targets and standards, managers have to measure the performance of the organization, and of its staff, in relation to those targets. Measuring requires analytical ability. Finally, Peter Drucker says that managers develop people, including themselves. They help to make people more productive, and to grow as human beings. They make them bigger and richer persons.

In Peter Drucker's view, successful managers are not necessarily people who are liked or to get on well with others. They are people who command the respect of workers, and who set high standards. Good managers need not be geniuses but must bring character to the job. They are people of integrity, who will look for that quality in others.

Comprehension check

Answer the following questions:

1. Why do some people disagree with Henry Fayol's definition of the role of management?
2. In what ways are the functions of a company direction, for example, different from those of a middle manager?
3. In Peter Drucker's opinion, what qualities should a manager possess?

CROSS-CULTURAL MANAGEMENT

Managing a truly, global multinational company would obviously be much simpler if it required only one set of corporate objectives, goals, policies, practices, products and services. However, local differences often make this impossible. The conflict between globalization and localization has led to the invention of the word “globalization”. Companies that want to be successful in foreign markets have to be aware of the local cultural characteristics that affect the way business is done.

A fairly obvious cultural divide that has been much studied is the one between, on the one hand, the countries of North America and north-west Europe, where management is largely based on analysis, rationality, logic and systems, and on the other, the Latin cultures of southern Europe and South America, where personal relations, intuition, emotion and sensitivity are of much greater importance.

The largely Protestant cultures on both sides of the North Atlantic (Canada, the USA, Britain, the Netherlands, Germany, Scandinavia) are essentially individualist. In such cultures status has to be achieved. You do not automatically respect people just because they have been in a company for 30 years. A young, dynamic, aggressive manager with an MBA (a Master in Business Administration degree) can quickly rise in the hierarchy. In most Latin and Asian cultures, on the contrary, status is automatically accorded to the boss, who is more likely to be in his fifties or sixties than in his thirties. This is particularly true in Japan, where companies traditionally have a policy of promotion by seniority. A 50-year-old Japanese manager, or a Greek, Italian, or Chilean one, would quite simply be offended by having to negotiate with an

aggressive, well-educated, but inexperienced American or German 20 years his junior. Japanese would also want to take the time to get to know the person with whom he was negotiating, and would not appreciate an assertive American who wanted to sign a deal immediately and take the next plane home.

In northern cultures the principle of pay-for-performance often successfully motivates sales people. The more you sell, the more you are paid. Nevertheless, the principle might well be resisted in more collectivist cultures, and in countries where rewards and promotion are expected to come with age and experience. Trompenaars gives the example of a sales rep in an Italian subsidiary of a US multinational company who was given a huge quarterly bonus under a new policy imposed by head office. His sales that had been high for years declined dramatically during the following three months. It was later discovered that he was deliberately trying not to sell more than any of his colleagues, so as not to reveal their inadequacies. He was also desperate not to earn more than his boss, which he thought would be an unthinkable humiliation that would force the boss to resign immediately.

Trompenaars also reports that Singaporean and Indonesian managers objected that pay-for-performance caused salespersons to pressure customers into buying products they did not really need, which was not only bad for long-term business relations, but also quite simply unfair and ethically wrong.

Another example of an American idea that does not work well in Latin countries is matrix management. The task-oriented logic of matrix management conflicts with the principle of loyalty to the all-important line superior, the functional boss. You cannot have two bosses any more than you can have two fathers. Andre Laurent, a French researcher, has said that in his experience, French managers would rather see an organization die than tolerate a system in which a few subordinates have to report to two bosses.

In discussing people's relationships with their boss and their colleagues and friends, Trompenaars distinguishes between universalists and particularists. The former believe that rules are extremely important: the latter believe that personal relationships and friendships should take precedence. Consequently, each group thinks

that the other is corrupt. Universalists say that particularists cannot be trusted because they will always help their friends' while the second group says that of the first you cannot trust them; they would not even help a friend. According to Trompenaars data, there are many more particularists in Latin and Asian countries than in Australia, the USA, Canada or northwest Europe.

Comprehension check

Answer the following questions:

1. How would you explain the concept of “globalization?”
2. Why might a 50-year-old Japanese manager be offended if he had to negotiate with or report to a well-educated but inexperienced 30-year-old American?
3. Why was the American concept of pay-for-performance unpopular in Italy, and in Asia, in Trompenaars example?
4. Why do universalists disapprove of particularists, and vice versa?

THE TOURIST INDUSTRY

Tourism is travel away from a person's usual place of residence for a period longer than twenty-four hours, primarily for pleasure or recreation, and frequently to multiple destinations.

International tourism means tourist travel between two or more countries.

Internal tourism is tourist travel within the same country of which the tourist is a resident. This is also called domestic tourism.

Tourist destination is a place or area to which tourists travel. It may be a resort, but it may also be a large city.

Resort is a place where people gather for recreational purposes.

Excursion is a trip away from a person's usual place of residence for less than 24 hours, although weekend trips are often classified as excursions. A person who takes such a trip is an excursionist.

Accommodations are places at which travelers can obtain a bed and food while on a trip, in other words, hotels, motels, inns, camping grounds, hostels, and so forth.

Convention is a meeting at which people usually within the same field or business exchange their ideas, experiences, specialized knowledge, and so on.

Tourism has been one of the fastest growing industries in recent years. The growth rate of tourism has generally exceeded the growth rate for the worldwide economy.

In spite of its rapid growth, it is not easy to define tourism.

Tourism necessarily involves travel; a tourist is usually defined as a person who is visiting some place other than his usual residence for more than 24 hours.

A tourist is distinguished by the length of his trip from an excursionist, who is away from his usual residence for less than 24 hours, or a weekend.

The purpose of travel must also enter into the definition of tourism. Many people travel entirely for the purpose of recreation or pleasure; they are people on holiday. Some people travel for reasons of health. Other people travel to visit friends or relatives, a reason that has become more important because of increased mobility throughout the world. Still others travel in order to educate themselves because travel is broadening.

All of these people are generally considered tourists since the primary reason for their trips is recreation. Most tourist statistics also include people who are travelling on business. Among them are businesspersons and government officials on specific missions, as well as people attending meetings or conventions.

Many people among those travelling on business often combine pleasure with their work. They also use the same transportation, accommodations, and catering facilities as the holiday tourists.

Accommodations refer to hotels or other places where a traveler can find rest and shelter; catering facilities refers to places where a traveler or another member of the public can find food and drink.

Tourism is a relatively new phenomenon in the world. Since being away from home is a necessary component of tourism, its development as a mass industry depended on modern means of rapid and inexpensive transportation.

Tourism as we know it today began with the building of the railroads in the 19th Century. In fact, the words tourism and tourist themselves were not used for the first time until about 1800. The first tour in the modern sense was organized by Thomas Cook in England in 1841, and the firm of Thomas Cook and Sons has remained one of the prominent names in the tourist industry.

Comprehension check

Answer the following questions:

1. Why is tourism the fastest growing industry?
2. What is the difference between a "tourist" and an "excursionist"?
3. What are the most common reasons for travelling?
4. Why do tourist statistics include those people who are travelling on business?
5. What is the difference between the terms "accommodations" and "catering facilities"?
6. What has the development of tourism as a mass industry depended on? Why?
7. When did the words "tourism" and "tourists" appear?
8. What is the name of the best-known company in the tourist industry?

FOOD SERVICE MANAGEMENT

WHAT MAKES THE FOOD SERVICE INDUSTRY SO IMPORTANT?

Restaurant and caterers provide both a service and a product. The service is feeding an individual who is not eating at home and the product is the meal itself.

There are millions of people away from their homes every day either by necessity or by choice. The restaurant and catering business has developed to feed this huge number of transients - office and factory employees, schoolchildren, military personnel, travelers and people out to have a good time. Because there are so many to feed, the restaurant and catering business is one of the largest and fastest-growing industries in the world.

Restaurants offer their service and product at a fixed location while the catering business is a mobile one providing foodservice either for special occasions or for

places where meals are usually not prepared. An example of the first kind of catering service can be found in most large hotel which provides special meals for groups holding celebrations, meetings, or banquets on their premises. The second kind is best exemplified by the meals served by airlines: food is prepared in kitchens operated by a catering company, delivered to the airplane, and simply heated before being served to the passengers.

The restaurant and catering industry employs literally millions of people throughout the world. Particularly in tourist areas, the foodservice and accommodations industries are employers and play a principal part in the regional economy. Like most other service business, foodservice is labor intensive which means it employs a high proportion of workers in relation to the number of people it serves.

With regard to changing social patterns, it is expected that there will be more changes in the consumer demand for the most of the existing types of foodservice.

This is because people's food related behavior is connected to a variety of social habits and customs which can be strongly influenced by the changes in the world economy and in the economic structure of the family, especially in the industrial nations.

The accelerated entry of women into the national workforce leads to a greater amount of money spent in eating places. Besides the increase in meals eaten away from home, there has been a greater tendency to serve fast food, take away meals at home and men and children cooking their own main meal. These parallel trends of more women in the workforce and more meals eaten or purchased outside the home can also be seen, in different degrees, in many industrialized regions.

The fast food diet, popular both for its convenience and low cost, tends to be high in fats and carbohydrates and lacking in the nutritional value necessary to make a complete balanced diet.

Apart from its nutritional value, the fast food meal is usually served with a quantity of paper and plastic utensils. These are used to save labor and the paper can be recycled or reprocessed into new paper products, the plastic cannot be used again.

Rather than becoming part of the ecological cycle, it pollutes or stays unchanged in the environment.

The environment is important to every stage and every aspect of the design, construction, and other preparations for opening a restaurant or catering service. Equally important, the total sense of an area must be part of the type of service which is to be provided. The combined effect of changing social patterns and heightened public awareness has contributed to a rapid change in the variety and complexity of food establishments. The increasingly complex and sophisticated techniques which have been developed in every area, from production and processing to marketing and distribution, require a very high level of expertise and highly qualified labor resources to open a foodservice establishment.

For the restaurateur or caterer who has a genuinely original idea and no aversion to hard work it remains possible to translate his ideas into a service that fulfils a basic human need in a pleasurable and profitable way.

Comprehension check

Answer the following questions:

1. What do restaurants and caterers provide?
2. What makes the restaurant and catering business one of the largest and fastest-growing in the world?
3. What makes it so profitable?
4. Why is the foodservice industry labor intensive?
5. What influences people's food-related behavior?
6. What new social patterns have resulted in the increase in meals eaten away from home?
7. What are the advantages and disadvantages of the fast food diet?
8. What aspects are particularly important for opening a restaurant or catering service?
9. How efficient should restaurants and caterers be? Why?

TYPES OF RESTAURANTS

The millions of people who eat out every day have a wide variety of needs and tastes from a quick lunch to a luxurious meal with elaborate service. Because of these differences there are many kinds of restaurants varying from street stands serving snacks and fast food to elaborate restaurants with the best cooking. Restaurants generally fit into the following categories.

The gourmet restaurant is a restaurant which offers meals the appeal to a person who appreciates the best in food and drink. Such person is called a gourmet. The service and prices are usually in accord with the quality of the meal so that these restaurants are the most expensive and luxurious of all food-service establishments.

The family-type restaurant. Many eating places serve simple food at moderate prices that appeal to family groups. Perhaps their principal feature is the reliability they offer their customers through standardized food and service. Many of these restaurants are owned by chains or operated under a franchise, an arrangement in which the name and procedures of the business are leased from a central organization.

The specialty restaurant offers a limited variety or style of food. It may specialize in steaks or in fish or in a particular kind of national food, or it may depend on the atmosphere, decor, or personality of the owner to attract customers. Both the quality of the food and the price are usually between those of the gourmet and family-type restaurants.

The convenience restaurant serves customers who want to eat in a hurry and are interested in fast service, cleanliness and low price. One example of such an eating place is the lunch counter which ordinary serves sandwiches and other simple foods and beverages. A modern variation of the lunch counter is the fast food operation. Most institutional foodservices fall into the convenience category, including cafeterias and canteens in factories, offices, and hospitals, as well as some operations necessary to feed the military. Street stands are also convenience food services whether they offer a wide variety of dishes or only snacks for tourists.

Another way to categorize restaurants is by the kind of service they offer. There are basically four types: table service, counter service, self-service and take away (carry-out).

In table service restaurants, customers are seated at tables where food is served by waiter or a waitress.

In counter service restaurants, customers sit at a counter and are served either by the person who prepares the food or by a waiter or waitress.

A self-service restaurant is frequently called a buffet or cafeteria. Their customers pass in front of a counter where food is displayed and help themselves to what they want, then they carry the food to a table themselves.

Take –away/carry-out restaurants often serve fast foods; customers place their orders at a counter, then “take out” the food to wherever they wish to eat - at their jobs, in a park, in a car or at home.

The unprecedented percentage of working wives and mothers has made an enormous impact on the entire foodservice industry, but it is a very important factor in the growth of the take-away or carry-out restaurant.

These kinds of restaurants fulfill the customer’s immediate convenience. Taste and style of cooking and eating are fulfilled by cuisine.

Gourmet cuisine usually consists of dishes freshly and painstakingly prepared, often in ways too time-consuming and skillful to be easily duplicated at home or in restaurants depending on customer turnover.

Comprehension check

Answer the following questions:

1. Why are there are so many different restaurants?
2. What types of restaurants are mentioned in the text?
3. What is a gourmet?
4. What kind of food does a gourmet restaurant offer?
5. What is the principal feature of a family-type restaurant?
6. What does a specialty restaurant offer?

7. Who eats at convenience restaurants?
8. What category do institutional foodservices fall into?
9. What is another way to categorize restaurants?
10. What is the difference between table service and counter service?
11. What kind of service is take-away (carry-out)?

MERCHANDISE EXPERTISE

PRECISION PURCHASING

Codes have to be fast. Codes have to be flexible and provide security because for a company they represent the point of transformation into consumer trust. In the last few years competition between ink – jet and laser technology has become widespread in the market. The laser advocates argue the dependability of their way.

To ensure quality of processes, products and services, most companies today have implemented some version of a quality management program. True total quality management (TQM) programs are designed to promote internal quality, as well as external quality controls that can range from the selection of raw materials to quality-conscious distributors.

Vendors play a critical role in the achievement of the end product's quality, particularly if they provide a product of function, such as a product identification or expiration code, that directly relates to the assurance of overall quality. By accurately assessing the quality program of a prospective coding vendor, you are in essence helping your company to achieve its own quality goals.

Product codes can be produced by various methods, and can be used for a variety of quality functions. The first step in evaluating coding vendors is determining the most appropriate code and coding method for your application or need.

Typical coding techniques are categorized as either contact coding, such as hot-stamping or debasing, or non-contact coding, such as ink-jet or laser method. Today, ink or laser produces most codes.

As for the function of a code, the possibilities are numerous. Codes provide important manufacturing information for identification of specific products, product batches, raw materials, chemicals or ingredients used in the development a product. For food and beverage applications, they provide crucial consumer data, such as freshness or expiration dates.

In some instances, such as cosmetics, they even add aesthetic value to a package, or make environmental statements.

For manufactures of consumables or pharmaceuticals, lot/batch codes are essential for tracking products in the event of a tempering or recall emergency. In addition, to comply with ISO certification, a company must have an effective product identification system in place. An accurate, clear product code will sufficiently meet this need, but only if the code is permanent. If the code can smear, or be erased or smudged by external elements such as liquid, abrasion, or sunlight, the marking does not provide long-term insurance.

For example, in a beverage operation where a product is subjected to extremely harsh, wet environments and passes through a number of channels during distribution, a permanent, clear and easily understandable code is crucial.

While most foods and beverage produced in, or shipped to, Europe are required to carry 'use-by' dates, very few foods (produced and distributed) in the U.S. are regulated to this extent. Nonetheless, there is a major trend toward usage of freshness codes.

Major manufacturers in both the food and beverage industry are finding freshness codes provide the consumer with a good feeling about the product and quality standards of the company.

Comprehension check

Answer the following questions:

1. What do codes have to be?
2. What must most companies do to ensure quality of processes?
3. What do TQM programs promote?

4. What are the main methods of product coding?
5. What do you know about the function of a code?
6. In what case does the code provide the long-term insurance?

A SHORT COURSE IN ECO-SPEAK

A growing number of products are being wrapped in "composites"- packages containing several layers of materials and adhesives, such as aseptic juice boxes, which contain layers of polyethylene, paperboard and aluminum. Squeezable ketchup and mustard, made of up to seven layers of plastics and adhesives, are another example. The amount of air and water pollution created during the package's manufacture, the amount of energy required to transport it to market, the need to keep it refrigerated or frozen – all are factors in determining which materials comprise the best types of packaging. Dyes, solders and other additives are under scrutiny for their possible environmental impact. Definitive information about all these issues is elusive.

Here are some definitions and terms you should be aware of:

“Degradable”, “Biodegradable”, Photodegradable”:

Technically, everything degrades eventually, even if it takes thousands of years. However, in a landfill, which is where most of our trash ends up, few things degrade. Landfills tend to preserve trash better than they dispose of it. These terms are not meaningful any more when referring to cleaning products. There is little agreement among scientists about how quickly or how thoroughly an ingredient must break down in water before it can be called “biodegradable”.

“Green”:

This means nothing by itself. As we have pointed out, it is a relative term that can have many, many meanings. When used as a marketing or labeling term, it has no more meaning than any other color of the rainbow.

“Natural”:

This widely overused and abused phrase has little meaning. There are many “natural” ingredients – lead, for example – that are extremely poisonous.

“Nontoxic”:

Again, there is no legal definition of this term. Substances that are not poisonous to people may be poisonous to plants, animals, insects or bacteria in the soil.

“Ozone – friendly” or “Won’t Harm the Ozone Layer”:

This usually indicates that a product is made without ozone-destroying chlorofluorocarbons. However, that does not make a product environmentally benign. Foam coffee cups, for example, may no longer be made with CFCs, but they are still wasteful. Most aerosol products do not use CFCs either, but have other environmentally harmful ingredients.

“Recyclable”:

Many things can be recycled, but not everyone can recycle them. Something “recyclable” only if you can – and will – recycle it in your community. If you do not have the ability to recycle something (or if you simply do not bother), a “recyclable” package or product is no better than an “unrecyclable” one.

“Recycled”:

Some “recycled” paper contains only 5 or 10 percent recycled content, while other products have 100 percent recycled content. There is also a difference between “post-consumer” waste (thrown away by consumers after use) and “pre-consumer” or “post-industrial” waste (products manufactured but never sold, or scraps swept off the factory floor, for example). Therefore, “recycled” itself needs additional information to be meaningful. See also “Recyclable” above.

“Safe for the Environment” or “Environmentally Safe”:

Nothing is safe for the environment. Everything has some environmental impact. This phrase is simply untrue.

Comprehension check

Answer the following questions:

1. What does the term “composites” mean?
2. What are the factors in determining materials for packaging?
3. Are the terms “green” and “natural” of the same meaning?
4. When is something “recyclable”?

5. Could a product be “environmentally safe”?

ACCOUNTING AND FINANCE

ACCOUNTING

The accounting system in any country is one of the key elements of the economic system. It is determined to a significant extent by the level and direction of the economic system's development. The subject of accounting is the calculation of the financial results of an economic entity's business activity. Accounting is used to describe the transactions entered into by all kinds of organizations.

Accounting can be divided into three phases: capture, processing and communication of financial information. The first phase, the process of capturing financial information and recording is called bookkeeping. Accounting extends far beyond the actual making of records. It includes their analysis and interpretation; it shows the relationship between the financial results and events that have created them.

Accounting can show the managers or the owners of a business whether or not the business is operating at a profit, whether or not the business will be able to meet its commitments as they fall due.

Accounting is based on the accounting equation, which states that a firm's assets must equal its liabilities plus its owner's equity. Assets and liabilities, profits or losses are listed in financial statements. The two main types of financial statements are the income statement and the balance sheet. The balance sheet lists: firm's assets, liabilities and owner's equity at a point of time.

Changes in the balance sheet are made according to the principle of double-entry bookkeeping. This principle made its appearance in the 13th century in Northern Italy. It was improved and disseminated at the end of the 14th century by the work of Luca Pacioli, a monk and a university teacher. This principle states that each transaction must be recorded on the balance sheet at two separate entries so that the accounting equation will hold at all times, the totals of each side will always equal one another, and that this will always be true no matter how many transactions are entered into.

Balance sheets are drawn up periodically: monthly, quarterly, half-yearly, annually. There is an account for every asset, every liability and capital. Account can be prepared either on a cash or accrual basis. Each account should be shown on a separate page. The double entry system divides each page into two halves. The left-hand side is called the debt side, while the right-hand side is called the credit-side.

The balance sheet shows a lot of useful financial information, but it does not show everything. A firm's sales, costs, and profits for a given period are shown in an income statement.

Comprehension check

Answer the following questions:

1. What role does an accounting system play in an economy?
2. Into what phases is accounting broken down?
3. What is an accounting equation?
4. What is the most widely practiced principle of bookkeeping?
5. What does the balance sheet list?
6. What is shown in the income statement?

AUDITING

Auditing is closely connected with accounting. Auditing is a process in which an independent accountant-auditor examines a firm's accounting records and financial statements and offers an opinion on their accuracy and reliability. The traditional definition of auditing is a review and an evaluating of financial records by a second set of accountants.

The main purpose of the audit is to give the user of the financial statements confidence that they give a true presentation of the position of the company at a certain date. Accounts audits were established as an instrument to protect third parties, the users of accounts, since the auditor's opinion helps establish credibility of financial statements. There are different types of audits: financial statement audits, income tax audits, "value for money" audits, environmental audits, administrative audits, financial management audits, internal and independent audits, etc.

An internal audit. It is a control by a company's own accountants. They check for the complete, exact and reliable data. Internal auditors also look for departures from the methods for recording business transactions that are established by a company.

An independent audit. It is a review of financial statements and records by an accountant not belonging to the company. Such auditors have to judge if the accounts present a true and fair view of the company's financial position.

Who appoints auditors? Senior executives and advisors of the company do so. Then the candidates are to be approved by the owners of the share capital at the company's meeting. Auditors write an audit report. They also may write a "management letter" to directors. They may underline some weak points and recommend improving operating procedures. The auditors try to ensure that the accounts give a true picture of the position. To achieve it auditors need to go beyond the accounting function within the company.

The auditor often looks at the way in which the other parts of the business work. It is common for the auditor to discuss the activities with the members of staff working in different departments of the company, not only in the accounting or in finance departments. The understanding of the business as a whole is very important for auditing.

Comprehension check

Answer the following questions:

1. Can you give a definition of auditing?
2. What is the main purpose of auditing?
3. What is the difference between internal and external auditors?
4. Who appoints auditors?
5. Who writes "a management letter" to director?

EQUIPMENT AND TECHNICAL SERVICE

CHARACTERISTICS OF FOODSERVICE EQUIPMENT BY AREA

Receiving is the area where the ownership of the goods purchased transfers from the purveyor, or foodservice distributor, to the foodservice operation. Receiving scales are the most important pieces of equipment in the receiving area. The receiving scales should be placed in a convenient location in the receiving area so that it is easy to check the weight of products against invoices from the distributor. Scales are needed in different sizes and capacities, ranging from small food-portion scales to the large floor-model receiving scales.

The receiving areas should also include equipment to help transport supplies from the receiving area to where they are needed throughout the operation. With multishelved carts, a large amount of food and other supplies can be moved in a minimum amount of trips. Carts are available in many varieties: they can be heated or cooled, designed to hold sheet pans, or open to hold items of various sizes. A two-wheeled or four-wheeled hand truck is very effective in moving food and equipment, allowing one person to transport stacks of heavy items with relative ease.

Both the volume and the variability of business in foodservice operations require them to buy food and store it for a period of time before using it. For maximum production efficiency, storage areas should be convenient to both the back dock receiving area and the preparation areas. Foodservice operations utilize two types of storage: dry or at room temperature, and chilled, either cooled or frozen.

Dry, or unrefrigerated, storage is used for items that do not require chilled storage. The predominant equipment in the dry storage area is the racks used to store the food. The racks must be strong enough to support cases of food while providing ventilation. These racks are available in a number of sizes and configurations, allowing operations to customize them to their needs.

Refrigeration is considered indispensable for modern foodservice operations, which rely on it for both short-term and long-term storage. Chilled storage provides a number of benefits. The cooler-than-room-temperature condition slows bacterial

growth and reduces chances for rancidity. Storage in cooler temperatures also extends the shelf life of fruits and vegetables.

Comprehension check

Answer the following questions:

1. What are the most important pieces of equipment in the receiving area?
2. Where should the receiving scales be placed?
3. What kind of scales are needed in the receiving area?
4. What varieties of carts exist?
5. Why is the hand truck effective in moving food and equipment?

COOKING EQUIPMENT

An oven is an insulated box with a heat source that is used to cook food. There is a variety of heat sources: simple conduction of heat through the metal lining and racks of the oven, either natural convection or forced convection by a fan, infrared heating, or microwaves. Among the various types of ovens, those that are most common in commercial foodservice are conventional, forced-air convection, microwave, and infrared.

The conventional oven is the most basic form of oven. A heat source is placed in the cavity of an insulated box. Heat moves through the oven using natural convection movement, reflecting the basic principle that hot air rises and cold air falls. This type of oven has been around almost as long as fire has been used for cooking.

The oven sits singularly by itself, is stacked with one or two others, or serves as the base for a range. The only controls are for temperature and, possibly, a timer. This oven is used for general-purpose baking and roasting. Heating elements are either gas, placed below the bottom deck, or electric, which can be placed on the top and the bottom. Some electric ovens have controls so that the user can adjust both the top and bottom heat to arrive at the desired outcome.

For energy efficiency, the oven should not be preheated for more than 20 to 30 minutes. In loading, it is best to limit the amount of time the door is open in order to reduce heat loss, and items should be spaced as evenly as possible for even cooking.

The convection oven was originally developed by the U.S. Navy to increase the efficiency of the standard conventional oven. Because of their higher capacity and more rapid cooking, convection ovens are the main workhorses of high-volume kitchens. A convection oven is usually a stand-alone oven; heat is moved within the oven cavity by a fan. The movement of the hot air results in more rapid cooking at a lower temperature and allows more food to be cooked at one time. The cooking temperature reduction of 50°F and the 25% to 30% reduction in cooking time produced by the rapid movement of hot air also save energy.

Large-volume bakeshops need ovens that can cook a large volume of foods evenly. The mechanical oven was developed for that purpose. The difference between a mechanical oven and others is that in a mechanical oven the tray on which the food sits rotates inside the oven on a device similar to a Ferris wheel. While the trays rotate, the pans stay level. The cavity of the oven is heated with either gas or electricity. The rotation of the food in the oven provides for even browning, as well as easy loading and unloading because the trays are always at a convenient height.

A microwave oven cooks by using short electromagnetic waves to vibrate food molecules, which causes friction and then heat. However, the cavity of this type of oven is not heated. Microwave ovens have limited application for foodservice operations. They are impractical to use for high-production needs because cooking time increases with the amount of food placed in the oven. This type of oven produces a limited amount of microwaves; therefore, the more food in the oven, the less contact each item has with the microwaves and the slower the cooking. The microwaves heat the outside of the food while the inside of the food is heated by conduction. The microwave oven's primary use in commercial foodservice is in reheating small quantities of food.

The infrared oven is used primarily in counter operations and small table-service restaurants that need a fast, general-purpose cooking device that occupies a minimal

amount of counter space. This type of oven uses radiant heat, with sources located in the top and bottom of the oven cavity. Infrared ovens are used for reheating individual portions, small pizzas and sandwiches, and items that require a short time in a very hot oven.

Comprehension check

Answer the following questions:

1. What does an oven look like?
2. What kinds of heat sources do you know?
3. What is a conventional oven?
4. What is infrared oven used for?
5. How does a microwave oven cook?

ECONOMICS

ECONOMIC SYSTEMS

In studying an economic system, you first need to analyze the system's answers to the four basic economic questions. Second, you need to analyze the ways these answers are reached. The way a society makes economic decisions says a lot about its culture. Culture is a society's way of life. It includes the society's language, housing, food, clothing, religion, family life, and political system. A society's economic system is only one part of its culture. That system influences, and is influenced by all the other parts.

Economist Robert L. Heilbroner found a simple way to look at the different methods of economic decision-making. He said that economic systems can be classed into three main types or a mix of those types. Economies operate: (a) by tradition, (b) by command, and (c) by the market, or (d) represent different ends of the spectrum of mixed economies.

Traditional systems base economic decisions on what always has been done in past. Answers to the questions "for whom" and "how much" in traditional cultures are fixed by custom, habit, religion, or law. In traditional cultures, change comes slowly. Wars, climate, and other outside forces can cause traditional economic systems to change.

In a traditional culture economic choices are limited. People do things "the way they are supposed to be done" because in the past the society survived by choosing what is considered to be the best method of performing a task. They find it hard to believe that any other or better methods may exist.

In a command economic system, a group of central planners answers the basic economic questions. These planners have the power to make economic decisions for the society as a whole. Many of the great cultures of the past, such as Egypt, Rome, or Soviet Union were command economies. Today, Cuba and China almost always use the command system. Other countries, such as Sweden and the United States, use the command system in part.

A command economy is also known as a planned economy, and answers the "what to produce" question in several ways. Leader of a country may decide to produce what they want for themselves – such things as palaces and works of art, or what they believe is good for the people – such as modern weapons or schools. Whatever the choices, the leaders of a command system decide what to produce.

In command economies, the leaders also answer the "how to produce" question. They decide how many people will work, which workers will get jobs, and where they will work. By setting wages, the leaders of a command economy also answer the "for whom" question. That is, they decide how much of the country's goods and services each worker will be able to buy. Leaders can decide to provide some goods and services (such as housing or medical care) to everyone.

It is important to understand that some elements of a command economy can exist in either a democracy or a dictatorship. Many democratic countries use a command system to make some of their major economic decisions. In the democratic countries of Britain, France, Sweden, and Japan, the government owns some important industries. Even in market economies, some decisions are made by command. In the United States, for example, the federal government has controlled prices and wages in wartime, and occasionally in peacetime as well.

In a market economy, the basic economic questions are answered by the exchanges of buyers and sellers. The major principle of market system is self-interest.

Individuals do what they believe will help them most. Sellers want to sell at the highest possible prices. Buyers want to buy at the lowest possible prices. The agreements that buyers and sellers reach, answer the four basic economic questions.

The economy of the United States is an example of a market system called capitalism. Capitalism is a type of market system in which private individuals and businesses own most of the resources.

Since most economic decisions are made privately rather than by the government, such economy is also called a free enterprise or a private enterprise system. How does the market system answer the basic economic questions? Producers and consumers together answer the question of “what to produce”. The profit motive, or desire to make money determines the behavior of producers.

The questions "how to produce" and "for whom to produce" are answered at the same time as the "what" question. The income that people get as profits, wages, rent or interest determines their ability to buy the goods and services that have been produced.

Regardless of political systems, to operate efficiently, a market system must have four components:

- Private property;
- Freedom of exchange;
- Competition;
- Profit motive.

Most economies blend some elements of both market and command economies in answering the three fundamental economic questions: What and how much will be produced? How will it be produced? For whom will it be produced? Furthermore, within any economy, the degree of the mix will vary.

Comprehension check

Answer the following questions:

1. Until recently, which type of economic system was the most common?
2. In what parts of the world today are you most likely to find a traditional economic system?

3. What is the major disadvantage of a traditional economic system?
4. How are basic economic questions answered in a command economy?
5. Explain why a command economy also can be called a planned economy.
6. How does a command economy decide for whom it will produce?
7. What are the main features of a market economy?
8. What economic activities take place in all markets?
9. What are the four requirements for the efficient working of a market system?

JOINT VENTURES

1. Joint ventures with the participation of Ukrainian organizations and firms and organizations and firms of different countries may be established in the territory of Ukraine on the basis of agreements concluded by partners. The share of the Ukrainian side in the authorized fund of a joint venture shall be not less than 51 per cent. Joint ventures are legal entities under Ukrainian law. They shall have independent balance and operate on the basis of full cost accounting, self-support and self-financing.

2. A joint venture shall have a statute approved by its partners. The statute shall specify the nature of the joint venture, the objectives of its operation, its legal address, the list of partners, the amount of the authorized fund, the shares of partners, the procedure for raising the authorized fund, the structure, composition and competence of the venture's management bodies and the joint venture liquidation procedure.

3. The authorized fund of a joint venture is formed from contributions made by the partners. Contributions to the authorized fund of a joint venture may include buildings, structures, equipment and other assets, rights to use land, water and other rights.

4. The governing body of a joint venture is a Board consisting of persons appointed by the partners. Its decision-making procedure is defined by the foundation documents. The operating activities of a joint venture are governed by a Management consisting of Ukrainian and foreign citizens. The chairman of the Board and the Director-General shall be citizens of Ukraine.

5. The personnel of joint ventures shall consist mainly of Ukrainian citizens. The management of a joint venture shall conclude collective agreement with the trade union organization formed at the enterprise. The contents of these agreements including provisions for the social needs of the personnel are defined by Ukraine legislation and by the foundation documents.

6. A joint venture may be liquidated in cases and in the manner stipulated by the foundation documents. A notification of a liquidation of a joint venture shall be published in the press. The liquidation of a joint venture shall be registered with the Ukraine Ministry of Finance.

Comprehension check

Answer the following questions:

1. On which basis may joint ventures be established?
2. What is the share of Ukrainian side in the authorized side?
3. What contributions may the authorized fund include?
4. Who can appoint the governing body of a joint venture?
5. In which manner may a joint venture be liquidated?

MARKETING

DEFINING MARKETING

How should we define marketing? Some people think of marketing too narrowly as “selling and advertising.” On the other hand, one author defined marketing as “creation and delivery of a standard of living.” That definition is too broad.

An important difference between the two definitions may be less obvious. The first definition is a micro-level definition. It focuses on activities performed by an individual organization. The second is macro-level definition. It focuses on the economic welfare of a whole society.

Which view is correct? Is marketing a set of activities done by individual firms or organizations? Or is it a social process?

The answer to our question is that marketing is both a set of activities performed by organizations and a social process. In other words, marketing exists at both micro and macro levels. Therefore, we will use two definitions of marketing – one for micro-marketing and another for macro-marketing. Micro-marketing looks at customers and the organizations that serve them. Macro-marketing takes a broad view of our whole production-distribution system.

Micro-marketing is the performance of activities that seek to accomplish an organization's objectives by anticipating customer or client needs and directing a flow of need-satisfying goods and services from producer to customer or client.

Let's look at this definition.

To begin with, this definition applies to both profit and nonprofit organizations. Profit is the objective for most business firms. But other types of organizations may seek more members – or acceptance of an idea. Customers or clients may be individual consumers, business firms, nonprofit organizations, government agencies, or even foreign nations. While most customers and clients pay for the goods and services they receive, others may receive them free of charge or at a reduced cost through private or government support. You already know that micro-marketing isn't just selling and advertising. Unfortunately, many executives still think it is. They feel that the job of marketing is to "get rid of" whatever the company happens to produce. In fact, the aim of the marketing is to identify customers' needs – and meet those needs so well that the product almost "sells itself." This is true whether the product is a physical good, a service, or even an idea. If the whole marketing job has been done well, customers don't need much persuading. They should be ready to buy. And after they do buy, they'll be satisfied and ready to buy the same way again the next time.

Marketing should begin with potential customer needs – not with the production process. Marketing should try to anticipate needs. And then marketing, rather than production, should determine what goods and services are to be developed – including decisions about product design and packaging; advertising and sales policies; and, after the sale, installation, customer service, warranty, and perhaps even disposal policies.

This does not mean that marketing should try to take over production, accounting, and financial activities. Rather, it means that marketing – by interpreting customers’ needs – should provide direction for these activities and try to coordinate them. After all, the purpose of a business or nonprofit organization is to satisfy customer or client needs. It is not to supply goods and services that are convenient to produce and *might* sell or be accepted free.

When marketing helps everyone in a firm really meet the needs of a customer both before and after a purchase, the firm doesn’t just get a single sale. Rather, it has a sale and an ongoing relationship with the customer. Then, in the future, when the customer has the same need again – or some other need that the firm can meet – other sales will follow. That’s why we emphasize that marketing concerns a *flow* of need-satisfying goods and services to the customer. Often, that flow is not just for a single transaction but rather is part of building a long-lasting relationship that is beneficial to both the firm and the customer.

Comprehension check

Answer the following questions:

1. How can marketing be defined?
2. Is marketing a set of activities done by individual firms or organizations? Or is it a social process?
3. What levels does marketing exist on?
4. How can customers get goods and services?
5. What is the aim of marketing?
6. What should marketing begin with? And what are the next steps?

FOOD PROCESSING

OUR FOOD

Since most of us eat their meals with a family, suppose we talk about family meals. First there are the foods rich in animal protein, like milk, meat, eggs, fish and

cheese. It is rather easy to build an adequate diet for growth when we use liberal amounts of the protein foods which come from animals.

But still a large number of people in the world have to depend on plants (these include fruits, vegetables and cereals) rather than meat to give them protein because this kind of food can be produced most cheaply. It also provides vitamins and minerals for our diet.

Have you ever thought of all kinds of foods which come from cereals? First think of bread, made from wheat, from rye, from oats, from corn. Then there are the so called "pastes" like makaroni, spaghetti, vermicelli and many others. Barley is used in delicious soups.

Next let's talk about fruits and vegetables. Can you imagine how drab our meals would be if we had no gardens? We would miss most of the colour in our meals — the colour of a ripe tomato, a bright orange, the greenness of fresh peas, the rosiness of red apples. We would also miss much flavour in our meals. Yellow, orange and green are important colours when we consider nutritive value. Associated with these colours in fruit and vegetables is the important vitamin A. Vitamin C is also found in vegetables of the cabbage family, turnips, onions, white potatoes. Vitamin C does not like the heat of cooking, it is better to have one raw fruit and one raw vegetable each day.

Sugars and fats furnish extra calories for our diet. Fats also have another important function in nutrition: it is the property of making us feel satisfied. Children and most adults like some extra fat, for example, butter or margarine on bread or fat used in cooking.

Now sugar is another matter. We have become sugar-eaters. We eat ten times as much as our great-grandmothers did. But sugar is a good energy food. Also it is capable of making us feel satisfied at the end of a meal.

As for milk and milk products, they form a special class of foods because in addition to the excellent protein they contain, they are also rich in calcium, which is one of the most important minerals used in building bones.

We get food from animals and birds, plants and fish. We get meat from the cow, the pig and the sheep. Pork is the meat we get from the pig. From the sheep we get

mutton. From the cow we get meat which is called beef. Also we make butter and cheese. From the duck and the hen we get poultry and eggs.

We grow wheat, oats, maize and other cereals in the fields from which we make flour and then bread.

We also eat various kinds of vegetables, fruit and berries. We eat potatoes, cabbages, cauliflower, beetroot, carrots, onions, tomatoes, radishes and cucumbers. Many adults and especially children like apples, pears, apricots, peaches, grapefruits, bananas and oranges. In our orchards numerous kinds of berries are grown: strawberries, gooseberries, raspberries, black, red and white currant.

We eat many kinds of fish. Fishes live in the sea and in the rivers, and we can eat both salt-water fish and fresh-water fish. How do we cook meat of fish? We can boil, fry or roast it. We usually boil vegetables. Englishmen like fried potatoes very much, which they call "chips". They often eat fish and chips.

We drink tea, coffee, cocoa, milk, wine and beer.

Comprehension check

Answer the following questions:

1. What animals do we get food from?
2. What do we get from the cow?
3. What can we get from the duck and the hen?
4. What do we make from cereals?
5. What else do we eat besides milk and cereals?
6. What kinds of vegetables, fruit and berries do you know?
7. How do we cook meat and fish? 8. What do we like to drink?

THE DIET AS A WHOLE

The nutritional value of a person's diet depends on the mixture of foods eaten during the course of weeks, months and years. Also it depends upon the needs of the person eating these foods. There is no food that can be "good" or "bad" in isolation. Thus it is consistent overeating that results in obesity. At the same time it is a consistent reduction in energy intake or increase in energy expenditure that affects

permanent weight loss. Similarly, scurvy will not result from a diet containing little or no vitamin C for a few days, unless such practices are repeated for long periods.

It is very difficult to predict the exact effects of any particular diet on health, because there is a great variation in individual needs for energy and for other nutrients. But still it is a good nutritional practice to develop basic eating patterns which are the way to good health. That's why any person should eat one or more balanced meals per day. The variety of foods must be chosen from among the cereals, vegetables, fruit, meat or fish, and dairy products. The diet is much more likely to contain enough vitamin C, for example, if fruit, fruit juices or vegetables are eaten every day than if they are eaten only at irregular intervals. Such guidelines are especially important for people whose needs are high and whose appetites may be small, such as young children.

A meal can be defined as the amount of food eaten at one period of time, and which provides 200 kilocalories or more. This definition covers much more than the popular meaning of the word, which is that of hot, cooked food eaten while sitting down. People may eat from two to six or more such meals a day. The arrangement of a meal can be determined by custom, life style and by working conditions.

Although the amounts of nutrients in different meals may be different, the total intake of each nutrient should meet an individual's needs. And if the food eaten is to be absolutely adequate for health, an individual's needs in total nutrient intake should be covered every day and over a period of a week.

It is evident that the number of meals taken in a day (and the amount of food eaten at one time) influences the amount of nutrients utilized by the body.

People who eat sweets or chocolates between meals, or eat a large number of snacks will have a reduced appetite for vegetables, cereals or meat at the next main meal. This is bad practice. Firstly, the intake of nutrient from the main meal will be reduced, and, secondly, excessive consumption of sweets can result in severe dental decay. Also it can result in an increase in weight if the total daily energy intake exceeds the energy used up.

Comprehension check

Answer the following questions:

1. What does the nutritional value of a diet depend on?
2. What variety of foods should an adequate diet contain?
3. How can a meal be defined?
4. How should an individual's needs in total nutrient intake be covered?
5. What food products should you recommend as essential for a human diet?

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