

МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ  
ФЕДЕРАЛЬНОЕ ГОСУДАРСТВЕННОЕ БЮДЖЕТНОЕ  
ОБРАЗОВАТЕЛЬНОЕ УЧРЕЖДЕНИЕ  
ВЫСШЕГО ПРОФЕССИОНАЛЬНОГО ОБРАЗОВАНИЯ  
«ВОРОНЕЖСКИЙ ГОСУДАРСТВЕННЫЙ  
УНИВЕРСИТЕТ»

## **FOCUS ON BUSINESS ENGLISH**

Part 2

Учебно-методическое пособие для вузов

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2012

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18. This dish is quite spicy.  
19. Please return to your seats and fasten your safety belts.  
20. Smoking is forbidden in the toilets.

## LISTENING

### **A business traveller's priorities**

***1.1 Stephanie Taylor is a businesswoman who travels regularly as part of her job. Listen to the first part of the interview and choose the three priorities she mentions from the list below.***

- Good organisation
- Balancing cost with comfort
- Easy booking
- Being patient
- Regular transport
- Airline food

Why does Stephanie think it is still important for businesspeople to travel regularly?

***1.2 Listen to the second part of the interview and list the best and worst travel experience that Stephanie describes.***

Best: 1. ....  
2.....

Worst: .....

In pairs discuss what developments you expect to see in future business travel.

***1.3 Listen to what Stephanie says about future business travel and complete her prediction below.***

Perhaps, particularly in the area of ...1....., I think hotels will need to improve ...2..... in general. There are some very good hotels already, but I think more hotels will provide ....3..... for businesspeople...perhaps some ....4..... facilities for .....5......

## READING

***1. Read this article from the Financial Times and answer the questions.***

### **Corporate Road Warriors**

By Stuart Crainer

The characteristic that most distinguishes today's executives is not their

technological sophistication but the amount of time they spend on the move. To observe the real impact of globalisation, you only have to walk around an international airport. Among the crowds of tourists, an army of road warriors and corporate executives march red-eyed across the world's time zones. Global markets mean constant global travel.

Management consultants are among the most frenetic frequent fliers. They routinely cross continents for a face-to-face meeting and then return home. They point to the importance of personal contact. For a profession built on rational analysis, it seems illogical. Face-to-face meeting when one of the parties is exhausted and jet-lagged seem unlikely to benefit anyone. But most consultants act as if e-mail and satellite links had never been invented. For the masters of logic, only the face-to-face experience will do.

The question is why all the technological gadgetry has failed make a dent in the amount of business travel? The answer seems to lie with a simple statistic. More than 90 percent of human communication is non-verbal (some studies put it as high as 93 percent). Facial expressions, body language, eye contact - these are all key conduits. Without them you can't get past first base. It's tough to bond over the Internet. 'Most of us still want face-to-face contact,' says Cary Cooper, professor of organisational psychology and health at the University of Manchester Institute of Science and Technology (UMIST). 'A lot of people rely on their personalities to persuade others,' he says. 'That doesn't come out in e-mails, and video conferencing is limiting. They may also want to influence people outside of the meeting. A lot of lobbying goes on before and after meetings. That's why eyeball-to-eyeball is so important. We still don't fully trust the technology even though it's been around for a while. We prefer to talk behind closed doors.'

We also read body language to pick up the atmosphere, he says. 'We walk into a meeting and pick up the feel of what the other people are thinking. We watch how Y reacts to what X is saying. You can't do that by videoconference. Most of us don't have the self-confidence to believe we can build the sorts of relationships we need with clients and suppliers down the wire. Business travel won't decrease for that reason. It's a shame because at the so moment we're burning out an awful lot of people.'

From *the Financial Times*

## COMPREHENSION

### ***1. Read the whole article. Are these statements true or false?***

- a) Businesspeople are travelling more than ever before.
- b) Management consultants travel less than other businesspeople.
- c) Most people think that using the Internet is as good as meeting face-to-face.
- d) Body language is more important than what people actually say.

e) Business travel will decline in the long run as people use the Internet more and more.

**2. Choose the best alternative to complete these statements.**

a) *Sophistication* (line 4) is when people have a lot of

- 1) ignorance about something.
- 2) knowledge, experience and understanding of something.
- 3) interest in something.

b) If X has an *impact* (line 7) on Y, it has

- 1) no influence on it.
- 2) a connection with it.
- 3) an effect on it.

c) A *road warrior* (line 11) is a kind of

- 1) soldier.
- 2) Transport employee.
- 3) Business person.

d) A *time zone* (line 13) is an area of

- 1) an airport where you can see the times of flights.
- 2) a building where there is a public clock.
- 3) the world where it is the same time in all places.

e) Something that is *global* (line 13)

- 1) is round or spherical.
- 2) happens or involves things all over the world.
- 3) is full and complete.

**3. Find words in the article that are the opposites of these expressions.**

a) slow and low-key

b) infrequent

c) irregularly and with great effort

d) illogical

e) rational

f) fresh, rested and ready to work

**4. Choose the correct sense for the expressions in italics.**

a) 'The question is why all the technological gadgetry has failed to make a *dent* in the amount of business travel?'

- 1) a hollow area in a surface
- 2) a reduction

b) The answer seems to *lie* with a simple statistic,

- 1) not tell the truth
- 2) be found in

c) Facial expressions, body language, eye contact - these are all key *conduits*,

- 1) channels of communication