

**МИНИСТЕРСТВО ОБРАЗОВАНИЯ РЕСПУБЛИКИ БЕЛАРУСЬ**

**УЧРЕЖДЕНИЕ ОБРАЗОВАНИЯ  
«БРЕСТСКИЙ ГОСУДАРСТВЕННЫЙ ТЕХНИЧЕСКИЙ  
УНИВЕРСИТЕТ»**

**КАФЕДРА ИНОСТРАННЫХ ЯЗЫКОВ**

**MODERN COMMUNICATION**

Брест 2020

**УДК 811.111**  
**ББК 81.2 Англ**  
**Р 34**

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**Р34** Modern Communication: учебно-методическое пособие по развитию коммуникативных навыков для студентов неязыковых вузов экономических и технических специальностей / П. Н. Резько, Н. А. Боровикова. – Брест: Издательство БрГТУ, 2020. – 106 с.

ISBN 978-985-493-519-5.

Основная задача пособия – подготовка будущих специалистов со знанием английского языка, совершенствование языковых компетенций и развитие коммуникативных навыков. Задания, представленные в пособии, нацелены на развитие творческой и познавательной активности студентов.

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**ISBN 978-985-493-519-5**

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## UNIT 1 EDUCATION

### WHY DO WE LEARN ENGLISH?

#### I. Before you read the text, talk about these questions.

Why do you think English is the world's most widely used language?

What are the advantages of studying English?

Is it important for your future profession to have skills in English?

#### II. Read the following words and learn their meaning.

1) to communicate	общаться
2) average	обычный
3) access	доступ
4) to strive	стараться, стремиться
5) widespread	широко распространённый
6) to conduct	проводить, осуществлять
7) to consider	считать, полагать
8) majority	большинство
9) option	выбор, возможность
10) content	содержание, контент
11) article	статья
12) to share	делиться, обмениваться
13) competitive	конкурентный
14) to attend	посещать
15) success	успех

#### III. Match the words in the box with definitions 1–12.

<i>widespread</i>	<i>content</i>	<i>to share</i>	<i>employability</i>
<i>to strive</i>	<i>to conduct</i>	<i>access</i>	<i>edge</i>
<i>to cover</i>	<i>mobility</i>	<i>to attend</i>	<i>outnumber</i>

- 1) existing in many places or among many people
- 2) to go officially and usually regularly to a place
- 3) to organize and perform
- 4) the opportunity to use something
- 5) the skills and abilities that allow you to be employed
- 6) to report the news about a particular important event
- 7) an advantage over other people
- 8) the ability to move freely
- 9) everything that is contained within something
- 10) to be greater in number than someone or something
- 11) to put something on a social media website so that other people can see it
- 12) to try very hard to do something

#### IV. Read the text and decide whether it is worth studying English. Use the dictionary to look up unfamiliar words.

Nowadays English seems to be the only language that everyone feels the need to study. The reason is that it is the international language of the world which can be used cross-culturally to **communicate** with each other. Obviously, English opens so many doors for the **average** person, allowing **access** to people, places, jobs. It is not only one of the most popular mother tongues in the world but the main foreign language too. This means that two people who come from different countries usually use English as a common language to communicate. That's why everyone **strives** to learn the language in order to get in touch on an international level. Speaking it will help you communicate with people from different countries all over the world, not just English-speaking ones. English is the language which is spoken by perhaps 400 million people. It is a geographically **widespread** language and it is the official language of more than 60 sovereign states.

The knowledge of English is often important in fields like computing, business and medicine. Up to half of all business deals throughout the world **are conducted** in this language. English is the universal language of international politics and science. It opens doors to the academic world. Many European universities are becoming highly international: the common working language of visiting scholars, students and professors from all around the world is English. It is generally **considered** that English is the language of the scientific community. Most of the research and studies you find in any given scientific field will be written in it. For example, roughly 80% of all the journals are published in English, two-thirds of all scientific papers are published in English, and it is reported that only half of scientific **articles** written in English come from English-speaking authors.

On the Internet the **majority** of websites are written and created in English. Even sites in other languages often give you the **option** to translate the site. Learning English can help you communicate more effectively online while also giving you **access** to a much wider choice of **content**. When someone wants **to share** something with as large an audience as possible, English is the most likely language to choose. About 75% of the world mail correspondence is in English. At least 35% of Internet users are English speakers, and about 70% of the Internet **content** is in English although reliable figures on this are hard to establish.

It's the primary language of the press: more newspapers and books are written in English than in any other language. Half of the world newspapers are in English. Journalists and writers around the world think that a good command of English is an increasingly useful skill. Even if you are writing your articles and doing interviews in your own language, with good English you can get background material from international wire services, papers, and magazines from around the world. You can interview foreign diplomats, businessmen, and even get sent **to cover** overseas stories.

English opens doors to employment, education and **mobility**. The knowledge of the English language is vital in many professions. The ability to speak English increases an individual's **employability** – which is a big plus in today's **competitive** times. Publishing in foreign journals and **attending** international conferences are

some of the key steps to **success** in career. Multinational corporations employ English speakers in offices around the world. All these facts prove the importance of knowing English for professional career. Whether you are aiming to be an engineer or a philosopher knowing English can give you a vital **edge** over others. Besides, learning languages broadens the mind and enriches all of us culturally.

Undoubtedly English has become a constructed international language developing professional and personal relationships. Non-native speakers now **outnumber** native speakers and as a result English belongs to the world rather than to any country. Do you agree with this and accept the fact that if you don't want to get left behind you should learn English?

**V. Find the equivalents to the following Russian word combinations in the text.**

- 1) распространённый язык
- 2) универсальный язык международной политики
- 3) достоверные данные
- 4) научное сообщество
- 5) посещение международных конференций
- 6) хорошее владение английским языком
- 7) расширять кругозор
- 8) обогащать в культурном отношении
- 9) давать важное преимущество над другими
- 10) остаться позади

**VI. Match the words to form word combinations. Make affirmative or negative sentences with each word combination.**

mother	community
international	corporation
academic	skill
visiting	scholar
scientific	figures
reliable	career
useful	world
background	material
professional	tongue
multinational	politics

**VII. Complete the sentences with appropriate words from the box.**

<i>scientific</i>	<i>the mind</i>	<i>English-speaking</i>	<i>access</i>
<i>command</i>	<i>professors</i>	<i>cross-culturally</i>	<i>widespread</i>
<i>effectively</i>	<i>material</i>	<i>the ability</i>	<i>content</i>

- 1) English as the international language can be used \_\_\_\_\_ to communicate with each other.
- 2) English allows \_\_\_\_\_ to people, places and jobs.
- 3) English is a geographically \_\_\_\_\_ language.
- 4) The common working language of visiting scholars, students and \_\_\_\_\_ from all around the world is English.
- 5) Two-thirds of all \_\_\_\_\_ papers are published in English.
- 6) Only half of scientific articles written in English come from \_\_\_\_\_ authors.
- 7) Learning English can help you communicate more \_\_\_\_\_ online.
- 8) About 70 % of the Internet \_\_\_\_\_ is in English.
- 9) A good \_\_\_\_\_ of English is an increasingly useful skill.
- 10) With good English you can get background \_\_\_\_\_ from international wire services, papers, and magazines.
- 11) \_\_\_\_\_ to speak English increases an individual's employability.
- 12) Learning languages broadens \_\_\_\_\_ and enriches all of us culturally.

**VIII. Read the sentences 1)–8). Match the phrases in bold with suitable definitions a)–h). Paraphrase the sentences.**

- 1) Nowadays everyone **feels the need** to study English.
  - 2) Everyone strives to learn the language in order **to get in touch** on an international level.
  - 3) English **opens so many doors for** the average person.
  - 4) Most of all scientific papers **are published** in English.
  - 5) Even sites in other languages often **give you the option** to translate the site.
  - 6) Journalists can get background material from **international wire services, papers, and magazines**.
  - 7) One of the key steps to success in career is **attending** international conferences.
  - 8) Multinational corporations **employ** English speakers in offices around the world.
- a) hire
  - b) outside sources
  - c) participating in
  - d) finds it necessary
  - e) to communicate
  - f) gives a lot of opportunities to
  - g) are released
  - h) allow

**IX. Answer the following questions. Use the sentences from the text.**

- 1) Is the English language one of the most popular mother tongues in the world?
- 2) How many people in the world speak the English language today?

- 3) Why is it said that English opens doors to the academic world?
- 4) How many articles written in English come from English-speaking authors?
- 5) What language option do websites often give you?
- 6) Why is English called the primary language of the press?
- 7) Why is a good command of English considered a useful skill for journalists?
- 8) What are some of the key steps to success in career according to the text?
- 9) How can you prove that knowledge of English increases an individual's employability?
- 10) Why is it possible to say that English belongs to the world rather than to any country?

**X. Prove that English is important in the modern world. Enumerate at least five advantages of knowing English. Try to use the following words and word combinations:**

To begin with

It is true that

First of all

What is more

Besides

Moreover

In addition to this

I can't but agree that

In conclusion I can say that

## BENEFITS OF EDUCATION

**I. Look through the sayings of famous people. Explain how you understand their words.**

- 1) *An investment in knowledge pays the best interest.* (Benjamin Franklin)
- 2) *Education is what remains after one has forgotten what one has learned in school.* (Albert Einstein)
- 3) *Education is the most powerful weapon which you can use to change the world.* (Nelson Mandela)

**II. Read the following words and learn their meaning.**

- |                 |                      |
|-----------------|----------------------|
| 1) aspect       | аспект, сторона      |
| 2) to allow     | позволять            |
| 3) opportunity  | возможность          |
| 4) to develop   | развивать            |
| 5) to devote to | посвящать            |
| 6) benefit      | преимущество, польза |



7) ultimate	окончательный
8) to enroll in	зачислять в
9) generation	поколение
10) ociety	общество
11) o contribute to	делать вклад в
12) wages	заработная плата
13) evice	устройство, прибор
14) overnment	правительство
15) o advance	идти вперёд
16) mprovement	улучшение
17) ife expectancy	продолжительность жизни
18) o gain	получать, приобретать

### III. Match the words in the box with definitions 1-12.

<i>to support</i>	<i>significant</i>	<i>promotion</i>	<i>discovery</i>
<i>income</i>	<i>to affect</i>	<i>to encourage</i>	<i>vital</i>
<i>free</i>	<i>citizenry</i>	<i>poverty</i>	<i>compulsory</i>

- 1) to provide the necessities of life
- 2) money which one receives regularly as payment for work or interest from investments
- 3) having noticeable importance, effect or influence
- 4) advancement to a more important rank or position
- 5) costing nothing, without payment of any kind
- 6) to influence, to cause some change
- 7) a group of people who live in a particular city, town, country
- 8) finding something for the first time
- 9) to help someone feel able to do something
- 10) the condition of being extremely poor
- 11) extremely important
- 12) something that must be done by law or rules

### IV. Read the text. Use the dictionary to look up unfamiliar words.

Education is an important **aspect** that plays a huge role in the modern world. It helps us build opinions on different things in life, make right decisions and understand reality better. It gives us knowledge about the world around us. Education does not only **allow** people to read or write, but also offers them the **opportunity** to have a good life, communicate better, **develop** new technologies and **support** the economy.

Each of us **devotes** a big part of our life **to** education. It starts from childhood, where kids learn everything from what is happening around them. The whole education can be divided into three divisions: primary education, secondary education and higher education.

All these divisions have their own importance and **benefits**. Primary education prepares the base which helps throughout the life, secondary education prepares the path for further study and higher education prepares the **ultimate** path to the future.

Primary and secondary education is free and **compulsory** in many countries around the world. In most countries education is compulsory up to the age of 16. Hardly anyone can realize that about 61 million children in the world are not **enrolled in** primary school. Of these kids, 40 million live in **poverty**. It is hard for those people living below the poverty line to even imagine sending their kids to school because education is not **free**. If there is a choice between eating a meal and educating a child, most families choose eating a meal. Boys are often kept out of school so they can work and bring in money for the family, while girls cook and do other things that are needed to keep the family functioning.

Fortunately, more and more people understand how important education is for future **generations**. If there is a deficit of educated people the **society** can't develop. Education **contributes to** individual and social benefits, such as higher **wages**, greater life satisfaction, higher national **income**, healthier population and a better functioning society. It produces **significant improvements** in health and **life expectancy**. Countries with an educated **citizenry** are more likely to be democratic and politically stable. Moreover, educated people can effectively contribute to the development of their country by making **discoveries** in various spheres, inventing new **devices** or producing new medicines to cure people. That is why the **governments** of the majority of countries realize the importance of education and pay serious attention to it. Governments all around the world spend money on good education systems, and people are actively **encouraged** to win scholarships and continue their studies.

And what is the importance of education for individuals? Whether a person is living in poverty or among the wealthiest in the world, education is necessary **to advance** in any situation. It is becoming one of the main factors for a person's success in today's society. It develops confidence and builds personality of a person.

What can you do to improve and grow in your career? When it comes to self-improvement, we know a lot of methods. To get fit, you eat right and exercise. To grow your physical strength, you train and lift weights. To improve your memory, you get enough sleep and learn new things. To grow in your career, you've got to deepen your knowledge and **gain** new skills. People agree that education is the best investment because well-educated people have more opportunities to get a good job which is well-paid. They enjoy respect among their colleagues and have more hopes for **promotion**. So education is the most powerful tool to improve your career.

No matter how difficult it can be to study, it's **vital** to remember that education is a privilege that every person should appreciate. It **affects** our lives significantly and offers us lots of opportunities. It's our choice to use them or not, but it's better to have this choice.

#### **V. Find the equivalents to the following Russian word combinations in the text.**

- 1) принимать правильные решения
- 2) развивать новые технологии
- 3) поддерживать экономику

- 4) путь для дальнейшего обучения
- 5) черта бедности
- 6) будущие поколения
- 7) нехватка образованных людей
- 8) удовлетворённость жизнью
- 9) политически стабильный
- 10) выигрывать стипендию
- 11) пользоваться уважением среди коллег
- 12) приобретать новые навыки

## VI. Complete the sentences with correct prepositions.

- a) Education helps us build opinions \_\_\_\_\_ different things in life.
- b) Education is an important aspect that plays a huge role \_\_\_\_\_ the modern industrialized world.
- c) Each of us devotes a big part of our life \_\_\_\_\_ education.
- d) The whole education can be divided \_\_\_\_\_ three divisions.
- e) Higher education prepares the ultimate path \_\_\_\_\_ the future.
- f) Secondary education is free and compulsory \_\_\_\_\_ many countries.
- g) About 61 million children in the world are not enrolled \_\_\_\_\_ primary school.
- h) It is hard for those people living \_\_\_\_\_ the poverty line to even imagine sending their kids to school.
- i) Education contributes \_\_\_\_\_ individual and social benefits.
- j) The governments of the majority of countries realize the importance \_\_\_\_\_ education.
- k) Governments all around the world pay serious attention \_\_\_\_\_ education and spend money \_\_\_\_\_ good education systems.
- l) Education is becoming one of the main factors for a person's success \_\_\_\_\_ today's society.
- m) Well-educated people enjoy respect \_\_\_\_\_ their colleagues.

## VII. Match the words to form word combinations. Give Russian equivalents to them.

life	Stable
industrialized	scholarships
to make	devices
higher	studies
national	education
politically	decision
to continue	expectancy
to win	skills
significant	world
to deepen	improvement
to invent	income
to gain	knowledge

### **VIII. Complete the sentences using the words in bold from the text.**

- 1) Education offers people the opportunity \_\_\_\_\_ new technologies.
- 2) Education is an important \_\_\_\_\_ that plays a huge role in modern world.
- 3) Primary and secondary education is \_\_\_\_\_ in many countries.
- 4) Higher education prepares the \_\_\_\_\_ path to the future.
- 5) Education contributes to a better functioning \_\_\_\_\_.
- 6) Education is important for future \_\_\_\_\_.
- 7) \_\_\_\_\_ all around the world spend money on good education systems.
- 8) Education produces significant \_\_\_\_\_ in life expectancy.
- 9) Well-educated people have more hopes for \_\_\_\_\_.
- 10) To improve your career you've got \_\_\_\_\_ new skills.

### **IX. Read the text again and answer the following questions.**

- 1) When does education start in person's life?
- 2) What is the role of primary education on in our life?
- 3) Is secondary education compulsory in most countries?
- 4) Why do children in poor countries have no opportunity to attend primary school?
- 5) Does the level of education influence the political life of a country?
- 6) How can educated people contribute to the development of their country?
- 7) What social benefits of education are listed in the text?
- 8) Why is education considered to be the best investment?
- 9) How can education improve your career?
- 10) Education is a privilege that every person should appreciate, isn't it?

### **X. Do you know when the International Day of Education is celebrated? When was it proclaimed? Find this information and try to formulate the aims of celebrating the International Day of Education.**

## **WELCOME TO BREST STATE TECHNICAL UNIVERSITY!**

### **I. Read the following words and word combinations. Learn their meaning.**

- |                           |                                    |
|---------------------------|------------------------------------|
| 1) training               | подготовка                         |
| 2) conduct research work  | проводить исследовательскую работу |
| 3) construction           | строительство                      |
| 4) mechanical engineering | машиностроение                     |
| 5) full-time students     | студенты дневного отделения        |
| 6) teaching staff         | преподавательский состав           |
| 7) graduate               | выпускник                          |
| 8) Civil Engineering      | ПГС                                |
| 9) LLC                    | ООО                                |

10) extra-mural	заочный
11) degree	степень
12) dormitory	общежитие

**II. Read the text about BrSTU and decide whether it is a one of the best universities in our country. Prove your opinion.**

### INTRODUCTION

Brest State Technical University is one of the largest scientific and educational centres in the western part of the Republic of Belarus. BrSTU enables **training** of highly qualified specialists and **conducts** fundamental scientific **research work** in the fields of **construction**, architecture, electronics, **mechanical engineering**, economy and ecology.

### BRIEF HISTORY

Brest State Technical University began as a Civil Engineering Institute on April 1, 1966. The first intake was 330 full-time students and 110 evening-class students. The teaching staff numbered 32 teachers. In 1969 the number of students reached 2700, namely 1960 **full-time students**, 480 evening-class students, 260 part-time students. The **teaching staff** increased till 186 teachers. In 1989 the institute was reorganized into Brest Polytechnic Institute. Since then Mechanical Engineering and Electronics Department and Economical Department were opened, new specialties appeared; the spectrum of research work has expanded. Now it is the largest technical institution of higher learning in the western region of Belarus. In 2000 Brest Polytechnic Institute was incorporated as a State Technical University. Since its foundation more than 43000 specialists have graduated from the University. At present it is a large educational and scientific centre with its teaching staff, scientists and **graduates** contributing a lot to the development of science and engineering.

### GENERAL INFORMATION

#### *Faculties*

Being one of the largest educational and scientific centres in the western part of Belarus Brest State Technical University has a broad and constantly developing infrastructure. The training is conducted at 7 faculties:

#### **1) Civil Engineering Faculty**

**Civil Engineering** is one of the oldest faculties of the university. More than 1,300 students study there. The faculty is a part of the International Association of Construction Departments, within the framework of which introduction of new technologies in educational process for training of construction industry specialists is conducted. Students learn to design buildings, organize construction work, build roads and airfields and conduct real estate expertise. You may also become an Architect here, at Faculty of Civil Engineering.

## **2) Faculty of Engineering Systems and Ecology.**

The faculty was established in 1971, its first name was Amelioration. The system of teaching at the faculty combines general theoretical and general engineering training with deep special training. All departments of the faculty have well-equipped laboratories and offices. They are equipped with the latest technical teaching aids, computing techniques, equipment. In the process of teaching students learn about ecological problems, organization of safety activity, and the introduction of effective technologies for natural and waste water purification.

## **3) Faculty of electronic information systems.**

The faculty was established in 2005 as a result of reorganization of the Faculty Mechanical Engineering and Electronics, which had existed since 1984, on the basis of specialties of the electronic information profile. Many professors of the faculty are fluent in English, have repeatedly undergone scientific and training course abroad, and have been conducting their courses in English for many years for students who come to the university with a help of various international exchange programs, undergraduate and graduate students. Since 2013/14 academic year, a group of students (foreign and Belarusian ones) is being trained for the specialty "Automatic Data Processing Systems", the training is conducted in English. Successful graduates of the faculty are offered job positions and also they can find a job independently at the best IT enterprises of Brest and the Republic of Belarus, which are residents of the High Technologies Park: LLC "Epol Soft", EPAM systems inc., LLC "Tectus Media", etc.

## **4) Mechanical Engineering Faculty**

The Faculty of Mechanical Engineering was established as an electronic mechanical faculty in 1984 with the view of training highly-qualified personnel for the machine-building and electronic industries that are high developing in the western region of the Republic of Belarus based on the specialty "Machine-Building Technologies". The electronic-mechanical faculty was reorganized on August 15, 2005 as a result of which the Faculty of Mechanical Engineering was established. Mechanical Engineering Faculty trains engineers of practical orientation: technologists, designers, mechanics, automation specialists in the field of industrial production, road transport, food production and other branches of the national economy.

## **5) Faculty of Economics**

The Faculty of Economics was established on the 1st of February, 1995. The faculty trains specialists for various fields of economic activity. Effective partnership with many enterprises and organizations of the city have been established, which gives an opportunity to have off-site classes, carry out real course and diploma papers, effectively organize production practice.

## **6) Faculty of Extra-Mural Studies**

The Faculty offers an extensive **extra-mural** programs both in engineering and economics. Within six years of studies it is possible for the students with full time employment to obtain a Specialist's Diploma. The Faculty employs distance learning and e-learning facilities to accompany the students in perusing their degrees.

## **7) Faculty of Innovation, Management and Finance**

The Faculty offers fast track blended courses for the holders of a vocational education and training certificate in technology or economics. In the academic process the Faculty incorporates elements of distance and e-learning technologies.

### **The Department of Pre-University Training**

At the Department of Pre-University Training young people can revise and consolidate what they have learnt at secondary school to successfully pass their entrance examinations at the University. Here they are also provided with the guidance in the choice of their future speciality and prospects of professional career. The Faculty offers a wide range of programs to satisfy various demands of young people seeking for extensive study curriculum:

- evening and extramural preparatory courses for high school students; the courses optionally cover mathematics, physics, a foreign language, drawing, and technical drawing;
- short-term pre-university courses covering one subject at a student's option;
- a full-time or correspondence pre-university course for holders of a secondary education certificate; the course covers several subjects at a student's option;
- a full-time pre-university for international students.

International students who have no command of the Russian language or whose Russian language proficiency may not yet have reached a suitable standard for study can follow a one-year course at the Pre-University Department. The course provides students with elementary and advanced learning of the Russian language with a specialization in the subjects which are relevant to the students' chosen line.

The students get higher education in 21 specialities and 29 specializations. The total student population is about 12, 000 people. The training course lasts 4 years and 10 months (or 3 years and 10 months) for full-time students while 5 years and 10 months (or 4 years and 10 months) for part-time students.

### **Professional and Teaching Staff**

The teaching staff numbers more than 500 members. The scientific potential of the University includes 14 Doctors of Science, 152 Candidates (Ph.D.) and experienced academic instructors. Some of them are the scientists known all over the world.

### **Development Tendencies**

One of the main priorities in the University development is further supply of the teaching process with necessary computing equipment and software in addition to the available ones. The university has already got a local computer network of more than 460 computers at all the faculties, departments, scientific centres and specially equipped classrooms. So the students and the University staff are provided with access to the shareable campus database as well as Internet through satellite and inland channels. In compliance with the above stated priority a lot is being done to introduce advanced technologies into the teaching process for teaching and testing applications. The campus-based Institute of Professional Development and Re-Training gives the University students an opportunity to get a second Diploma of higher education in the line chosen. This enables the University graduates to be awarded with two Diplomas and get qualification

in two specialities. It is evident that our future progress depends on the creation of new high technologies and technical equipment of superior quality. Everything will be determined by engineering and a standard of professional training.

Besides, the development of the University is adapted to satisfy the needs of the Belarus Republic and of Brest region in specialists:

- The conditions are being created for highly-qualified training of economists and managers;
- The range of new specialties connected with electronics and computers is being expanded;
- The Scientific Research Institute for the problems of Construction Engineering organized in May 2004 is successfully being developed;
- The process of reformation of the system of the University is being carried out to offer Master and Bachelor programs.

**The University main research lines are the following:**

- building units and materials, roof coatings, pavements, organization of labour, techniques, design engineering;
- wear-resistant composite materials, resource-saving and material-strengthening technologies in mechanical engineering;
- novel technologies of fuel utilization;
- advanced water distribution and water supply systems, rational nature management schemes;
- environmental protection, ecological security;
- neuron-type computer network systems of artificial intellect; ultrasound technologies, luminescent light-emitters.

**University Facilities**

BSTU is almost a fifty-year-old educational establishment with its own traditions which are followed by the University staff in its work by combining science, studies and practice to their best advantage. The University has created all necessary conditions for forming and educating specialists understanding their responsibility and possessing knowledge and competence required for successful creation of the country's future. High-quality technology and successful studying are made possible by the currently available educational facilities: many workshops, laboratories, computer classes fitted out with up-to-date equipment and devices, and a library having a stock of more than 400000 books by native and foreign writers. The campus-based Research Institute was set up to carry out research work on the problems in the construction industry of the country. The specialists of the Institute among whom are the University academic staffs and senior students take an active part in the reconstruction of Brest and rehabilitation of the town's old buildings. Diploma design projects of our students range high at international competitions and research works are awarded with first- and second-degree Diplomas at republican competitions of research works. Some university students take out patents on their inventions and participate in arranging trial production.



### **Non-Academic Opportunities**

On the university campus there are **dormitories** with all conveniences (shared occupancy in double/triple adjacent rooms). The University has well-developed social services available on the campus. Excellent athletic and recreational facilities are also available on the campus. There are 14 sport societies for those who want to keep themselves fit and enjoy their free time. The University rents modern sports complexes and provides gyms and table-tennis rooms on the campus. Annually, our students take part in open competitions and championships in Belarus and become prize-winners in karate, power-lifting, boxing, arm-wrestling.

#### ***Canteens***

Canteens provide students and employees with healthy food. On the campus there are also two student cafes, which will offer you varied menu at accessible prices. Located on the campus, the café “Zodchie” provides freshly made hot and cold food.

#### ***Hostels***

University disposes of four comfortable student hostels, which have gyms, rooms for studies and rest.

#### ***Dispensary***

Huge attention is paid to student’s health. On the territory of the campus there is sanatorium-dispensary, where students have an opportunity to improve their health. You will be offered various types of massage, electro- and phototherapy, inhalation therapy, mineral and medical bath.

Students' festivals and performances as well as various societies run by the **Students' Club** and the International Students’ Club help students to spend their free time to the best advantage and reveal their creative abilities.

### **International Contacts**

The University develops close contacts with higher educational establishments in Germany, Poland, Ukraine, China, Republic of Korea, France and Russia. We have long-term partner contacts with Bialystock Polytechnic Institute (Poland), Lublin Polytechnic Institute (Poland), Higher Technical Professional School in Biberach(Germany) and Higher Technical School in Ravensburg-Weingarten (Germany), Middle East Technical University (Turkey). This partnership creates an essential basis for mutually useful training activity and scientific research.

Brest State Technical University actively participates in numerous international projects and programs, communicates with educational and scientific funds including European ones - TACIS, ERASMUS,

The University is a member of the Association of European Civil Engineering Faculties with the participation of civil engineering faculties from non-European countries, AECEF. In 2009 BrSTU joined the Baltic Sea Academy, Hamburg-based organization that unites European universities and academies, with the aim to intensify the University’s international cooperation.

The University participates in international innovation exhibitions in Hannover and Saint Petersburg. Research in IT, architecture and construction are carried out at the University. International conferences and seminars are held in the areas of electronics, architecture and construction, ecology, economy, mechanical engineering.

All the above mentioned international partnerships and relations create an essential basis for mutually useful academic activity and scientific researches.

### CONCLUSION

The graduates of Brest State Technical University have opportunities to carry out their creative activity in science, engineering and private business in all sectors of our economy as well as of foreign countries. After graduating from Brest State Technical University, a number of students become promising scientists, some of them continue their scientific activity at the University delivering lectures and supervising new lines of scientific research. The university is constantly developing, that's why it has turned into one of the leading educational and scientific centres in the western part of Belarus.

**III. Make presentation about your faculty. You may use information from the English version of official BrSTU website <http://en.bstu.by>.**

**IV. Write a letter to student studying at foreign university. Describe:**

- Structure of your university
- Your faculties
- Specialties and specialization
- Period of studying
- Your favourite teachers
- Subjects studied at your faculty
- Extra-curricular activities.

**V. Translate the following quotations and comment upon them.**

*Education is an admirable thing, but it is well to remember from time to time that nothing that is worth knowing can be taught.*

Oscar Wilde

*I have no special talent. I am only passionately curious.*

Albert Einstein

*The philosophy of the school room in one generation will be the philosophy of government in the next.*

Abraham Lincoln

*A person who won't read has no advantage over one who can't read.*

Mark Twain

*Education is the most powerful weapon which you can use to change the world.*

Nelson Mandela

*The function of education is to teach one to think intensively and to think critically. Intelligence plus character - that is the goal of true education.*

Martin Luther King

*The roots of education are bitter, but the fruit is sweet.*

Aristotle

*Education is for improving the lives of others and for leaving your community and world better than you found it.*

Marian Wright Edelman

*An investment in knowledge pays the best interest<sup>1</sup>.*

Benjamin Franklin

*Give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime.*

Maimonides

*Education must not simply teach work – it must teach Life.*

W. E. B. Du Bois

*Formal education will make you a living; self-education will make you a fortune.*

Jim Rohn

*You can teach a student a lesson for a day; but if you can teach him to learn by creating curiosity, he will continue the learning process as long as he lives.*

Clay P. Bedford

## **VI. Read the text about METU. Compare its structure and facilities with BrSTU.**

Middle East Technical University (commonly referred to as METU) is a public technical university located in Ankara, Turkey. The university puts special emphasis on research and education in engineering and natural sciences, offering about 40 undergraduate programs within 5 faculties, and 97 masters and 62 doctorate programs. The main campus of METU spans an area of 11,100 acres (4,500 ha), comprising, in addition to academic and auxiliary facilities, a forest area of 7,500 acres (3,000 ha), and the natural lake Eymir. METU has more than 120,000 alumni worldwide. The official language of instruction at METU is English. Middle East Technical University was founded under the name "Orta Doğu Teknoloji Enstitüsü" (Middle East Institute of Technology) on November 15, 1956, to contribute to the development of Turkey and the surrounding countries of the Middle East, Balkans, and Caucasus, by creating a skilled workforce in the natural and social sciences.

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<sup>1</sup> Intrest - банковский процент по вкладу.

In 1956, the Department of Architecture initiated the first academic program at METU, followed by the Department of Mechanical Engineering in the spring of 1957. At the start of the 1957–1958 academic year, the Faculty of Architecture, the Faculty of Engineering, and the Faculty of Administrative Sciences were established. In 1959, the establishment of the Faculty of Arts and Sciences was completed. The Faculty of Education launched its academic program in 1982.

As of 2010, METU has approximately 23,000 students, of which 15,800 are enrolled in undergraduate programs, 4,500 in masters, and 2,700 in doctorate programs.

METU has 42 academic departments, most of which are organized into 5 faculties:

*Faculty of Architecture:* Architecture, City and Regional Planning, Industrial Design

*Faculty of Arts and Sciences:* Biology, Chemistry, History, Mathematics, Molecular Biology and Genetics, Philosophy, Physics, Psychology, Sociology, Statistics

*Faculty of Economic and Administrative Sciences:* Business Administration, Economics, International Relations, Political Science and Public Administration

*Faculty of Education:* Computer Education and Instructional Technology, Educational Sciences, Elementary Education, Foreign Language Education, Physical Education and Sports, Secondary Science and Mathematics Education

*Faculty of Engineering:* Aerospace Engineering, Chemical Engineering, Civil Engineering, Computer Engineering, Electrical and Electronics Engineering, Engineering Sciences, Environmental Engineering, Food Engineering, Geological Engineering, Industrial Engineering, Mechanical Engineering, Metallurgical and Materials Engineering, Mining Engineering, Petroleum and Natural Gas Engineering

In addition to these, there are the Department of Basic English and the Department of Modern Languages in the School of Foreign Languages; the Technical Vocational School of Higher Education; and, bound directly to the President's Office, the Department of Turkish Language and the Department of Music and Fine Arts.

The University develops close contacts with BrSTU. A number of our students have studied for 1 term in METU due to Erasmus academic mobility programs. In 2017, within Erasmus program, the head of Foreign language department of BrSTU Mr. V.I. Rahuba delivered lectures in Business English at METU.

## STUDENTS' LIFE

### I. Read the text about Petrov's student life. Describe your own one.

Let me introduce myself to you. My name is Dima. My surname is Petrov. I'm from Pinsk. At the age of six, I went to school and always did well at school. My favourite subjects at school were Maths and English, besides I was good at sport. This year I've finished secondary school and entered BrSTU. I worked hard to become a student of BrSTU that is why I passed entrance tests successfully.

Who can forget the first day at the university when one turns from an applicant who has passed entrance exams into a first-year student? I did it! I entered, I got in to the university! A solemn ceremony in front of the university building and serious people making speeches. Do you happen to know who they are? Who? The rector,

vice-rectors, deans, subdeans... and what about those ladies? Heads of departments and senior lecturers? Some of them must be professors, some — associate or assistant professors, but, of course, all of them have high academic degrees.

So now I'm a first-year student. Students are the future of every country. They are young citizens of our society, full of infinite energy and progressive ideas, fantastic plans and noble ambitions, hopes and dreams. Student life is the brightest period of our life. It is a mixture of studies and great fun. I know that my parents (ex-students) miss those old good days of their student life.

There are several reasons why student life is exciting. First of all, students learn what they need for their future profession. It's even better if the student really enjoys the direction he or she chose. Secondly, being a student doesn't mean to work and study all the time. They get plenty of free time for their hobbies and favourite pastimes. Thirdly, students' social life is very interesting.

Certainly, a student has certain duties to perform. It goes without saying that the primary student duty is studying hard and acquiring proper knowledge for the future career. He must attend all the classes at college, do all the work at the right time, be punctual and disciplined. It can help the student achieve his goals and become diligent and perseverant. If he doesn't neglect his studies he will receive rich dividends in his future work. My classes begin at 8:10. We have lectures in 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. Occasionally I have to stay at the University till 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 I'm from Pinsk and I study in Brest so I need some housing. There are two opportunities for me: I can live in a dormitory or rent a flat. I decided to live in a dormitory and I think it is even more interesting to be a student if you live in a dormitory. After the sessions you can play the guitar and sing songs. The ones, who like dancing, go to local discos. Others get together simply to chat and discuss the topics they've learned.

As a rule I have no free time on week-days. So by the end of the week I get very tired. My regular day off is Sunday. It is a day of freedom from routine duties and studies. I can do whatever I wish and go wherever I want. But I must admit that every day off needs some special planning. Time passes quickly and if you have no plans be sure to get no results. Our University offers plenty of opportunities and ways to enjoy one's free time. In your free time you can practice signing, music and choreography. And the annual contest "BrSTU Stars" helps to reveal the talents of first-year students. Our Student Club consists of 13 creative collectives, which take an active part in city, regional and national events. The Students' Club is the centre where the students can spend their time to the best advantage and make new acquaintances. The Club offers various activities to the students who want to show their creativity. You can join university amateur societies and groups or try out themselves as script writers, producers and actors at University shows and festivals. This social life broadens the mind, develops your talents and communication skills.

I also believe that a good student should also go in for sports to stay in good health and mood. They say: "A sound mind lives in a sound body." The University Sports Club offers a choice of 14 sport societies for the students to enjoy exercise in their free time. Every year the University Sports Club and the Department of Physical Training jointly conduct more than 50 athletic events: university competitions and championships among teachers and students in indoor soccer, table tennis, chess, aerobic, and track-and-field. The Citadel Alpinist Club is one of the most attractive centers of campus social life. It has united the students and staff, as well as University graduates, who are always eager to share their experience with newcomers. The Club chronicle keeps records of many climbing expeditions to the most picturesque places in the Carpathians, Caucasus, and Crimea as well as boating and skiing trips throughout Belarus. In 2010 the Alpinist Club participated in the third category difficulty climbing, and won the second prize in the Regional sport climbing championship.

Student life is never boring. It is always full of excitement and interesting experiences. Finally I'd like to say that it is absolutely great to be a student!

## **II. Find in the text (ex.I) English equivalents for the following Russian words and word combinations.**

Первокурсник, любимое времяпрепровождение, свободное время, успешно сдать экзамены, очень уставать, как говорится, соревноваться, доцент, студент дневного отделения.

## **III. They say that it is a poor soldier who does not want to become a general. Name the steps of the social ladder which a student must pass to climb up to the position of the rector. Use the words from the list below, placing one word on one step.**

Dean, assistant lecturer, head of department, vice-rector, associate professor, assistant professor, subdean, professor.

## **IV. Match the words with similar meanings.**

hostel	term
semester	to finish
to introduce	to like
to leave	to present
to prefer	dormitory

## **V. Match the words with opposite meanings.**

to pass	to fail
to like	to hate
easy	difficult
lazy	hard-working
strong	weak

## VI. Match the English idioms in the left column with their Russian equivalents.

<i>to go into details</i>	<i>начать с азов</i>
<i>to drum something into somebody's head</i>	<i>как дважды два – четыре</i>
<i>a brain twister</i>	<i>куриные мозги</i>
<i>two and two make four</i>	<i>вдаваться в подробности</i>
<i>a stumbling block</i>	<i>головоломка</i>
<i>the key word</i>	<i>легко даваться</i>
<i>the brain of a pigeon</i>	<i>ключевое слово</i>
<i>to come easy</i>	<i>камень преткновения</i>
<i>to start from scratch</i>	<i>вдолбить что-либо в голову</i>

## VII. Speak in class what you feel when:

you get a bad mark; you fall behind the group; you fail in an examination; you read up for an examination late at night; you miss classes; you come late to classes; you keep up with the rest of the group; you catch up with the rest; you spend sleepless nights over a load of books; you look up every word in your dictionary when reading an English book.

## VIII. Read the text and share your experience of dealing with exam stress with your groupmates.

### How to deal with exam stress

Exam season can bring on levels of stress and burnout that can hinder your studies. Here are some handy tips on how to manage your anxiety

Exam stress affects most students in varying ways. It is important to manage this stress and find little ways of helping to eliminate the risk of burnout.

For some students, exams can be a breeze; revision is second nature to them and they could ace an exam with their eyes closed. But for others, sweaty palms and heart palpitations are just a part of the territory, and it seems that nothing is more impossible than sitting down and revising. Here are some handy tips that can help to dissipate stress and make sure you can get through exam season.

#### 1. Take regular breaks and schedule in fun things to look forward to

Even the most intense exam timetables will allow a little time for a study break. This can include 20-minute breaks during your revision day, and longer activities that you can look forward to. Go out for dinner with friends, go to the cinema, attend a gig, anything that you like doing in your spare time that will take your mind off exams. Spending a little time away from the books will leave you feeling more refreshed and relaxed the next time you revise.

#### 2. Exercise and get outdoors

Easily one of the most frustrating things about exam season is that it seems to occur just as the weather brightens up. Use this to your advantage and go out for a walk, or a run, or head to the gym or swimming pool. As well as keeping you healthy, exer-

cise is known to boost your mood and can help to make you more productive while revising.

### 3. Don't (always) listen to others

As the old saying goes: "comparison is the thief of joy". While it is helpful to discuss topics with fellow students and often to revise together, try not to compare other people's revision to your own. Chances are you're doing just fine, and listening to other people talk about what they've learnt will only stress you out and may make you feel like you aren't progressing as well as them. Plus, if they themselves are stressed this can rub off on to you and other people's stress is not what you need right now.

### 4. Speak to someone

If the stress gets to a point where it is overwhelming, and is affecting your day-to-day life, try and speak to someone about it. Your university or school should have a service where you can speak to people about your concerns, and will be able to offer more advice on how to manage it. If that seems like too big a step, open up to a family member or a friend about the pressure you feel. You'll be amazed to know that you aren't alone in feeling like this.

### 10 quick ways to help eliminate exam stress

Watch a film, a TV show or listen to a podcast or comedian that makes you laugh.

Drink some herbal tea or a hot chocolate. It's a well known fact that hot drinks are known to soothe the soul (avoid too much caffeine though!).

A shower or a bath can help to relieve stress.

Cook or bake something. Just the thought of having something delicious to eat can bring you joy. As a bonus side note, try and cook something healthy too. You can't feed your mind well, if you don't feed your body well.

Get some sleep. The virtues of a good night's sleep during exam season should not be underestimated.

Keep things in perspective. Yes, exams are important. But you are so much more than your exam results.

Avoid other stressed people. You know the ones I mean. The ones with cue cards outside of the exam hall, frantically trying to remember key dates and equations. They will do nothing for your stress levels.

Avoid the exam "post-mortem". You don't need to know how other people fared in the exam. You've done your best, you can't go back and change your answers so the second you step out of the exam hall, focus on your next exam.

Be flexible. While having a revision time table is one of the best tools in your arsenal for exam success, don't be too hard on yourself if you don't stick to it. If you accidentally oversleep, don't write the day off.

Write down everything you feel like you need to do and try and tick one thing off. Just the act of feeling like you are in control of your revision can help.

## **IX. Translate into English.**

1. Она поступила в университет прошлым летом и закончит его только через четыре года.

2. Лучше не пропускать занятия, а то можно быстро отстать от группы.

3. Мой любимый предмет, конечно же, английский.



4. Староста нашей группы получает стипендию.
5. Больше всего я боюсь провалить экзамен по математике.
6. В штате преподавателей у нас три профессора, четыре доцента, пять старших преподавателей и семь ассистентов.
7. В эту сессию будет пять зачётов и четыре экзамена.

**X. Read and translate the story. Answer and discuss in class the questions below. Continue the story.**

It took a couple of weeks for classes to get settled, and then we got down to the nitty-gritty. As homework began pouring in, and tests loomed on the horizon, I realised that my study skills were very poor and that it was going to be a challenge in itself to teach myself to study. I experimented with several tactics, trying to find out what would work for me. I started out in the bedroom with the door closed, but it seemed the phone was always ringing. I managed to get my work done, but I was not pleased with this frustrating situation. Later I tried going outside and preparing somewhere in the yard. I ended up chatting with a neighbour, petting her dog. Clearly, something had to be changed. As my workload increased, so did my frustration. Quite by accident, however, I found the solution to my problem ...

***Find the English equivalents to the Russian words and phrases.***

На это ушла пара недель, прийти в норму, засесть за что-либо, повседневная работа, наваливаться, маячить, слабые навыки, вызов, экспериментировать с чем-либо, обнаружить, начинать (разг.), удаваться, оканчиваться, удручающая ситуация, выходить из дома, болтать, работа накапливалась, разочарование, совершенно случайно, решение проблемы.

***Answer the questions and express your opinion on the following.***

1. What advice would you give to a friend of yours if he or she had to deal with the problem of distraction?
2. What tactics do you personally choose to get yourself organised and sit down to work?
3. Discuss in class the problem of getting oneself organised and concentrated when doing one's homework.

**XI. BrSTU offers a choice of 14 sport societies for the students to enjoy exercise in their free time. Which of them are you going to visit and why? Write a short essay (10-12 sentences).**

**Sport Societies and Clubs:**

- *arm wrestling*
- *basketball*
- *table tennis*
- *indoor soccer*
- *handball*
- *volleyball*
- *judo*

- *karate*
- *aerobics*
- *kick-boxing*
- *tourism*
- *chess*
- *swimming*
- *Citadel Alpinist Club.*

**XII. The Students' Club is the centre where our students can spend their time to the best advantage and make new acquaintances.? What its line is the most interesting for you? Write a short essay (10-12 sentences).**

BrSTU amateur societies and groups

*Vocal line:*

- pop-group
- vocal school
- vocal group «Kaliada»
- vocal group «Ramonki»
- vocal group «Vivat»
- vocal group «Krasuni»
- folk music group

*Dance line:*

- sport dance group «Tim-Wei»
- folk dance group
- school of variety show dancing
- club of historical dance «The Medieval meadow»

*Instrumental music line:*

- group of violinists
- instrumental music group

*Clubs*

- Theatre group “The Word”
- “What? Where? When?” Club (brain ring games)
- KVN club (a comedy club)
- Journalistic club “The Feather.”

## UNIT 2 THE REPUBLIC I LIVE IN

### THE REPUBLIC OF BELARUS

#### I. Before you read the text, talk about these questions.

- 1) Do you know what sign “Made in Belarus” means?
- 2) Do Belarusians use the Belarusian language in everyday life?
- 3) Is Belarus an attractive tourist destination? How does free-visa entry support tourism in our country?

#### II. Read the following words and learn their meaning.

1) sovereign	суверенный
2) to border on (with)	граничить с
3) to occupy	занимать
4) to stretch for	простирается
5) terrain	местность
6) coniferous	хвойный
7) meadow	луг
8) rare	редкий
9) reserve	заповедник
10) peat	торф
11) potassium	калий
12) gravel	гравий
13) clay	глина
14) competitive	конкурентный
15) favorable	благоприятный
16) flax	лён
17) livestock	домашний скот
18) conduct	вести (торговлю)
19) expenditure	расход, потребление
20) cooperation	сотрудничество
21) extensive	обширный
22) highway	автомагистраль, шоссе
23) toll	пошлина

#### III. Match the words in the box with definitions 1-12.

<i>humid</i>	<i>flora and fauna</i>	<i>flat</i>	<i>to constitute</i>
<i>leading</i>	<i>a capital</i>	<i>to export</i>	<i>route</i>
<i>legislative</i>	<i>a supplier</i>	<i>network</i>	<i>a deposit</i>

- 1) a city which is the centre of a country or other political area
- 2) to form or make something

- 3) containing extremely small drops of water in the air
- 4) having little or no height
- 5) plants and animals.
- 6) relating to the making of laws
- 7) a layer that has formed under the ground, especially over a long period
- 8) a country (a person, a company) that provides particular goods
- 9) best, most important, or most successful
- 10) to send goods to another country for sale
- 11) a large system consisting of many similar parts that are connected together
- 12) a particular way or direction between places

#### **IV. Read the text. Use the dictionary to look up unfamiliar words.**

The Republic of Belarus is a young sovereign state situated in the eastern part of Europe. It borders in the north and east on Russia, in the west on Poland, in the south on Ukraine, in the northwest on Latvia and Lithuania. Modern Belarus occupies the territory of 207,600 square kilometers and it stretches for 650 km from east to west and for 560 km from north to south. The Republic of Belarus consists of six regions, the largest cities of which are Minsk, Gomel, Brest, Vitebsk, Grodno and Mogilev. The capital and the largest city is Minsk, located in the center of the country.

About 9,5 million people live in Belarus. Ethnic Belarusians constitute about 81% of the population of the country. Russians, Poles, Ukrainians and other nationalities also live in Belarus. About two thirds of people live in urban centers. Today both the Belarusian and Russian languages are official languages of the country.

Belarus has a temperate continental climate with mild humid winters, warm summers and wet autumns. Belarus has a generally flat terrain. Nature is the main landmark of the country. Belarus is the land of vast plains and picturesque hills, thick forests and green meadows, deep blue lakes and flowing rivers. About one third of its territory is covered with forests, mostly coniferous and birch. Belarus is famous for its rich flora and fauna. The country is inhabited by hundreds of rare species of animals and plants, especially in Belovezhskaya Pushcha. It is one of the national symbols of Belarus, the largest forest in Europe and a unique tourist center. The reserve is the major home of European bison, the biggest representative of European fauna.

Belarus is often called the land of rivers and blue lakes. There are more than 20,000 rivers and streams in Belarus, and about 11,000 lakes. Naroch is the largest lake in Belarus. The Dnepr is the longest and the most important river in Belarus. It flows from Russia, through Belarus into Ukraine, providing important shipping channel between the Baltic Sea and the Black Sea.

Natural resources are mainly represented by thirty types of minerals. Peat is in the first place among energy resources. Peat deposits are quite rich and can be found in every region. Potassium salts take the leading position among the minerals. The country is one of the five biggest suppliers of potassium in the world. There are also deposits of coal, oil, gravel, sands and clays in Belarus.

The Republic of Belarus has a significant economic potential which makes it possible to produce competitive industrial and agricultural products. The brand «Made in Belarus» is known in many countries. Belarusians participate actively in leading international economic forums. The most developed branches of industry are machine building, radio-electronics, chemical and food industry. The most important manufactured products are tractors, transport vehicles, trucks, agricultural machinery, metal-cutting machines as well as consumer goods such as bicycles, clocks and watches, refrigerators, TV sets and others.

More than half of the land is used for agriculture. The climatic conditions are favorable for growing potatoes, grains, sugar beet, flax and vegetables. Agriculture specializes in milk and meat production. Livestock production (cattle, hogs, sheep and goats) accounts for more than 50 % of agriculture and is the main source of funds for the development of the agricultural sector of the country.

Belarus exports tractors, heavy lorries, motorcycles, TV and radio-sets, furniture, carpets, textiles, chemicals and foodstuffs. Imports include fuel, natural gas, industrial raw materials, metal, chemicals, cotton, sugar, vegetable oil, fish products, tea, coffee, wine. Fuel is the largest import expenditure. Russia is the most important trade partner. Belarus also conducts trade with the countries of the European Union (Great Britain, Poland, Germany, Lithuania, the Netherlands, Latvia, Belgium and Norway). There is a positive dynamics in cooperation with the traditional partners in Latin America, such as Brazil, Cuba, Ecuador, and in Asia, notably with China, India, Vietnam, Israel, Korea and Japan.

Due to its geographical position right in the center of Europe our country is an international corridor connecting the West and the East. Belarus has an extensive transportation system, including networks of railroads, highways, air and water routes. The major railroad which was built in 1860s to connect Moscow and Warsaw, runs through Belarus via Minsk and Brest. The M1 is the main road crossing Belarus. It forms a part of European route and is the most important road link in the country connecting Moscow with Poland and Western Europe. There is a system of toll roads in the Republic of Belarus. This technology enables foreign road users to pay tolls.

Belarus has several international airports. Minsk has a modern national airport which accepts international flights from all over Europe. This is the fastest and most comfortable way to get to Belarus, but the most expensive at the same time.

Belarus has a network of water routes that connects the country with the bordering states. Navigation routes are known to go along the Dnepr-Bug Canal, the rivers Sozh, Berezina, Dnepr, Pripyat, Neman and others. They improve water transportation of cargo and passengers by linking the mentioned rivers with the ports on the Baltic Sea and the Black Sea.

Participation in the international organizations enables Belarus to achieve its political goals, contribute to the development of the country and modernize its economy. In 1945 Belarus became a founding member of the United Nations. Today Belarus is a member of over 60 international organizations, among them the United Nations, UNESCO, the World Health Organization, the International Bank for Reconstruction and Development, the International Monetary Fund, the European

Bank for Reconstruction and Development, the Customs Union and the Eurasian Economic Union.

Belarus is a presidential republic. State power in the country is formed and realized through three main branches: legislative, executive and judicial. Under the constitution the president is the head of the state and directs the domestic and foreign policy. A two-chamber parliament is the main legislative body of the state. The executive branch is represented by the Council of Ministers headed by the prime minister. The judicial power in the republic consists of three high courts: the Supreme Court, the Supreme Economic Court and the Constitutional Court. The latter is charged with protecting the constitution. It has the power to review the constitutionality of presidential edicts and the decisions of the other two high courts.

As Belarus is situated in the center of Europe, a lot of wars took place on its territory. The World War II is one of the most tragic periods in the history of Belarus. Its territory was occupied by the Nazi for three years. The country lost more than three million people. Belarus also lost more than half of its national wealth, a lot of towns and villages were ruined.

Nowadays, Belarus has become a sovereign independent state with a well-developed industry and agriculture, science and culture. It contributes to the world peace, friendship and cooperation among nations.

**V. Fill in the table below.**

<b>Official name</b>	<i>The Republic of Belarus</i>
<b>Area</b>	
<b>Administrative centres</b>	
<b>Capital</b>	
<b>Official languages</b>	
<b>Population</b>	
<b>Ethnic groups</b>	
<b>Climate</b>	
<b>Natural resources</b>	
<b>International relationships</b>	
<b>System of government</b>	

**VI. Find equivalents to the following Russian word combinations in the text.**

- 1) суверенное государство
- 2) состоять из шести регионов (областей)
- 3) умеренный континентальный климат
- 4) редкие виды животных и растений
- 5) уникальный туристический центр
- 6) судоходный канал
- 7) природные ресурсы
- 8) месторождения угля

- 9) экономический потенциал
- 10) производить конкурентоспособные товары
- 11) животноводство
- 12) промышленное сырьё
- 13) платные дороги
- 14) достичь политические цели
- 15) указы президента

**VII. Match the words to form word combinations. Give Russian equivalents to them.**

sovereign	system
urban	hills
official	symbol
continental	state
flat	resources
picturesque	airport
thick	centre
national	routes
shipping	language
natural	terrain
leading	climate
transportation	channel
navigation	forest
international	position

**VIII. Complete the sentences with correct prepositions. Translate the sentences into Russian.**

- a) The Republic of Belarus borders \_\_\_\_\_ Russia, Poland, Ukraine, Latvia and Lithuania.
- b) Modern Belarus stretches \_\_\_\_\_ 650 km from east to west and \_\_\_\_\_ 560 km from north to south.
- c) The Republic of Belarus consists \_\_\_\_\_ six regions.
- d) Minsk is located \_\_\_\_\_ the centre of the country.
- e) About one third of the territory is covered \_\_\_\_\_ forests.
- f) Belarus is inhabited \_\_\_\_\_ hundreds of rare species of animals and plants.
- g) Peat is \_\_\_\_\_ the first place among energy resources.
- h) Belarusians participate \_\_\_\_\_ leading international economic forums.
- i) There is a positive dynamics in cooperation \_\_\_\_\_ the traditional partners in Latin America.
- j) The major railroad in Belarus was built \_\_\_\_\_ 1860s.
- k) Navigation routes go \_\_\_\_\_ the Dnepr-Bug Canal, the rivers Sozh, Berezina, Dnepr, Pripyat, Neman and others.

- l) Participation \_\_\_\_\_ the international organizations enables Belarus to contribute \_\_\_\_\_ the development of the country.
- m) The executive branch is represented \_\_\_\_\_ the Council of Ministers.

**IX. Read the text again and answer the following questions.**

- 1) Where is the Republic of Belarus situated?
- 2) What is the territory of the Republic?
- 3) How many administrative regions are there in Belarus?
- 4) What is the population of the country?
- 5) What is the climate of Belarus?
- 6) What national reserve symbolizes our Republic?
- 7) What natural resources of Belarus do you know?
- 8) What are the most developed branches of industry in Belarus?
- 9) What does agriculture specialize in?
- 10) Belarus exports various goods, doesn't it? What are they?
- 11) What is the largest import expenditure?
- 12) Why is the M1 the main road in the country?
- 13) What international organizations does Belarus participate in?
- 14) What can you say about the Republic's political system?
- 15) How did the World War II influence our country?

**X. Make a plan of the text: put the information below in the right order as it is given in the text. Discuss each point of the plan.**

- 1) Industry
- 2) Nature
- 3) Geographical position
- 4) Export, import
- 5) Population
- 6) Transportation system
- 7) Natural resources
- 8) International organizations
- 9) Agriculture
- 10) Political system
- 11) World war II
- 12) Climate

**XI. Read the text about important facts in the history of our country. Complete the text with additional information about the facts mentioned.**

The first written documents of the Belarusian statehood go as far back as 980 AD when Prince Rogvolod began his reign on Polotsk lands, which are the historic and religious center of the Belarusian nation and culture.



From the 13<sup>th</sup> till the 16<sup>th</sup> century the territory of contemporary Belarus was the center of a medieval polyethnic state - the Grand Duchy of Litva. The lands of contemporary Belarus, Lithuania, the Ukraine and a part of Russia comprised this state.

The period that started in the 15<sup>th</sup> century, when the crusaders expansion was crushed in the west, and lasted until the middle of the 17<sup>th</sup> century is considered the Golden Age in Belarusian history. This period was marked with significant evolutionary processes in the culture and economy of Belarusian people.

In 1569 the Grand Duchy of Litva and the Polish Kingdom established a political union according to which the Litva-Poland confederation – Rzecz Pospolita – emerged. As a result of three divisions of Rzecz Pospolita in 1772, 1793 and 1795 between three empires - Russia, Austria and Prussia – the Belarusian lands were incorporated into the Russian Empire.

On December 30, 1922 the Communist governments of Belarus, Russia, the Ukraine and Caucasus created the Union of Soviet Socialist Republics, which included the major part of the former Russian Empire. On August 1991 Belarus declared its independence, contributing to the collapse of the USSR in December

## **BELARUSIAN ECONOMY<sup>2</sup>**

### **I. Read the text. Use the dictionary to look up unfamiliar words.**

Belarus has a rather developed economy. It retained well-developed industrial base following the break-up of the USSR. The country also has a broad agricultural base and a high education level. Among the former republics of the Soviet Union, it had one of the highest standards of living. Nowadays approximately 5.3 million people contribute to the economy of Belarus. Of this total, 42 percent are employed in industry; 21 percent in agriculture and forestry; 17 percent in culture, education, and health services; 7 percent in trade; 7 percent in transportation, and 6 percent in miscellaneous pursuits.

Official unemployment rate is lower than 1%. Methods of International Labour Organization (international standard) also include job-seekers who are not registered officially. Many unemployed people in Belarus are trying to avoid registration, because of obligatory public works, while unemployment benefits are very low. In July 2012 World Bank concluded that the real unemployment rate is seven times higher than the official rate. Belarus is a member of Commonwealth of Independent States (CIS) and Eurasian Economic Union (EAEU).

The Gross Domestic Product (GDP) in Belarus was worth 62.572 billion US dollars in 2019. The GDP value of Belarus represents 0.09 percent of the world economy. GDP in Belarus averaged 32.27 USD Billion from 1990 until 2015, reaching an all time high of 76.10 USD Billion in 2014 and a record low of 12.14 USD Billion in 1999. The economy of Belarus is world's 72nd largest economy by

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<sup>2</sup> The text is for students studying at the faculty of Economics.

GDP based on purchasing power parity (PPP), which in 2019 stood at \$195 billion, or \$20,900 per capita. In 2018, Belarus ranked 53rd out of 189 countries on the United Nations Human Development Index, and is in the group of states with "very high development".

Exports provide 50.52% of Belarus' GDP (Nov.2018) with more than a half of exported goods falling in the industrial products category. Major export items: machinery, transport vehicles, chemicals, petrochemical products, rubber, fibers, mineral products, primary metals, fertilizers, food, agricultural raw materials, as well as IT and transportation services. Belarus also holds about 5% in the world exports of dairy products and about 11% of butter.

Belarus is relatively poor in terms of natural resources. It does not have vast amounts of most of the minerals used in modern industrial production. The country has small reserves of petroleum and natural gas.

In the south-east there are small reserves of hard coal, brown coal, and petroleum, but they are not easily accessible and remain undeveloped. The country has large forest reserves. About one-third of the republic is covered in forest.

Belarus does possess, however, one of the world's largest reserves of potassium salts – discovered in 1949 south of Minsk and exploited from the 1960s around the new mining town and fertilizer-manufacturing centre of Soligorsk. Although exports of potash to other former Soviet republics declined significantly in the 1990s, exports to other countries remained at a high level.

The country also is a world leader in the production of peat, which is especially abundant in the Pripyat Marshes. Peat is used as a mulching material in agriculture. In briquette form it is used as fuel.

Among the other minerals recovered are salt, an important deposit of which, near Mozyr, was opened in the 1980s; building materials, chiefly limestone and, near Grodno, quartz sands for glassmaking, both used locally; and small deposits of gold and diamonds.

Belarus is heavily reliant on oil and gas supplies from Russia. These fuel imports reach Belarus via two major pipelines: the Friendship Pipeline carrying oil, and the Natural Lights Pipeline carrying natural gas. The government is attempting to accelerate the development of its raw-material base, but Belarus remains dependent on Russia for most of its energy and fossil-fuel requirements.

Belarus is a highly developed industrial country. The main industries include machine building, instrument making, chemicals, timber processing, textile and clothing manufacture, and food processing.

Manufacturing contributes most of the country's industrial output. The country is known for its heavy-duty trucks, transport vehicles, and tractors. Belarus also manufactures computers, engineering equipment, metal-cutting tools, and such consumer goods as clocks and watches, motorcycles, bicycles, refrigerators, radios, television sets and others. Forests yield many wood products, including furniture, matches, plywood and paper goods. Heavy industry is the most highly developed sector of the economy. Machine-building industry is mostly concentrated in Minsk. It makes various types of tractors, heavy-duty trucks, other heavy machinery and

electrical equipment. Belarus specializes in truck manufacturing. The Belarusian Autoworks (BELAZ) is one of the major world manufacturers of mining dump trucks with payload capacity from 25 to 360 tons, as well as the other heavy vehicles, being used in mining and construction branches. The products of BELAZ are supplied to more than 70 countries of the world. Dump trucks are also made in Moghilyov.

During the last years the ICT sector in Belarus receives strong government support and is one of the top-priority economic sectors to develop. Thus, by the special Law issued in 2005, Belarus Hi-Tech Park was established with the main goal to support software industry. HTP Belarus provides special business environment for IT business with incentives unprecedented for European countries. Since 2015, Hi-Tech Park resident-companies are allowed to get involved in new science-intensive activities. Now, any company engaged in IT and related industries (micro-, opto- and nanoelectronics, mechatronics, telecommunications, radar ranging, radio navigation and wireless communication), information protection and establishment of data processing centers can apply for residency within the HTP and benefit from tax-incentives and other advantages it provides. HTP resident-companies can work and provide services in the field of information system analysis, designing and software development (IT consulting, audit, national information networks maintenance, database development and corporate information systems implementation and support). The export share in the total production volume exceeds more than 90 %. Park specialists teach children and teenagers to program.

Such support for the IT sector in 2019 increased the share of the IT sector, which provided half of the GDP growth. The export of IT services in 2017–2019 increased by 2.4 times. Production growth in the first half of 2019 was 166%. The total export of services of HTP residents in 2019 exceeded \$2 billion. In January 2020, the HTP registered 758 companies with a total of more than 58 thousand employees. In April 2020, the number of resident companies in the Park was 818 with a total of more than 61 thousand employees. In July 2020, the number of residents of the Park increased by 71 companies. In October 2020, another 83 companies became residents of the Hi-Tech Park. Thus, in October 2020, the number of residents of the Park totals 969 companies, which employ more than 65 thousand specialists.

Mobile applications developed by HTP residents are used by more than 1 billion people in over 150 countries of the world. Some major international companies have already opened captive centers or global in-house centers in Belarus: IHS Markit, Playtika, Netcracker, Viber, Yandex, Fitbit, Ciclum, WorkFusion, etc. According to Ernst & Young survey, more than 30% of the Fortune Global 200 companies have worked with HTP residents. The most trending customers are Facebook, Microsoft, Northrop Grumman, PepsiCo, Whirlpool, 3M, Amazon.com, Cisco Systems, HP, Oracle, Xerox, Disney, Intel, Apple and IBM, which have worked with several companies from Belarus.

Agriculture accounts for about a seventh of Belarus' economic output. Belarus has a large amount of farmland. But a short growing season and a lack of fertile soil make farming difficult. Most of Belarus has soils of only moderate fertility, but the better-drained uplands can be productive with fertilizer application. Considerable areas of

the swampy lowlands have been drained since the late 19th century, with much of the reclaimed land being used for fodder crops. The agricultural sector in Belarus is dominated by large state and collective farms. State farms operate like government factories, called sovkhozy.

Independent Belarus restructured its banking system into a system consisting of the National Bank of Belarus and a number of commercial banks. Six commercial banks, four formerly state-owned specialized banks Belagroprombank (agricultural sector), Promstroibank (industrial sector), Vneshekonombank (foreign trade), and Belarusbank (savings bank) and two universal banks (Priorbank and Belbusinessbank) dominated the banking system. These banks account for over 80 percent of the banking system outstanding loans and approximately 70 percent of domestic currency deposits. In 1992 Belarus became a member of the International Bank for Reconstruction and Development, the International Monetary Fund, and the European Bank for Reconstruction and Development.

Belarus has an extensive transportation system, including railroad and highway networks connecting its cities with other major European cities. Belarus has several international airports, the largest of which is Minsk-2, located about 50 km east of its capital.

## II. Match the words listed below with the definitions that follow.

<i>supermarket</i>	<i>currency</i>	<i>imports</i>	<i>output</i>	<i>expenditure</i>	<i>inflation</i>
<i>exports</i>	<i>crop</i>	<i>workforce</i>	<i>meadow</i>	<i>partner</i>	<i>soil farmland</i>
<i>pasture</i>	<i>livestock</i>	<i>security</i>	<i>upland</i>		<i>industry</i>

1. The produce of cultivated plants, esp. cereals, vegetables, and fruit.
2. A metal or paper medium of exchange that is in current use in a particular country.
3. Something expended, such as time or money.
4. Goods or services sold to a foreign country or countries.
5. Land used or suitable for farming.
6. Goods or services that are bought from foreign countries.
7. Organized economic activity concerned with manufacture, extraction and processing of raw materials, or construction.
8. A progressive increase in the general level of prices brought about by an expansion in demand or the money supply or by autonomous increases in costs.
9. Cattle, horses, poultry, and similar animals kept for domestic use but not as pets, esp. on a farm or ranch.
10. An area of grassland, often used for hay or for grazing of animals.
11. The act of production or manufacture.
12. An ally or companion.
13. Land covered with grass or herbage and grazed by or suitable for grazing by livestock.
14. A certificate of creditorship or property carrying the right to receive interest or dividend, such as shares or bonds.

15. The top layer of the land surface of the earth that is composed of disintegrated rock particles, humus, water, and air.
16. A large self-service store retailing food and household supplies.
17. An area of high or relatively high ground.
18. The total number of workers employed by a company on a specific job, project, etc.

**III. Group the following words into eight synonymous groups:**

amount, low-priced, occupation, swamp, cheap, machinery,  
 profession, various, equipment, marsh, pursuit, vast, extensive,  
 miscellaneous, quantity, inexpensive, need, requirement

**IV. Group the words that follow into six antonymous groups:**

cheap, high, poor, rich, employment, long, private, short,  
 expensive, low, public, unemployment

**V. Complete the following sentences with the appropriate terms from the list below.**

agriculture, industrial production, CIS countries' markets, energy needs,  
 livestock, farming, farmland, potassium salts, forest reserves, service industries,  
 heavy industry, small businesses, industrial output, trading partner

1. Minerals are used in modern ... .
2. The country has large ... .
3. Belarus possesses one of the world's largest reserves of ... .
4. Belarus generates only about 12 percent of its own ... .
5. Manufacturing contributes most of the country's... .
6. .is the most highly developed sector of the economy.
7. . accounts for about a seventh of Belarus' economic output.
8. Belarus has a large amount of ... .
9. A short growing season and a lack of fertile soil make.....difficult.
10. Cattle, hogs, and sheep are the most important .... raised in the country.
11. .are industries that produce services, not goods.
12. Many individuals and families are starting ... .
13. A great amount of goods produced by Belarusian industries and agriculture is oriented towards the ... .
14. Russia, which supplies most of the country's fuel imports, is the most important ...

**VI. Do you think the following statements are true or false? Discuss your answers in pairs.**

1. The national economy of Belarus is well-developed.

2. Belarus has vast amounts of most of the minerals used in modern industrial production.
3. The country has large reserves of petroleum and natural gas.
4. The country is a world leader in the production of peat.
5. Belarus is heavily reliant on oil and gas supplies from Russia.
6. Belarus satisfies all its energy needs.
7. Heavy industry is the least developed sector of the economy.
8. The chief chemical product is potassium fertilizer.
9. The Gomel area is Belarus' leading manufacturing centre.
10. Agriculture accounts for about a half of Belarus' economic output.
11. Belarus has a large amount of farmland.
12. The agricultural sector in Belarus is dominated by private farms.
13. The transition to private farms proved to be slow and difficult.
14. Service industries are well developed in Belarus.
15. Belarus proper consumes most of the goods produced.
16. Belarus has an extensive transportation system

## **EDUCATION IN BELARUS**

### **I. Before you read the text, talk about these questions.**

What institutions does the system of education in the Republic of Belarus include?  
 What are the most famous educational establishments in our country?

### **II. Read the following words and learn their meaning.**

1) trend	тенденция, направление
2) unification	объединение
3) continuity	непрерывность, преемственность
4) to embrace	включать
5) vocational	профессиональный
6) retraining	переподготовка
7) compulsory	обязательный
8) to reveal	раскрывать, показывать
9) to acquaint	знакомить
10) elective	факультатив
11) simultaneously	одновременно
12) post-graduate	послевузовский
13) entity	организация, объект
14) grant	грант
15) scholarship	стипендия
16) defense	защита
17) thesis	научная работа, диссертация

## II. Match the words in the box with definitions 1-12.

<i>simultaneously</i>	<i>compulsory</i>	<i>timetable</i>	<i>scholarship</i>
<i>to reveal</i>	<i>trend</i>	<i>continuity</i>	<i>elective</i>
<i>requirement</i>	<i>certificate</i>	<i>unification</i>	<i>establishment</i>

- 1) an official document that states that the information on it is true
- 2) an amount of money given by a college or other organization to pay for the studies of a person with great ability
- 3) something that must be done; necessary by law or a rule
- 4) happening or being done at exactly the same time
- 5) the place where an organization operates
- 6) a subject that someone can choose to study as part of a course
- 7) the general direction of changes or developments
- 8) the state of something without change or interruption:
- 9) something needed or necessary
- 10) a detailed plan showing when events or activities will happen
- 11) to make known or show something that was previously secret
- 12) the forming of a single thing by bringing together separate parts

## IV. Read the text, use the dictionary to look up unfamiliar words.

The system of education in the Republic of Belarus is based on national traditions and global trends in world education. These guarantee equal access to all educational stages, unification of the requirements, continuity of all training stages and state financial support. The system of education in Belarus embraces a great number of educational establishments.

Today Belarusian educational system includes preschool education, secondary education (primary, basic and general secondary school), vocational education and secondary special education, higher education, postgraduate research education, adult education and retraining.

The system of education in Belarus starts with the preschool education. It is not compulsory in Belarus but around 70% of children attend nursery or kindergarten before they go to school. These institutions are for children under six years. Kindergartens develop physical growth, the ability to communicate, reveal personal qualities and talents. Children who attend kindergarten learn social skills when they play with other children. Such children are better prepared for primary school. Children are taught pre-reading and pre-writing as well as basic mathematics. The children learn to follow a timetable, respect their classmates and teacher. The public nurseries and kindergartens are free of charge but parents should pay for meals.

General secondary education in Belarus starts at the age of 6 and includes three levels: primary, general basic and general secondary. Secondary school starts with primary school where children are taught to read, count, draw, they are given

knowledge in maths, nature studies and music. The primary and basic secondary school course is compulsory. It lasts for nine years. Secondary basic school itself acquaints pupils with culture, science, technology. Pupils study obligatory subjects like maths, biology, physics, chemistry, history and attend different electives to enrich their knowledge in favourite subjects as well as define their future profession. On successfully graduating from basic school, young people have the opportunity to continue their education at high school, college or vocational school. Those interested can simultaneously receive secondary education and professional training. The certificate of general secondary or secondary special education is the document which enables young people to continue their education at the university level.

The Belarusian system of higher education consists of universities, academies, and institutes. Universities and academies offer graduate and post-graduate programs and are engaged in fundamental research. Whereas universities offer education in a wide variety of areas, academies have a narrower specialization. Institutes are also highly specialized and usually have no post-graduate programs. They can function as separate entities or as part of a university.

Most courses run for 4 or 5 years. Higher educational institutions offer full-time (day) and part-time programs. The most common and popular is full-time education. Two-thirds of all students choose this form of education. Grants are available for full-time students and scholarships are awarded to very gifted students. Students who graduate with honors are awarded a "red certificate."

The degree that has been traditionally conferred by Belarusian higher educational institutions is Certified Specialist. It usually requires four or five years of training, success in final state examinations, and defense of a thesis. Graduates of higher education institutions have the possibility of receiving postgraduate education.

The Belarusian state policy for higher education is mainly based on the Constitution of the Republic of Belarus, the Code of the Republic of Belarus on Education, as well as other state decrees and regulations. All types of educational establishments stimulate effectiveness of education according to one's abilities and inclinations and correspond to the state educational standards.

## **V. Find equivalents to the following Russian word combinations in the text.**

- 1) мировые тенденции
- 2) доступ ко всем ступеням образования
- 3) раскрывать личностные качества
- 4) посещать различные факультативы
- 5) фундаментальные исследования
- 6) широкий выбор направлений
- 7) более узкая специализация
- 8) функционировать как отдельные объекты
- 9) выпускные государственные экзамены
- 10) по способностям и склонностям



**VI. Match the words to form word combinations. Make affirmative or negative sentences with each word combination.**

national	research
equal	program
financial	knowledge
educational	a timetable
reveal	of a thesis
follow	establishment
to enrich	traditions
fundamental	support
defense	talents
part-time	access

**VII. Complete the sentences with appropriate words or phrases from the box.**

<i>social skills</i>	<i>obligatory</i>	<i>a "red certificate"</i>	<i>basic mathematics</i>
<i>general</i>	<i>free of charge</i>	<i>pre-school</i>	<i>scholarships</i>
<i>stimulate</i>	<i>full-time</i>	<i>higher education</i>	<i>future profession</i>

- 1) The system of education in Belarus starts with the \_\_\_\_\_ education.
- 2) Children who attend kindergarten learn \_\_\_\_\_ when they play with other children.
- 3) Children are taught pre-reading and pre-writing as well as \_\_\_\_\_.
- 4) The public nurseries and kindergartens are \_\_\_\_\_.
- 5) \_\_\_\_\_ secondary education in Belarus starts at the age of 6.
- 6) Pupils study \_\_\_\_\_ subjects like maths, biology, physics.
- 7) Secondary basic school helps pupils define their \_\_\_\_\_.
- 8) \_\_\_\_\_ are awarded to very gifted students.
- 9) The system of \_\_\_\_\_ consists of universities, academies, and institutes.
- 10) Students who graduate with honors are awarded \_\_\_\_\_.
- 11) Two-thirds of all students choose \_\_\_\_\_ education.
- 12) All types of educational establishments \_\_\_\_\_ effectiveness of education

**VIII. Complete the sentences with correct prepositions.**

- 1) General secondary education in Belarus starts \_\_\_\_\_ the age of 6.
- 2) The system of education in Belarus starts \_\_\_\_\_ the preschool education.
- 3) Children are given knowledge \_\_\_\_\_ maths, nature studies and music.
- 4) Around 70% of children attend nursery or kindergarten \_\_\_\_\_ they go to school.

- 5) The Belarusian policy for higher education is mainly based \_\_\_\_state laws.
- 6) The certificate of secondary education enables young people to continue their education \_\_\_\_the university level.
- 7) Kindergartens are for children \_\_\_\_\_six years.
- 8) The educational policy in the Republic of Belarus guarantees equal access \_\_\_\_\_all educational stages.
- 9) On graduating \_\_\_\_\_ basic school, young people have the opportunity to continue their education.
- 10) Universities and academies are engaged \_\_\_\_\_fundamental research.

**IX. Read the text again and answer the following questions.**

- 1) What stages does Belarusian educational system include?
- 2) Is preschool education compulsory in our republic?
- 3) What advantages do kindergartens give to children?
- 4) Do parents have to pay for public nurseries and kindergartens?
- 5) How many levels does general secondary education include? What are they? Which of them are compulsory?
- 6) What is the role of primary school in children's life?
- 7) What opportunities do pupils have after graduating from basic school?
- 8) What is the difference between universities and academies?
- 9) Who can be awarded a "red certificate"?
- 10) What are the requirement for getting a Diploma of Certified Specialist?

**X. Fill in the table with the words given below.**

higher education                      secondary special education  
 primary secondary school            general secondary school  
 vocational education                preschool education  
 basic secondary school

4–5 years	
1–4 years	
10–16 years old	
6–10 years old	
3–6 years old	

## BREST

### I. Before you read the text, talk about these questions.

Why is Brest so popular among tourists today? How is this fact connected with the geographical position?

Brest played an important role in the history of Belarus, didn't it? Explain your answer.

### II. Read the following words from the text below and learn their meaning.

1) greenbelt	зелёный пояс
2) highway	магистраль
3) bark	кора
4) elm	вяз
5) ford	брод, поток
6) bog	трясина, болото
7) rescue	спасение
8) birch-bark	береста
9) cape	мыс
10) to facilitate	способствовать
11) autonomous	автономный, самоуправляющийся
12) to annex	присоединять, аннексировать
13) to consolidate (with)	объединять (с)
14) enterprise	предприятие
15) management	управление
16) implementation	реализация
17) advantageous	выгодный
18) location	расположение
19) durable	прочный, длительный
20) consulate	консульство

### II. Match the words in the box with definitions 1-12.

<i>advantageous</i>	<i>ancient</i>	<i>highway</i>	<i>to annex</i>
<i>merchant</i>	<i>facilitate</i>	<i>qualitative</i>	<i>cooperation</i>
<i>foodstuff</i>	<i>innovative</i>	<i>valid</i>	<i>enterprise</i>

- 1) using new methods or ideas
- 2) a public road, especially an important road that joints cities or towns together
- 3) helping to make more successful
- 4) to take possession of an area of a country, usually by force or without permission
- 5) relating to how good or bad something is
- 6) very old, having lasted for a very long time
- 7) a person whose job is to buy and sell products, especially by trading with other countries

- 8) an organization (a business) that will earn money
- 9) to make something possible or easier
- 10) the process of working together to achieve something
- 11) based on truth or reason, able to be accepted
- 12) a substance that is used as food or to make food

#### **IV. Read the text. Use the dictionary to look up unfamiliar words.**

Brest surrounded by a large greenbelt is situated in the south-west of the Republic of Belarus, neighboring with Poland and Ukraine. Its territory covers 72.9 square kilometers, about 326 thousand people live there. Being situated on the main Berlin-Moscow railway line and international highway, Brest became a principle border crossing since World War II. Today it links the European Union and the Commonwealth of Independent states.

There are several theories of the city name origin. The most common are as follows. The name of the city comes from: a) the Slavic root “beresta” meaning birch bark, b) the Slavic root “berest” meaning elm, c) the Lithuanian word “brasta” meaning ford.

Different legends exist about the foundation of Brest. According to one of them a Russian merchant who travelled with his caravan in the west, had become stuck in the bog. He covered the way for himself with branches of birch-trees and managed to reach the river bank. Grateful for his wonderful rescue he built a chapel in this place. Later people settled here and called their settlement Berestyie from the word “beresta” meaning birch-bark.

In the 11<sup>th</sup> century Berestyie was an ancient Russian trade centre and a fortress, which was situated on the cape formed by the Western Bug River and by the left branch of the river Mukhavets. The development of the city foundation was facilitated by its favourable location on the border with Polish and Lithuanian lands. In the 14-16<sup>th</sup> centuries Berestyie was one of the largest cities in the Great Duchy of Lithuania. In 1390 Berestyie was among the first Belarusian cities given the right of autonomous administration under the Magdeburg Law. In 1553 the head of Berestyie, Radzivil Chorny, founded the first printing house in Belarus.

During the years of World War I Brest-Litovsk was occupied by German Troops. On March 3, 1918 the Treaty of Brest was signed in the White Palace. Beginning from 1921 Brest-Litovsk, being a part of Western Belarus, was annexed by Poland almost for 20 years. On September 22, 1939 the western part of Belarus was consolidated with the BSSR and Brest became the centre of the region. According to the agreement of the Yalta Conference of February 1945, Brest’s status as part of the Belarusian Soviet Socialist Republic was officially recognized. Now it is part of the independent country of Belarus.

Brest today is one of the largest economic and cultural centers of the republic. There are industrial enterprises in the city. Among them we can mention the Electric Test Equipment Plant, The Electric Bulb Plant, the Chemical Goods Plants, and the Knitted-Wear Factory, Joint Venture “Brestgazoapparat” etc. Our enterprises produce electric and gas stoves, furniture, carpets, knitted-wear clothes, foodstuff.

In 1996, at the start of qualitative economic transformations, the first Free Economic Zone was established in the Republic of Belarus. The “Brest” FEZ has

become a territory of new possibilities for innovative forms of business management and implementation of promising investment projects with foreign capital.

There is a variety of valid reasons why Brest was specifically chosen as the first place for innovative activities, namely: advantageous geographical location on the EU border, easier access to the CIS/EU markets, close location to automobile, railway, river and air communication routes, availability of production areas with well-developed transportation infrastructure and, last but not least, people with high level of education, professional skills, creative initiative.

The educational system comprises 77 nursery schools, 35 secondary schools, 6 gymnasiums, and 2 lyceums. Young people study at vocational and training schools, at Brest State Pushkin University and Brest State Technical University.

The system of public health includes 28 medical centers. Sport plays a very important role in the city's life. Children attend sports schools for teenagers. There are several sports centers, the Ice Palace, the Rowing Canal, the Sports Manege, the Palace of Water Sports, stadiums, indoor swimming pools and outdoor sports facilities.

The location of the city at the crossroads of the whole Eurasian continent is a good basis for progress in all spheres of life and for the development of durable and perspective international relations. The Russian Federation, Ukraine and the Republic of Poland consulates, which are located in Brest, actually promote cooperation between the people of the countries.

**V. Find equivalents to the following Russian word combinations in the text.**

1. международная автомагистраль
2. пункт пересечения границы
3. выгодное расположение
4. право автономного управления
5. независимая страна
6. промышленные предприятия
7. качественные экономические преобразования
8. перспективные инвестиционные проекты
9. выгодное географическое положение
10. хорошая основа для прогресса

**VI. Match the words to form word combinations. Make affirmative or negative sentences with each word combination.**

build	initiative
trade	activities
printing	continent
industrial	enterprises
foreign	relations
business	management
innovative	centre
creative	a chapel
Eurasian	capital
international	house

**VII. Complete the sentences with appropriate words or phrases from the box.**

<i>autonomous</i>	<i>implementation</i>	<i>enterprises</i>	<i>investment</i>
<i>advantageous</i>	<i>highway</i>	<i>basis</i>	<i>public health</i>
<i>activities</i>	<i>high education</i>	<i>consulates</i>	<i>transformations</i>

9) Brest is situated on the main Berlin-Moscow railway line and international \_\_\_\_\_.

2) Berestye was among the first Belarusian cities given the right of \_\_\_\_\_ administration under the Magdeburg Law.

3) Nowadays there are several industrial \_\_\_\_\_ in the city.

4) The first Free Economic Zone “Brest” is associated with the start of qualitative economic \_\_\_\_\_.

5) The “Brest” FEZ has become a territory of \_\_\_\_\_ of promising \_\_\_\_\_ projects with foreign capital.

6) Brest has an \_\_\_\_\_ geographical location on the EU border.

7) A great number of innovative \_\_\_\_\_ are realized in Brest.

8) The system of \_\_\_\_\_ in Brest comprises two universities.

9) The system of \_\_\_\_\_ includes 28 medical centres.

10) The location of the city is a good \_\_\_\_\_ for progress in all spheres of life.

11) The Russian Federation, Ukraine and the Republic of Poland have their \_\_\_\_\_ in Brest.

**VIII. In the sentences below fill in the appropriate part of speech derived from the word on the right.**

1) There are different legends about the _____ of Brest.	FOUND
2) People called their _____ Berestye from the word “beresta”.	SETTLE
3) The _____ location of the city facilitated economic development.	FAVOUR
4) Finally the countries reached an _____.	AGREE
5) Brest is part of the _____ country of Belarus.	DEPEND
6) The “Brest” FEZ is a territory of great _____.	POSSIBLE
7) There is very little _____ between the two countries.	OPERATE
8) Great _____ changes have taken place in the economy of the country.	QUALITY
9) The company has suffered from bad _____.	MANAGE
10) The best thing about the _____ of the city is its proximity to the border crossing.	LOCATE

## **IX. Read the text again and answer the following questions.**

- 1) What advantages can you find in the geographical location of Brest?
- 2) What are the theories of the city name origin?
- 3) How many legends do you know about the foundation of Brest? Say a few words about one of them.
- 4) When did Brest get the right of autonomous administration? How do you understand the meaning of this privilege?
- 5) When was the first printing house founded in Belarus?
- 6) What industrial enterprises in Brest are mentioned in the text? Add to the list.
- 7) What are the aims of the “Brest” FEZ?
- 8) What are the reasons for the successful economic development of our city?
- 9) What educational establishments are there in Brest?
- 10) What sports facilities are available to our citizens?

## **X. Read the text. Make a short summary.**

**The Brest Fortress** over the Bug has become a symbol of the eternal glory of the Soviet Soldiers. It was founded on June 1, 1836. The Citadel is the main fortification of the fortress. It is not merely a remarkable military construction; it is an interesting architectural complex.

The Brest Fortress got universal fame during the Great Patriotic War because it took the first blow for itself. The courage of the soldiers of the fortress will always be in the memory of our descendants. At the dawn June 22, 1941(Sunday), Hitler Germany launched its perfidious attack against the Soviet Union without declaring war. Hitler had counted on the “Blitzkrieg”: he expected to rout the Soviet Army Forces in a short period of time.

The garrison of the Brest Fortress had to fight under unbelievably hard conditions. The small fortress area of just four square kilometers was steadily shelled by hundreds of guns while planes with swastika on their wings showered it with bombs. The garrison was short of ammunition, medical supplies and food. They were cut off from the water, which had to be fetched under enemy fire.

The defense lasted for over a month. The fortress walls were tumbling down, the bricks melted and the very earth was scorched, but the fortress stood undaunted. The Nazi command was outraged. The Hitler forces mounted one attack after another, sustaining heavy losses, but they were powerless to crush the fighting spirit of the fortress defenders.

The Brest Fortress became one of the sacred monuments of the Soviet people, a symbol of its heroism and endurance, a living example of patriotism. The memorial complex “Brest Hero-Fortress” erected on the site is a tribute commemorating the immortal exploit of its garrison. Today the Brest Fortress is the major tourist sight.

**Brest Millennium Monument** (2009) - was designed by the Belarusian architect Alexei Andreyuk and sculptor Alexei Pavluchuk to commemorate the millennium of Brest, Belarus. It was erected in 2009 at the intersection of Sovietskaya Street and

Gogol Street in Brest. The project was financed by the state budget and public donations.

The monument presents a group of bronze statues. The angel of mercy with a cross is standing at the top of a granite column. 3 statues remember the remarkable historic personalities that are associated with Brest: Vladimir Vasilkovich, who put up a tower in the castle of the town in the 13th century, Vytautas the grand duke of Grand Duchy of Lithuania, Mikołaj "the Black" Radziwiłł in whose printing shop the first Belarusian book was printed, 3 more statues represent abstract images: warrior, mother, chronicler (who wrote apparently the Primary Chronicle). The total height is 15.1 m, the height of the angel is 3.8 m, the height of the 6 statues is 3m. the diameter of the base is 8.6 m. In April 2011 a belt of high reliefs appeared around the monument. It depicts history-making episodes of Brest

Unique **Belovezhskaya Pushcha** lies about 70 km from Brest, less than 1.5 hours off by road. The word Pushcha means in Belarusian a forest, but not any forest can be called pushcha, because it implies a virgin forest. That is the only virgin forest, which survived in Central Europe. Pushcha is the largest wildlife reserve in the south west of Belarus.

Incomparable beauty, rich wildlife world, interesting history of Pushcha attract tourists from all over the world. 55 species of mammals, 214 species of birds, 11 amphibious species, 7 species of reptiles, nearly 30 species of fish live in this unique reserve. The king of Pushcha is the East European aurochs, the biggest animal in Europe. Pushcha is rich in deer, roes, elks, wild boars, otters and beavers.

The museum of Pushcha offers a rich display that includes common species of wildlife. Tourists can see some animals in spacious enclosures. Pushcha is a vast open-air laboratory for survey of wildlife world. Visiting the Brest region, you should necessarily see Belovezhskaya Pushcha to admire the majestic beauty of this virgin forest.

There are some other places to visit or to see in our town: a lot of museums, two theatres, several cinemas, parks and other places where you can have a good time. Brest City Park is 100 years old, but it looks quite new after the recent reconstruction.

Other architectural landmarks of the city are:

- St. Nicolas' Orthodox Cathedral (1903),
- St. Simeon's Orthodox Cathedral (1865),
- Resurrection Orthodox Cathedral (1995),
- St. Nicolas' Garrison Orthodox Cathedral (1856),
- Cross Exaltation Roman-Catholic Church (1856),
- Brest Central Railway Station (1886),
- Soviet Street.



## UNIT 3 THE UK

### THE UNITED KINGDOM OF GREAT BRITAIN AND NORTHERN IRELAND

**I. What are the first three things which come into your mind when you hear the words 'Britain' or 'the British'? Continue the phrase:**

*When I think of the British, I think about ....*

The following prompts are likely to help you: *bad weather, the royal family, corgi, pubs, cricket, double-decker buses, Shakespeare, Big Ben.*

**II. Read the following words and learn their meaning.**

1) to refer	обращаться, ссылаться
2) to comprise	включать, содержать
3) island	остров
4) to occupy	занимать
5) to influence	оказывать влияние
6) current	течение
7) infrequent	нечастый
8) monarchy	монархия
9) legislation	законодательство
10) institution	учреждение
11) issue	вопрос, проблема
12) to represent	представлять
13) chamber	палата
14) majority	большинство
15) support	поддержка
16) to appoint	назначать
17) mining	горная промышленность
18) construction	строительство
19) abundant	богатый, изобилующий
20) beverage	напиток
21) insurance	страхование
22) stockbroking	биржевое маклерство
23) consultancy	консалтинг
24) livestock	домашний скот
25) poultry	домашняя птица
26) to damage	наносить ущерб

### III. Match the words in the box with definitions 1-12.

<i>to appoint</i>	<i>issue</i>	<i>construction</i>	<i>support</i>
<i>island</i>	<i>stockbroking</i>	<i>to comprise</i>	<i>current</i>
<i>to damage</i>	<i>mining</i>	<i>to influence</i>	<i>abundant</i>

- 1) existing in large quantities
- 2) an important subject or problem that people are discussing
- 3) an area of land that has water around it
- 4) to officially choose someone for a job
- 5) to harm or break something
- 6) the natural flow of air or water in one direction
- 7) agreement with an idea, group, or person
- 8) the industry or activity of removing coal and other substances from the earth
- 9) to consist of particular parts or members
- 10) the work of building or making something, especially buildings, bridges, etc.
- 11) to have an effect on people or things
- 12) the job or activity of buying and selling stocks and shares for other people

### IV. Read the text. Use the dictionary to look up unfamiliar words.

How much do you know about the United Kingdom? The first thing that comes to one's mind is the weather. It is boring, isn't it? British people don't like it because of its changeability. This feature makes it distinct from the rest of the world. But there are still many interesting facts that make the UK a unique country.

There is an important thing we should know about the UK. Officially the country's name is the United Kingdom of Great Britain and Northern Ireland, but sometimes the name Britain is used to **refer** to the United Kingdom as a whole. The United Kingdom **comprises** four geographical and political parts: England, Scotland, Wales and Northern Ireland. London is the capital and the largest city of the country. It is among the world's leading commercial, financial and cultural centers. Other major cities include Birmingham, Liverpool, Manchester, Belfast, Leeds.

The territory of the country is surrounded by water, having only one land border with Ireland. The United Kingdom is separated from the continent by the English Channel. The country occupies an area of over 242,000 sq km and has a population of over 67 million (2019). The United Kingdom covers most of the British Isles, a collection of over 6,000 **islands** of which Great Britain is the largest. England, Scotland and Wales **occupy** the island of Great Britain. Northern Ireland occupies the north-eastern part of the island of Ireland.

The main factor **influencing** the weather of the British Isles is their position close to the ocean. It means that the UK receives a large amount of rain. On the whole the country has a temperate climate with generally cool temperatures and plentiful rainfall all year round. Atlantic **currents** warmed by the Gulf stream bring mild winters, and British summers are cooler than those on the continent. In general the

weather in the UK is often cloudy and rainy, and high temperatures are **infrequent**. In addition the weather conditions are extremely changeable. The English sometimes say you can't plan your day because every moment it can start to rain.

The United Kingdom is a constitutional **monarchy** and parliamentary democracy. The current monarch and the head of the state is Queen Elizabeth II. The monarch undertake various official and representational duties. At the same time the government runs the country. The head of the government is the prime minister (PM) who is the leader of the majority political party. The British Constitution is not based on a single document, it is only partly written and is flexible. Its basic sources are parliamentary **legislation** and law decisions. That's why the country is often said to have an unwritten constitution.

The British Parliament often referred to as the "Mother of Parliaments" is one of the oldest legislatures in the world. It consists of the monarch, the House of Commons and the House of Lords. Parliament is the legislative body of the United Kingdom and the primary lawmaking **institution**.

The work of the two houses of Parliament is similar: making laws, checking the work of the government, discussing the current **issues**. Nevertheless the House of Commons often called simply the Commons is more powerful as it decides which laws will be discussed and passed. The House of Commons is publicly elected from the four political divisions that make up the United Kingdom. The UK voters elect 650 Members of Parliament (MPs) to **represent** their interests in the House of Commons.

The House of Lords often called the Lords is the second **chamber** in the UK Parliament. It is made up of around 800 members. They are not elected. The role of the Lords is generally recognized to be complementary to that of the Commons.

The two main political parties in the United Kingdom are the Conservative Party and the Labour Party. Since 1945 eight general elections have been won by the Conservative party and six by the Labour Party; the great **majority** of the members of the House of Commons have belonged to one of these parties. The Conservative Party developed from the old Tory Party which began in the late 1600's. The Labour Party began in 1900. Much of its support comes from trade unions.

The Liberal Party is the third significant party, but it has never received enough **support** to form the national government. It is much smaller than either the Conservative or the Labour Party.

The party which wins most seats at a general election usually forms the government. The Prime Minister is usually the leader of this party. The Queen **appoints** the Prime Minister after each general election. As the head of the Government, the prime minister selects the Cabinet, choosing its members from among those in Parliament who generally agree with his intended policies. The largest minority party becomes the official Opposition with its own leader and the "Shadow Cabinet". The leader of the Opposition is elected by his or her fellow party members.

Major segments of the British industry include energy, **mining**, manufacturing and **construction**. One of the strongest components of the British industry is the energy sector. The United Kingdom is a net exporter of energy. In addition to oil, the

Kingdom has **abundant** reserves of natural gas, coal, and atomic power. Most of the kingdom's energy resources are concentrated in the North Sea.

The UK has a strong manufacturing tradition that goes back to the origins of the Industrial Revolution. In the XIX century the UK was a world leader in producing key materials associated with the Industrial Revolution: coal, steel, textiles, steam engines and ships. The most important manufactured products today are machinery, fuels, chemicals, food, **beverages**, tobacco. The UK is also the major supplier of vehicles, aerospace products, electrical and electronic equipment. The country is responsible for 10 % of the world's export of services, including banking, **insurance**, **stockbroking**, **consultancy** and computer programming. The main export partners are The USA, Germany, France, Ireland, the Netherlands, Belgium and Spain.

Agriculture in The UK is today intensive, highly mechanized and efficient, producing about 60 % of food needs with only 2 % of the labour force. Around two thirds of production is devoted to **livestock**, one third to arable crops. The livestock products include **poultry**, cattle and sheep, milk, meat, eggs and wool. Farmers grow wheat, barley, oats, potatoes, oilseed rape and sugar beets. British farming corresponds to the world's tendencies in agriculture: farmers have to adopt more environmentally friendly methods such as organic farming. It does not use artificial chemicals that can **damage** the environment and human health. There are several types of farming practiced in the UK: arable farming (growing of crops and cereals), pastoral farming (rearing and production of animals) and mixed farming (the combination of arable and pastoral farming). There is also market gardening which is the production of fruits and vegetables.

The United Kingdom of Great Britain and Northern Ireland is one of the most powerful nations and strongest economies in the world. It occurred to be among the world's first industrialized countries.

**V. Fill in the table below.**

<b>Official name</b>	<i>The United Kingdom of Great Britain and Northern Ireland</i>
<b>Capital</b>	
<b>Major cities</b>	
<b>Area</b>	
<b>Population</b>	
<b>Political divisions</b>	
<b>Climate</b>	
<b>System of government</b>	
<b>Segments of industry</b>	
<b>Agricultural products</b>	
<b>International partners</b>	

**VI. Find equivalents to the following Russian word combinations in the text.**

- a) уникальная страна
- b) сухопутная граница
- c) расположение недалеко от океана
- d) с обильными осадками круглый год
- e) чрезвычайно изменчивы
- f) нынешний монарх
- g) выполнять различные официальные и представительские обязанности
- h) законодательный орган
- i) обсуждение текущих вопросов
- j) товарищи по партии
- k) богатые запасы природного газа, угля и атомной энергии
- l) электрическое и электронное оборудование
- m) экспорт услуг
- n) высокомеханизированный
- o) экологически чистые методы

**VII. Match the words to form word combinations. Find Russian equivalents to them.**

environmentally	country
interesting	force
Atlantic	programming
making	changeable
temperate	sector
mixed	rainfall
industrialized	friendly
energy	climate
financial	laws
computer	current
plentiful	farming
intended	policy
weather	fact
extremely	centre
labour	conditions

**VIII. In the sentences below fill in the appropriate part of speech derived from the word on the right.**

1) The weather in the UK is _____, isn't it?	BORE
2) The United Kingdom consists of four _____ divisions.	POLICY
3) The British Isles is a _____ of over 6,000 islands.	COLLECT

4) High temperatures are _____ in the UK.	FREQUENT
5) The weather on the islands is extremely _____.	CHANGE
6) The British Constitution is based both on a parliamentary legislation and law _____.	DECIDE
7) The two houses of Parliament check the work of the _____.	GOVERN
8) The House of Commons is more _____.	POWER
9) Employees join a trade _____ in order to have their interests and goals better represented.	UNITE
10) In _____, the Kingdom has reserves of natural gas and coal.	ADD
11) The UK is one of the main _____ of aerospace products.	SUPPLY
12) The UK occurred to be among the world's first _____ countries.	INDUSTRY
13) Mixed farming is the _____ of arable and pastoral farming.	COMBINE
14) Market gardening is the _____ of fruits and vegetables.	PRODUCE

**IX. Read the text again and answer the following questions.**

- 1) What is the official name of Great Britain?
- 2) What are the four geographical and political parts of the UK?
- 3) What are the largest cities of the country?
- 4) How does the geographical position influence the weather of the British Isles?
- 5) Why is the UK often said to have an unwritten constitution?
- 6) Who is the political leader of the country?
- 7) Who is the official head of the state?
- 8) What are the functions of the Houses of Parliament?
- 9) What are the main political parties in the United Kingdom?
- 10) What are the major segments of the British industry?
- 11) What are the most important manufactured products in the UK?
- 12) What services does the country export nowadays?
- 13) Which types of farming are practiced in the UK?
- 14) What does the term 'organic farming' mean?

**X. Make a plan of the text: put the information below in the right order as it is given in the text. Discuss each point of the plan.**

- 1) Industry
- 2) Geographical position and population

- 3) Parliament and political parties
- 4) Agriculture
- 5) Political system
- 6) Official name
- 7) Climate

## **THE UK ECONOMY<sup>3</sup>**

### **I. Read the text. Use the dictionary to look up unfamiliar words.**

The economy of the United Kingdom is highly developed and market-orientated. It is the sixth-largest national economy in the world measured by nominal gross domestic product (GDP), ninth-largest by purchasing power parity (PPP), and twenty second-largest by GDP per capita, comprising 3.3% of world GDP. In 2016, the UK was the tenth-largest goods exporter in the world and the fifth-largest goods importer. It also had the second-largest inward foreign direct investment, and the third-largest outward foreign direct investment. The UK is one of the most globalised economies, and it is composed of England, Scotland, Wales and Northern Ireland. The country's gross domestic product is \$2.743 trillion in 2019.

Service industries account for about two-thirds of the United Kingdom's gross domestic product. More than 70 percent of British workers are employed in service industries. The country's service industries are concentrated in and near its largest cities, especially London.

Finance, insurance, and real property is the most important service industry in Britain. This industry accounts for a larger portion of the United Kingdom's GDP than any other industry. Most of the country's financial companies operate in London, one of the world's leading financial cities. Major financial institutions in London include the Bank of England (1), the United Kingdom's national bank, the London Stock Exchange (2), and Lloyd's of London insurance society (3).

Community, social, and personal services rank second among the service industries in the United Kingdom. This industry employs more British workers than any other service industry. It includes such activities as education and health care, and advertising and data processing.

Wholesale and retail trade is the third most important service industry in Britain. The most valuable wholesale trading activities include the distribution of petroleum and textiles. Aberdeen and London are important centres of petroleum refining and distribution. Leeds is the chief centre of the British clothing industry. Retail trade is centred in London, which has thousands of small shops and attracts millions of tourists yearly. Tourism is another of Britain's important service industries. It is a growing source of income and employment. Other large service industries in the United Kingdom include government, transportation and communication, and utilities.

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<sup>3</sup> The text is for students studying at the faculty of Economics.

The United Kingdom is a leading industrial nation. Most British industries are in central England, the London area, the Scottish Central Lowlands, the Newcastle upon Tyne area, and southern Wales. Britain ranks as an important steel producer. It exports nearly half of its finished steel. The rest is used in Britain to make hundreds of products. Much steel is used in automobiles, buses, trucks, and motorcycles. Britain also produces heavy machinery for industry, farming, and mining. The country is one of the world's largest producers of tractors. Other products include cranes, earth movers, road graders, harvesters, and drilling machines. British factories also make railway equipment, household appliances, and machine tools. The city of Sheffield is famous for its high-quality knives and hand tools.

British Aerospace makes a wide range of jet aircraft. It is the largest aerospace company in Europe. Rolls-Royce is world famous for airplane engines as well as luxury automobiles. Space satellites and weapons defense systems are also produced in Britain. Aerospace equipment and heavy machinery are major British exports.

An increasing percentage of Britain's manufactured goods consists of sophisticated electronic equipment. Much of this equipment is exported. Factories produce such items as cable television equipment, data processing equipment, fibre-optic communications systems, radar devices, and undersea telephone cables.

The chemical industry in Britain produces a variety of products – from industrial chemicals to plastics and soap. Britain is the fourth largest exporter of pharmaceuticals. The country's pottery industry is centred in Stoke-on-Trent. Outstanding names in British pottery include Worcester, Spode, and Wedgwood.

The United Kingdom is one of the world's chief centres of printing and publishing. British companies print paper money and postage stamps for many countries. Books published in Britain are exported to countries throughout the world.

The Industrial Revolution began in Britain's textile industry. Today, Britain remains an important producer of cotton and woollen textiles. British manufacturers also make synthetic fibres and fabrics. England's east Midlands region is a centre for the production of lace and knitwear. Cotton and wool are produced in northern England. Scotland produces knitwear and is famous for its fine woollen products. Northern Ireland has a world-wide reputation for its linen goods.

Britain has one of Europe's largest clothing industries. The biggest centres are Leicester, Leeds, London, and Manchester. British clothing has long been famous for its quality. But today, Britain imports more clothing than it exports because many countries with lower labour costs can produce clothing more cheaply than the British can.

Processing of foods and beverages ranks as one of Britain's major industries. Most processed foods and beverages are consumed in Britain. But some are exported. Scotch whisky has a large world market. Other British industries manufacture bricks and cement, furniture, leather goods, glassware, and paper.

Britain imports about a third of its food supply. The imports include avocados, bananas, oranges, peppers, pineapples, and other items that cannot be easily grown in Britain's climate.

The United Kingdom has about 240,000 farms. About two-thirds of Britain's farmers own the farms on which they live. The rest rent their farms. About half the people who operate or work on farms do so on a part-time basis. Many British



farmers practice mixed farming - that is, they raise a variety of crops and animals. Methods of mixed farming vary from farm to farm. In the rough highlands of Scotland, Wales, and western England, grass grows much better than farm crops. There, farmers use most of their land for grazing. The land in southern and eastern England is drier and flatter, and it is more easily worked. Farmers in eastern England use most of their land for raising crops.

Britain's most important crops are barley, potatoes, sugar beets, and wheat. Farmers in southern and eastern England grow almost all the country's sugar beets, and wheat and most of its barley. Potatoes are grown throughout the United Kingdom. Farmers in southern England grow most of Britain's fruits and garden vegetables. One of the most productive regions is the county of Kent in south-eastern England. It is called the Garden of England and is famous for the beautiful blossoms of its apple and cherry orchards in springtime. Farmers in Kent also grow hops, which are used in making beer.

Sheep are Britain's chief livestock. Farmers in almost every part of the country raise sheep for meat and wool. British farmers also raise beef cattle, dairy cattle, and hogs. Chickens are raised mainly in special mass-production plants.

The United Kingdom is a major world producer of petroleum, coal, and natural gas. These three fuels account for about 85 percent of the value of total mineral production in the country. Petroleum is Britain's most valuable mineral. British oil wells produce about 650 million barrels of petroleum a year. In the past, the country had to import petroleum to meet its needs. But during the 1970's, Britain began producing petroleum from wells in the North Sea. Today, Britain's oil wells provide nearly all the petroleum that the country uses and also supply petroleum for export.

Britain's largest coal-mining region lies near the River Trent in central England. Coal from this area is an important source of fuel for the country's electric power plants. Britain obtains natural gas from deposits below the North Sea. These deposits provide enough gas to meet most of the country's needs. Britain's next most important minerals, in order of value, are sand and gravel, limestone, and clays. The Southwest Peninsula has fine china clay, used in making pottery. South-eastern England has large deposits of chalk, used for cement. Other British minerals include sandstone and gypsum.

The United Kingdom ranks as a leading trading nation. Britain once imported chiefly raw materials and exported mostly manufactured products. However, manufactured goods now account for about three-fourths of British imports and also about three-fourths of its exports. Britain exports aerospace equipment, chemicals and pharmaceuticals, machinery, motor vehicles, petroleum, and scientific and medical equipment. Its imports include chemicals, clothing, foods (especially fish, fruit, vegetables, meat, coffee, and tea), machinery, metals, motor vehicles, paper and newsprint, petroleum products, and textiles.

Most of the United Kingdom's trade is with other developed countries. France, Germany, and the United States are Britain's leading customers and suppliers. A growing proportion of the country's trade is with members of the European Union. Other trade partners include Canada, Ireland, Japan, Norway, Saudi Arabia, Sweden, and Switzerland.

The value of Britain's imports of goods usually exceeds the value of its exports. British banks and insurance companies make up part of the difference by selling their

services to people and firms in other lands. Another important source of income is the spending by the more than 15 million tourists who visit the United Kingdom each year. The British merchant fleet also brings in money by carrying cargoes for other countries. The income from all these invisible exports exceeds \$200 billion a year.

Roads and railways carry most passenger and freight traffic within the United Kingdom. An excellent system of high-speed motorways links major cities and towns. Bus systems provide local and intercity transportation. Lorries carry about 80 percent of the inland freight. An extensive rail network crisscrosses the United Kingdom. The railroads are owned by the government and provide excellent high-speed passenger service, as well as freight hauling.

Britain has a large merchant fleet. The ships in the fleet carry British-made goods to ports throughout the world and bring back needed imports. British ships also carry freight for other countries. There are about 80 ports of commercial significance throughout the United Kingdom. The country's inland waterways are used to carry freight, as well as for recreational boating. The Thames, which flows through London, is Britain's busiest river and one of the busiest in the world.

British Airways, the United Kingdom's largest airline, operates flights to all parts of the world. Smaller airlines provide service within Britain and to other countries. Britain's largest airports are Heathrow and Gatwick, both near London, and those at Birmingham, Glasgow, and Manchester.

Britain has about 100 daily newspapers. About 15 have nation-wide circulation. Their main offices are in London. The Sun and the Daily Mirror have the largest circulations. Other leading papers include The Times, The Guardian, The Daily Telegraph, and The Independent.

The British Broadcasting Corporation (BBC), a public corporation, provides commercial-free radio and television service. The BBC is financed chiefly by yearly licenses that people must buy to own a television set. Television stations controlled by the Independent Television Commission and radio stations controlled by the Radio Authority broadcast commercials.

## II. Group the following words into nine synonymous groups.

aggregate	external	leading	national
cheap	foreign	low-cost	naval
chief	gross	low-priced	overseas
commercial	important	main	significant
complex	inexpensive	major	sophisticated
domestic	inland	marine	total
entire	international	mercantile	trading

## III. Read the following text and find synonyms for the highlighted words.

The **leading** position of British commerce in world trade during the 18th and 19th centuries resulted largely from the geographical isolation of the British Isles from the wars and political troubles that afflicted the centres of trade on the European continent. The development of the great **trading** companies, colonial expansion, and

**naval** control of the high seas were corollary factors. Before the 17th century the **foreign** trade of England was almost completely in the hands of foreigners; wool was the principal export, and manufactured goods were the chief imports. Under the **mercantile** system, which in Great Britain was the prevailing economic theory of the 17th and 18th centuries, the government fostered British **foreign** trade, the development of shipping, and trading companies. As British overseas possessions increased, the raising of sheep for wool and mutton became a major occupation in the colonies; the practice of exporting wool from England and importing manufactured woollen articles was gradually replaced by the import of wool and the manufacture and export of yarns and fabrics. Cotton textiles, iron and steel, and coal soon became **significant** British exports.

**IV. Group the words that follow into six antonymous groups.**

cheap    full-time    low    personal  
expensive    high    national    public  
foreign    invisible    part-time    visible

**V. Fill in the blanks in this passage, using the words from the list.**

companies    goods    land  
countries    government    petroleum  
crops    imports    trade  
economy    industry    workforce

The United Kingdom has a developed mixed private and public-enterprise (1) that is largely based on services, especially international trade, and manufacturing. The (2) controls the production of coal, steel, and ships; it also runs certain utilities, the railways, and most civil aviation. The gross national product (GNP) is growing faster than the population, but only slowly. The GNP per capita lags behind those of most other western European (3).

Agriculture accounts for less than 2 percent of the GNP and employs some 2 percent of the (4). Farming is highly mechanized, though farms are not extremely large, and is dominated by the raising of sheep and cattle. Pastures cover about one-half of the land. Arable (5) is limited to less than one-third of the nation's land area, and the United Kingdom is not agriculturally self-sufficient. Chief (6) include barley, wheat, sugar beets, and potatoes.

The mineral (7) accounts for approximately 6 percent of the GNP but employs less than 1 percent of the workforce. Production from oil fields in the North Sea has allowed the United Kingdom to become virtually self-sufficient in (8). 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.

Manufacturing industries account for one-fifth of the GNP and employ a similar proportion of the workforce. Small (9) predominate, though companies with 500 or more employees employ a larger percentage of the workforce. Major manufactures include motor vehicles, aerospace equipment, electronic data-processing and

telecommunication equipment, metal goods, precision instruments, petrochemicals, and other chemicals.

Exports of (10) and services account for as much as a third of the GNP, and the British merchant navy remains one of the world's largest. The European Union, which the United Kingdom joined in 1973, accounted for nearly half of the country's (11) before brexit. Exports to Commonwealth countries also represent a significant share of the United Kingdom's total exports and ordinarily exceed (12).

## ENGLISH UNIVERSITIES

### I. Read the following words and learn their meaning.

1) excellence	превосходство
2) available	доступный
3) destination	пункт назначения, цель
4) devotion	преданность
6) maintain	поддерживать
7) supervision	руководство
8) mentoring (syn. coaching)	наставничество
9) curator	куратор
10) expertise [eksptiz]	экспертный
11) establishment	учреждение
12) enroll	зачислять
13) achievement	достижение
14) attract	привлекать
15) high-tech	высокотехнологичный
16) pursuit [pʊəsjʊt]	стремление
17) rowing	гребля
18) martial arts	боевые искусства
19) innovative	передовой
20) applicant	абитуриент, кандидат
21) community	сообщество
22) elective	факультативный курс
23) discretion	усмотрение
24) administration	управление, администрирование
25) diverse	разнообразный

### II. Match the words in the box with definitions 1–12.

<i>elective</i>	<i>high-tech</i>	<i>mentoring</i>	<i>attract</i>
<i>diverse</i>	<i>devotion</i>	<i>destination</i>	<i>expertise</i>
<i>supervision</i>	<i>innovative</i>	<i>pursuit</i>	<i>applicant</i>

- 1) a person who formally requests something, especially a job, or to study at a college or university
- 2) using the most advanced equipment and methods
- 3) a subject that someone can choose to study as part of a course
- 4) a place where someone is going
- 5) love or care for someone or something
- 6) varied or different, including many different types of things
- 7) having a high level of skill or knowledge
- 8) a process of helping and giving advice to a less experienced person
- 9) responsibility for the good performance of an activity of a person
- 10) an attempt to achieve something
- 11) to make people want to visit a place or find out more about something
- 12) using new methods or ideas

### III. Read the text. Use the dictionary to look up unfamiliar words.

The higher education system in the UK has been the basis for higher education standards in other countries for years. English universities are known for their academic **excellence** among numerous other advantages. They have an undisputed reputation for the quality of education with thousands of courses **available** for students. They make up an ideal **destination** for over a million international students from all over the world. Let's have a look at some of them.

Oxford and Cambridge Universities are known throughout the world because of their courses and **devotion** to the quality of education. Oxford is the oldest of these two universities, it is more philosophical, classical, theological.

Oxford University is known as the first university in the English-speaking world. It was opened in 1096. The University of Oxford has **maintained** its status as the leading educational and research centre in Britain. Its specialists conduct research in the field of technology and medicine. A unique feature of the university is the educational system. It is based on **supervision** and **mentoring**, and the maximum attention is paid to the personal preparation of each student. The schedule depends on program and course. It includes academic studies, meetings with **curators**, sports and recreational activities. Intensity and type of educational process are chosen by students themselves.

There are around 24,000 students currently enrolled at the University of Oxford. This university offers around 350 graduate degree programs, and it is constantly ranked on top of the major worldwide ranking lists. A lot of international students from 150 countries are getting their qualifications at this university. Known for its **expertise** and qualified academic staff, University of Oxford is one of the most favored study destinations for students around the world.

This university offers degree programs in the following fields of study: Humanities, Medical Sciences, Social Sciences and Mathematical, Physical and Life Sciences.

Cambridge University is one of the oldest in the English-speaking world and one of the finest universities in the UK. It has been working in Britain since 1209. The university offers a large variety of courses and professional academic staff. Leading experts of the world work with students in various fields. Here high-quality education in the best British traditions is available. The educational **establishment** has over 18,000 students **enrolled** in its degree programs. This university has a reputation for intellectual **achievements** of its students, and has a status of one of the most successful research institutes in Europe and the world. It has a membership in a variety of international associations.

Cambridge University **attracts** thousands of international students worldwide as well. In the university curatorship is practiced. Such system allows to achieve high academic results. Studying is as **high-tech** as possible. Students in the university are given an opportunity to use the most advanced equipment in academic and research activities. The schedule of lessons is individual for each course and group. A typical Cambridge University student day includes academic **pursuits**, physical activity (sport), creativity and recreation. In addition, circles of theatrical art and music are offered to the attention of students. At the university, students are given an opportunity to play sports. The choice of sports is huge: rugby, horseback riding, **rowing**, parachuting, yachting, yoga, **martial arts**, shooting, etc.

This university offers degree programs in the following fields of study: Arts and Humanities, Biological Sciences, Clinical Medicine, Humanities and Social Sciences, Physical Sciences, Technology.

University College London (UCL) is an ideal and **innovative** place to get a degree. It offers some of the best conditions to study in, with modern facilities and equipment. This university gathers ambitious students from all around the world, with more than 13,000 in staff and 42,000 students from 150 different countries. UCL was founded in 1826 and ever since then it has created generations of successful graduates with 29 Nobel Prize laureates among its graduates.

This university was the first educational institution in Britain, which opened the doors for **applicants** of any race and class, religious convictions, sex. Today UCL is one of the most international universities in the country. More female professors than in other universities in Britain work here. A busy college life is one of the features of the ULC. The university organizes more than 180 **communities** and thematic clubs. The program of extra-curricular activities in the college includes conferences, master classes, trips, entertainment, sports. The schedule for each student group provides theoretical, practical classes, profile **electives**. Students organize leisure activities at their own **discretion**.

This university offers degree programs in the following fields of study: Arts & Humanities, Built Environment, Brain Sciences, Engineering Sciences, Laws, Life

Sciences, Mathematical & Physical Sciences, Medical Sciences, Population Health Sciences, Social & Historical Sciences.

London School of Economics and Political Science is the best university for specialists in financial and political science. The school is famous for the high quality of education in public **administration**. It offers applied specialties in finance, economics, social policy. This university employs leading professors from several highly ranked universities. Lectures on political science, government management may read the leaders of many countries. Bill Clinton, David Cameron, Angela Merkel, Tony Blair, Dmitry Medvedev, Nelson Mandela and others were in the conference rooms of the London School.

Today, the London School of Economics and Political Science (LSE) unites 9,000 students from 140 countries. The teaching staff of the university is also multinational. Teachers from 45 countries work here. The LSE has 19 research centres. Scientists and students of the university work in the field of political science, law, economics.

The UK is the perfect example of a **diverse** environment where students get to earn their skills and qualifications. It goes without saying that Cambridge and Oxford universities are the most respected. Nevertheless, the diplomas of other educational centres, such as Imperial College London, The University of Edinburgh, The University of Manchester and others, create a competitive advantage when applying for a job.

#### **IV. Find equivalents to the following Russian word combinations in the text.**

- 1) основа стандартов высшего образования
- 2) среди множества других преимуществ
- 3) преданность качеству образования
- 4) в области техники и медицины
- 5) на вершине крупнейших мировых рейтингов
- 6) членство в различных международных ассоциациях
- 7) добиться высоких академических результатов
- 8) поколения успешных выпускников
- 9) программа внеклассных мероприятий
- 10) по собственному усмотрению
- 11) прикладные специальности в области финансов
- 12) из нескольких высокорейтинговых университетов
- 13) Это само собой разумеется
- 14) конкурентное преимущество

**V. Look at the names of some disciplines studied at English universities. Match the Russian equivalents with them.**

Humanities	Гуманитарные и социальные науки
Medical Sciences	Клиническая медицина
Social Sciences	Социальные науки
Mathematical, Physical and Life Sciences	Физика
Arts and Humanities	Технология
Biological Sciences	Антропогенная среда
Clinical Medicine	Законодательство
Humanities and Social Sciences	Математика, физика и ест. науки
Physical Sciences	Технические науки
Technology	Социально-исторические науки
Built Environment	Медицина
Engineering Sciences	Естественные науки
Laws	Наука о здоровье населения
Life Sciences	Искусство и гуманитарные науки
Population Health Sciences	Гуманитарные науки
Social and Historical Sciences	Биология

**VI. Complete the sentences with correct prepositions.**

1. English universities are known \_\_\_\_\_ their numerous advantages.
2. Thousands of courses are available \_\_\_\_\_ students.
3. The educational system is based \_\_\_\_\_ supervision and mentoring.
4. The schedule depends \_\_\_\_\_ program and course.
5. \_\_\_\_\_ addition, circles of theatrical art and music are offered.
6. UCL was founded \_\_\_\_\_ 1826.
7. Students organize leisure activities \_\_\_\_\_ their own discretion.
8. The school is famous \_\_\_\_\_ the high quality of education.
9. The leaders of many countries may read lectures \_\_\_\_\_ political science and government management.
10. It goes \_\_\_\_\_ saying that Cambridge and Oxford universities are the most respected.

**VII. Underline the correct alternatives.**

1. English universities *know / are known* all over the world.
2. Cambridge University *was working / has been working* in Britain since 1209.
3. Students *give / are given* an opportunity to use the most advanced equipment.
4. University College London *was founded / founded* in 1826.



5. Over 18,000 students *enrolled / are enrolled* in the degree programs.
6. Students *are chosen / choose* the type of educational process.
7. UCL *was opened / opened* the doors for applicants of any race and class.
8. Oxford University *was opened / opened* in 1096.
9. This university *is offered / offers* a number of graduate degree programs.
10. The schedule *provides / is provided* theoretical and practical classes.

**VIII. In the sentences below fill in the appropriate part of speech derived from the word on the right.**

1) English universities are known for their _____ advantages.	NUMBER
2) They open their doors for over a million _____ students from all over the world.	NATION
3) The maximum attention is paid to the personal _____ of each student.	PREPARE
4) A lot of students are getting their _____ at this university.	QUALIFY
5) The university offers a large _____ of courses.	VARY
6) This educational _____ has a reputation for its quality of education.	ESTABLISH
7) Cambridge University is one of the most _____ research institutes in Europe.	SUCCESS
8) The intellectual _____ of its students are rated highly.	ACHIEVE
9) Circles of _____ art are offered to the students.	THEATER
10) It offers the best conditions with modern _____.	EQUIP

**IX. Make a short summary of the text. Do it according to the following plan:**

1. The title of the text is ... .
2. The text is devoted to ... .
3. Oxford University is known as ... .
4. Cambridge University offers ... .
5. University College London was the first educational institution ... .
6. London School of Economics and Political Sciences is the best university for....
7. The main idea of the text is ... .

## UNIT 4 CAREER OPPORTUNITIES

### MEANING OF LIFE

#### I. Make sentences using the words in the table.

MAZ	produces / makes ...
Gefest	specializes in ...
Atlant	operates in ...
Beltelecom	provides...
Velcom	sells ...
McDonalds	's competitors are..
EPAM systems inc	offers ...
Stroytrest №8	is a leading...

#### II a. Read the text and find out which jobs Greg Mortensen does or has done.

##### **How to move a mountain – the story of Greg Mortensen**

It's been over fifteen years since Greg Mortensen attempted to climb K2, the world's second highest mountain. At the time, Greg was working as a trauma nurse in the USA, but his adventure in the Himalayas set him on a new **career path**.

During the climb, 50-years old Greg became ill and lost the rest of his group. He walked to a local village and while recovering there, he realized that the children in the village did not have a proper school. **He made the decision** to return to the USA and concentrate on raising money so that a school could be built in the village. When he got home, his life **changed direction** dramatically. He **gave up** his house, lived in the back of his car, and wrote hundreds of letters to celebrities asking for money. However, at first he had little success.

Greg's luck changed when a student in his mother's class in a school in Wisconsin found out that one penny would buy a pencil for a child in South Asia. Together the class collected more than 62,000 pennies. Next, a Seattle IT specialist saw an article about Greg's experience on K2 and sent him a cheque for \$12,000.

Since then Greg has **spent** six months of every year in the area, building over 60 schools. In 2006 he **completed** a best-selling book, *Three Cups of Tea*, about his adventures.

#### II b. Read the text again. Then work with a partner and answer these questions.

1. When and where did Greg Mortensen's life change?
2. What were his fundraising methods?
3. How does Greg spend his time now?

#### II c. Match the words or phrases in bold in the text in IIa to these definitions.

1. stopped having or doing \_\_\_\_\_
2. finished \_\_\_\_\_

3. a planned series of jobs or professions \_\_\_\_\_
4. took a different way \_\_\_\_\_
5. decided (to do something) \_\_\_\_\_
6. give all your attention to something \_\_\_\_\_
7. passed (time) \_\_\_\_\_

**III. Work with a partner. Look at the quotations from people talking about their careers. Take turns to use a word or phrase in brackets in the correct form to report what each person said.**

**Example: A.** I chose to go to BrSTU and not BSU.

**B.** He *made the decision* to go to Oxford and not Cambridge.

I chose to go to BrSTU and not BSU. (make the decision)

I finished my studies in 2012. (complete)

I trained in an architect's studio for two years. (spend)

I'm going to study medicine, go abroad for some work experience, do my exams, and qualify as a family doctor. (career path)

I left my job in the city and moved to the country. (give up)

I was studying math, but I hated it, so I tried drama and became an actor instead. (change direction)

All I want to do is paint. (concentrate on)

## **CAREERS IN INFORMATION TECHNOLOGIES**

**I. Read texts below and make your own presentation about your future career.**

### **INFORMATION TECHNOLOGIES IS MY FUTURE PROFESSION**

Young people choose their own careers according to their personal abilities and interests. Career opportunities are open to all young people who have the ability and will to study.

We know that computers are getting deeper and deeper into our life. They keep the outer world open to us. With them we can use the Internet, send messages to friends, customers and partners, get information from them through electronic mail. Through the Internet we can make use of archives, university or company databases, library catalogues, and millions of photographs, documents, sound clips, video or whatever else put into digital form.

Computers also help to carry out complex work easily and save a lot of time. The computers do calculations, process information and perform many other clever operations. They are also being used in business to collect and analyze data. Every business needs accurate, complete, and timely information to make decisions and survive in today's competitive business environment.

Computers are used in manufacturing too. Computer control of automated production opens up new horizons for cheap and quality production of goods. Pro-

grammes have been developed for controlling advanced machine functions. Electronic technologies are extensively used to improve productivity and efficiency in the forestry sector. Geographic information technologies are improving forest management providing foresters with spatial data, digital maps and other information. In fact, geomatics can help computer professionals to find a wider application of their knowledge and skills.

No doubt, we can't do without computers any more, but, however, the people — both computer professionals and users — are the most important component in the computer system. Computer professionals design computer hardware and related equipment, they design, create, and develop computer software and professional computer operators run the computer systems and monitor their activities during processing.

As it is, a computer professional is a person in the field of computers who has had formal education in the technical aspects of computer use — a programmer or systems analyst or computer operator who is concerned only with supporting the computer's physical functions in producing information for the user.

The employment picture for computer professionals looks good and is getting better. Several million people are employed as computer programmers, computer operators, information managers, systems analysts, data entry clerks and other more technical workers. The growth of the microcomputer hardware and software industries in recent years has created a large number of new jobs in the retail sales and marketing of computers as well. Many jobs have also been created by companies that manufacture various computer components and by companies that specialize in computer repair.

As for me I have made up my mind. I want to be a computer professional. I am sure that information technologies are among the most important in today's world and computer technologists will be able to solve many problems of modern times.

### **MY FUTURE JOB: A COMPUTER PROGRAMMER**

In the future, I may enjoy being a computer programmer because I am keen on trying computer techniques and working with computers is always fun and exciting for me.

People with jobs in the career field of IT use computers, software, networks, servers, and other technology to manage and store data. There is growing demand in various jobs in the field of information technologies nowadays.

It is important to understand that the work of the programmer can be different: some of them work for a small agency, some for a huge company, others are freelance or have their own business. I'd like to work for a big company.

In order to be a successful IT specialist you must possess some skills and personal qualities. The most important ones are the following: being able to think logically, love to solve problems, persistence and patience. A computer programmer must be able to find the most efficient way to solve the problem.

I want my future job be interesting and well-paid. People say that money isn't everything, but it certainly does help because it gives independence and freedom. I'd like to combine a good satisfying job with a high paying salary.

What are pros and cons of being an IT specialist?

The advantages of being an IT specialist are the following:

- relatively high wage level
- growing demand on the labor market
- constant learning; companies often welcome professional growth of their employees and pay for trainings, conferences and courses
- good working conditions; it is usually quiet and comfortable in an office
- the work is often creative; solving non-standard tasks using wit is exactly what programmers are paid for
- can work remotely; it allows to choose a comfortable place to live and work.

The negative sides are:

- sedentary work in front of computer screen
- the work can be boring
- there is not much communication
- in small projects, you have to be a jack-of-all-trades person

Taking into consideration all pros and cons I came to the conclusion that the profession of a computer programmer offers great opportunities, because the future of our society is connected with the development of information technologies. I am sure I will reach my goal if I keep working hard.

## IT JOBS

As nearly all aspects of life become more intertwined with technology, IT Jobs will continue to experience substantial growth during the coming decade.

With cloud computing, mobile applications, massive amounts of data, software of all sorts, the ever-expanding world wide web, social media, and a whole world's-worth of information security threats, organizations large and small rely more and more on well-qualified and highly-specialized IT professionals.

In accordance with this rising demand, IT jobs often pay well, and many come with desirable benefits, such as options to work remotely, and room for promotion.

Sifting through the many IT career options can be a daunting task. Let's see some of them.

### *Hardware Engineer*

Hardware engineers design computer hardware. Hardware engineers draw on computer engineering to develop hardware, either for use within an organization, or as a product to be sold commercially. Hardware engineers work in teams with other technology professionals and scientists to design, build, and troubleshoot existing computer hardware or entirely new hardware. Hardware engineers work with the goals of maximizing technological efficiency, minimizing issues and errors, and meet current technological needs.

### *Network Administrator*

Network administrators oversee networks and communication systems to keep information and communications flowing smoothly. Network administrators implement and maintain network software and hardware, fix network problems, and ensure network security, availability, and performance standards. They also optimize existing systems to reduce costs and increase productivity, as well as install, optimize, and secure new systems. Network administrators typically work with a team of other IT professionals with unique specializations.

### *Data Architect*

Data architects oversee the design and maintenance of data across a variety of information systems and databases. The main goal of data architects is to ensure that data in a system or database is accurate and readily accessible. More than just administering a system, data architects must employ knowledge and analytical skills to determine if data is being handled in the best, most efficient way possible, and what methods can be implemented to improve existing systems. Data architects work alongside other IT professionals in teams.

### *Solutions Architect*

Solutions architects develop technological solutions for organizations. Solutions architects rely on technological knowledge and critical thinking to assess an organization's technological needs and goals, and to develop and implement a plan toward reaching those goals. Solutions architects communicate between various departments in an organization to determine what solutions need to be in place, and how to make them happen.

### *Computer Network Architect*

Computer network architects design, build, and implement computer and data networks in a diverse array of settings. Computer network architects may work with local area networks, wide area networks, or intranets. Computer network architects, plan for maintenance and updates of computer networks, to ensure that networks function efficiently and remain technologically up-to-date. Individuals in this field may work for computer network service firms, or directly within a specific corporation or agency.

### *Computer Technical Support Specialist*

Computer technical support specialists engage in troubleshooting and problem solving, both within a corporation and for individual clients. Computer technical support specialists draw on a general knowledge of computer systems, hardware, and software, as well as knowledge of specific products, to alleviate technological issues. Some individuals in this field work for technical support service companies, while others work within corporations or agencies. Computer technical support specialists must maintain up-to-date knowledge of current technologies and technological issues.

### *Site Reliability Engineer*

Site reliability engineers work to ensure that an organization's website runs smoothly and efficiently serves its intended purpose. Site reliability engineers maintain, update, and troubleshoot websites for their employer, to guarantee that the website remain functional and do not suffer from interruptions. Site reliability engineers

utilize a variety of programming language, including HTML, Javascript, and CSS, as well as website management technologies. Site reliability engineers work alongside teams in their organizations to keep the website in alignment with organizational goals, and to keep it up-to-date in relation to the rest of the web.

#### *Computer Systems Analyst*

Computer systems analysts draw on business and technical expertise to evaluate a company's computer systems and procedures, with the goal of recommending strategic changes to increase productivity, lower costs, and achieve other objectives. Computer systems analysts design and program computer system updates or closely oversee the development team. Those without a programming background collaborate with the software development department to implement changes. The main objective of a computer systems analysts is maximizing the return on investment of a company's IT budget.

#### *Software Engineer*

Software engineers design, develop, test, and optimize computer programs used in areas such as operating systems, business applications, network control systems, video games, and social networks. The field encompasses a wide range of careers and professional roles. Some software engineers may work on specialized software or projects for niche companies, while others may work on software for networks and databases, for large groups or government agencies. Software engineers typically work in teams with other engineers, as well as administrators.

#### *Database Administrator*

Data Administrators are responsible for organizing and managing an organization's data, making sure that data is accurate and available and that database performance meets organizational requirements. Database administrators make sure that software and hardware is maintained, allowing for vital information to be easily stored, accessed, and utilized. Database administrators also help guarantee security of data, and work alongside teams of other IT professionals.

#### *Applications Architect*

Applications architects ensure individual software projects follow the organization's application development methodology and parameters. They also ensure the project fits a company's technology infrastructure and business strategy. Typically, large companies employ applications architects to work with a diverse set of existing applications that need to be integrated with numerous new application development projects. Based on an employer's design standards, applications architects design components of applications, including middleware, interface, and infrastructure.

#### *Cloud Solutions Architect*

Cloud solutions architects design solutions for companies seeking to move their IT infrastructure and services from on-premise servers to a cloud-based storage solution. Cloud solutions architects define the cloud structure for a company and work with business analysts to make sure the architecture is in line with business requirements. They also make sure the cloud service provides high availability, scalability, and fault tolerance. Cloud solutions architects manage cloud infrastructure and ensure that private and public clouds interface well. Cloud solutions architects must have an

understanding of the basics of enterprise architecture, including how to configure information technology assets around the needs of a company; they also need to have an expert understanding of service-oriented architecture (SOA).

#### *Information Security Analyst*

Information security analysts develop and implement computer security strategies and systems to protect vital information from computer crime and cyber warfare. Information security analysts monitor networks for security breaches and, when required, respond to attacks with countermeasures. Information security analysts must understand the current state of threats in the field, the needs of their employers, and current systems available for combating threats to information security. Information security analysts also educate employees on computer security.

## **SOFTWARE DEVELOPERS**

Software developers are the creative minds behind computer programs. Some develop the applications that allow people to do specific tasks on a computer or another device. Others develop the underlying systems that run the devices or that control networks.

Software developers typically do the following:

- Analyze users' needs and then design, test, and develop software to meet those needs
- Recommend software upgrades for customers' existing programs and systems
- Design each piece of an application or system and plan how the pieces will work together
- Create a variety of models and diagrams (such as flowcharts) that show programmers the software code needed for an application
- Ensure that a program continues to function normally through software maintenance and testing
- Document every aspect of an application or system as a reference for future maintenance and upgrades
- Collaborate with other computer specialists to create optimum software

Software developers should possess the following qualities.

**Analytical skills:** developers must analyze users' needs and then design software to meet those needs.

**Communication skills:** developers must be able to give clear instructions to others working on a project. They must also explain to their customers how the software works and answer any questions that arise.

**Creativity:** developers are the creative minds behind new computer software.

**Detail oriented:** developers often work on many parts of an application or system at the same time and must therefore be able to concentrate and pay attention to detail.

**Interpersonal skills:** software developers must be able to work well with others who contribute to designing, developing, and programming successful software.



**Problem-solving skills:** as developers are in charge of software from beginning to end, they must be able to solve problems that arise throughout the design process.

Software developers are in charge of the entire development process for a software program. They may begin by asking how the customer plans to use the software. They must identify the core functionality that users need from software programs. Software developers must also determine user requirements that are unrelated to the functions of the software, such as the level of security and performance needs. They design the program and then give instructions to programmers, who write computer code and test it.

If the program does not work as expected or if testers find it too difficult to use, software developers go back to the design process to fix the problems or improve the program. After the program is released to the customer, a developer may perform upgrades and maintenance.

Developers usually work closely with computer programmers. However, in some companies, developers write code themselves instead of giving instructions to programmers.

Developers who supervise a software project from the planning stages through implementation sometimes are called information technology (IT) project managers. These workers monitor the project's progress to ensure that it meets deadlines, standards, and cost targets. IT project managers who plan and direct an organization's IT department or IT policies are included in the profile on [computer and information systems managers](#).

The following are examples of types of software developers:

*Applications software developers* design computer applications, such as word processors and games, for consumers. They may create custom software for a specific customer or commercial software to be sold to the general public. Some applications software developers create complex databases for organizations. They also create programs that people use over the Internet and within a company's intranet.

*Systems software developers* create the systems that keep computers functioning properly. These could be operating systems for computers that the general public buys or systems built specifically for an organization. Often, systems software developers also build the system's interface, which is what allows users to interact with the computer. Systems software developers create the operating systems that control most of the consumer electronics in use today, including those used by cell phones and cars.

*Mobile application developers* create applications for mobile devices, such as iPhones and Androids. Mobile application developers utilize multiple programming languages to optimize application functioning on a variety of mobile platforms. Individuals in this field may find diverse project and employment opportunities, including optimizing mobile versions of existing applications, designing game apps, or designing functional lifestyle apps.

*Business intelligence developers* oversee databases and information systems with the goal of optimizing the storage, implementation, and flow of data in corporations. Business intelligence developers must draw on a large pool of skills and knowledge

to complete a variety of tasks, including coding and designing systems, troubleshooting systems, analyzing data systems, and managing teams of IT professionals. Individuals in this field combine aspects of computer and information technology fields with business administration.

*Web developers* collect or create web content and plan website layouts and navigation, as well as coding for web pages. They also test and optimize a website for user experience and optimum performance. Web developers draw on expert knowledge in programming languages used for the web to develop front-end and back-end aspects of websites and applications. They need to be highly proficient with HTML, Javascript, and CSS, and should be familiar with server-side programming languages to develop more complex applications. Web developers typically work in teams alongside web designers and other IT professionals.

Although writing code is not their first priority, developers must have a strong background in computer programming. Throughout their career, developers must keep up to date on new tools and computer languages. Software developers also need skills related to the industry in which they work. Developers working in a bank, for example, should have knowledge of finance so that they can understand a bank's computing needs.

## **CAREERS IN BUSINESS AND ECONOMY**

**II. Read texts below and make your own presentation about your future career.**

### **THE PROFESSION OF AN ECONOMIST**

I'm a student of the Department of Economics at Brest State Technical University. In the near future I'll graduate from the University and become a professional economist. I'm sure that the profession of an economist is among the most important ones and plays a crucial role in upgrading the national economy of this country.

What makes a good economist? Whatever he does, an economist should have an in-depth training in economic theory, mathematics and statistics and our University offers such training. At the University we are taught various general and special subjects, such as Macroeconomics, Microeconomics, Management, Accounting, Marketing, Advertising, Money and Banking, Economic Theory, Econometrics, Statistics, Computer Science, Philosophy, Business Ethics, Foreign Languages, etc.

An economist needs some knowledge of the world outside his own country because both business and government are deeply involved in the world economy. The insight into political and economic history will help him to expect changes and always look for basic long-run forces under the surface of things.

The profession of an economist is quite diversified. The graduates of our department work at educational institutions, various research centres and laboratories, in industry, business, banks, etc. You may continue your studies at the Post-graduate Courses or Doctorate if you have a desire and abilities to become a scientist or a pro-

fessor. Scientists in the field of Economics develop new theories and models, test their hypotheses and carry out economic research.

Being employed in industry and business, our graduates work as managers in different spheres - as executive managers, sales managers, financial managers. Some of them work as accountants. An accountant is one of the most prestigious and widely required professions of an economist in any society. You shouldn't mix an accountant with a bookkeeper. While a book-keeper is mostly involved in calculations, like balance sheets, income statements, invoices, an accountant is responsible for designing the financial policy of a company.

Some of our graduates work at the banks, at the Stock Exchange as brokers, others work for the government or are employed by various agencies and by military services.

Having mastered the economic laws of the development of society, economists can solve many problems facing our Republic and I hope I'll manage to make my contribution to this process.

## **CAREER OPPORTUNITIES IN BANKING AND FINANCE**

Banks are a source of jobs and satisfying professional careers for millions of people. What opportunities are there for careers in banking? If you already have a job in the industry, what opportunities exist for moving up the career ladder into even more challenging positions? To answer these questions, the principal employment options in banking today are described below.

*Loan Officers.* Most bank managers begin their careers accepting and analyzing loan applications submitted by business and household customers. Bank loan officers make initial contacts with potential new customers and assist them in filling out loan requests and in developing a service relationship with the bank.

*Credit Analysts.* The credit analyst backstops the work of the loan officer by preparing detailed written assessments of each loan applicant's financial position and capacity to manage money and advises the bank's management on the advisability of granting any particular loan. Credit analysts and loan officers need professional training in accounting, financial statement analysis, and business finance.

*Loan Workout Specialists.* With the rising numbers of business failures in recent years many loans to businesses and consumers have gone bad, requiring the services of skilled professionals to identify the causes of each problem loan situation and find solutions that maximize the chances for recovering the bank's funds. This is the job of the loan workout specialist, who must have a strong background in accounting, financial statement analysis, business law, and economics, as well as good negotiating skills.

*Managers of Bank Operations.* Managers in the operations division of a bank are responsible for processing checks and clearing other cash items on behalf of their customers, for maintaining and improving the bank's computer facilities and electronic network, for the activities of tellers, for handling customer problems with their checking accounts and other bank services, for security systems to protect the bank's property from criminal activity, and sometimes for the operation of the bank's

personnel (human-resources) department. Managers in the bank operations division need sound training in the principles of business and financial management and in computers and management information systems, and they must have the ability to interact with large groups of people.

*Branch Managers.* When banks operate large branch systems, many of these functions are supervised by the manager of each branch office. Branch managers lead each branch's effort to attract new accounts, calling on business firms and households in their local area. They also approve many requests (especially larger loans) and resolve customer complaints. Branch managers must know how to manage and motivate employees and how to represent the bank well in the local community.

*Systems Analysts.* These highly trained computer specialists work with officers and staff in all departments of a bank, translating their production and information needs into programming language. The systems analyst provides a vital link between bankers and computer programmers in making the computer an effective problem-solving tool for management. Systems analysts need in-depth training in computer programming and mathematics as well as courses emphasizing business problem solving.

*Auditing and Control Personnel.* Keeping abreast of the inflow of revenues and outflow of expenses from a bank and tracking changes in the bank's financial position are the responsibilities of auditors and accountants. These are some of the most important tasks within the bank because they help guard against losses from criminal activity and waste and aid management in pinpointing ways to improve bank efficiency. Jobs as important as these require considerable training in the principles of financial accounting and auditing.

*Financial Analysts.* These quantitatively skilled professionals often work in a bank's auditing and planning departments. Financial analysts are "number crunchers," who analyze the performance of the bank, its various departments, and its employees. They look for activities that need improvement and identify areas of superior performance within the firm.

*Trust Department Specialists.* Specialists in a bank's trust department provide a wide variety of customer services to businesses, consumers, and nonprofit institutions. They aid companies in managing their employee retirement programs, issuing securities, maintaining business records, and investing business funds. Consumers also receive help in managing their property and in building an estate for retirement or other purposes. Men and women employed in bank trust departments usually possess a wide range of backgrounds—they know commercial and property law, real estate finance and appraisal techniques, securities investment strategies, financial statement analysis, and marketing techniques.

*Personal Banking Services Specialists.* Personal bankers are typically responsible for helping individuals and families identify and use the bank's services. This often means taking loan applications, marketing consumer deposits, and advising individuals and families on which of the bank's services meet their particular needs. Personal bankers must have excellent interpersonal skills and an in-depth knowledge of the bank's menu of services.

*Tellers.* One bank employee that nearly every customer sees and talks with is the teller—the individual who occupies a fixed station or location within a bank office or

drive-in window, receiving deposits and dispensing cash and information. Bank tellers must sort and file deposit receipts and withdrawal slips, verify customer signatures, check account balances, and balance their own cash position at least once each day. Because of their pivotal role in communicating with customers, bank tellers must be friendly with customers, accurate with all of their transactions, and knowledgeable about the other departments of the bank and the services they sell. Most banks hire as tellers people with high school, community college, or four-year university degrees. Part-time tellers are added during periods of peak demand.

*Security Analysts and Traders.* Security analysts and traders are usually found in a bank's bond department and in its trust department. All banks have a pressing need for individuals skilled in evaluating the businesses and governments issuing securities that the bank might buy and in assessing economic and financial market conditions. Such courses as principles of economics, money and banking, money and capital markets, and investment analysis are usually the best fields of study for a person interested in being a bank security analyst or security trader.

*Long-Range Planning and Business Acquisition Specialists.* Banks must plan for the long term if they are to survive and effectively meet their competition. Bank planners usually prepare a variety of projected budgets and forecasts, showing what the bank's financial and market position will be under a variety of assumptions about the future. College courses in economics, money and banking, accounting and auditing, business finance and capital budgeting, and financial institutions are particularly good preparation for building a career in this field.

*Marketing Personnel.* With banks facing greater competition today, they have an urgent need to develop new services and to more aggressively sell existing services—tasks that usually fall primarily on a bank's marketing department. This important function requires an understanding of the problems involved in producing and selling services and familiarity with service advertising techniques and cost accounting. College level course work in economics, services marketing, statistics, and business management are especially helpful in this field

*Human Resource Managers.* A bank's performance in serving the public and in earning adequate returns for its stockholders depends, more than anything else, on the talent, training, and dedication of its management and staff. The job of human resource, or personnel, managers is to find and hire people with superior education and skill and to train them to fill the roles needed by the bank. Most major banks operate intensive management training programs, lasting from 6 months to as long as 18 months, which typically are managed and directed by the human resources division of the bank. In addition, human resource managers keep records on employee performance and counsel employees on ways to improve their performance and opportunity for promotion.

*International Finance and Business Development Specialists.* The market for banking services is becoming global in scale. Business customers frequently need loans, credit guarantees, help with floating new security issues, and analyses of business conditions in foreign markets supplied by their banks. Men and women interested in this exciting banking field will require college level training in business finance, marketing, corporate accounting, and international trade.

*Foreign Exchange Traders.* A handful of the largest banks buy and sell foreign currencies on behalf of their own account and for their customers who are traveling or trading abroad. Foreign exchange traders within a bank search the market for the best prices on pounds, francs, yen, and other currencies and try to profit from currency-trading operations. They must also be able to negotiate with other currency traders and with the bank's customers. They often travel extensively, and they must be able to learn quickly and make decisions rapidly while under great pressure

*Investment Banking Specialists.* Banks are becoming increasingly involved in assisting their business customers with the issue of bonds, notes, and stock to raise new capital, and they frequently render advice on financial market opportunities and on business mergers and acquisitions. This is the dynamic, fast-paced field of investment banking—one of the highest paid and most challenging areas in the financial marketplace. Investment banking personnel must have intensive training in accounting, economics, money and banking, strategic planning, investments, international finance, and a number of related areas.

*Bank Examiners and Regulators.* Because banks are among the most heavily regulated of all business firms, there is an ongoing need for men and women to supervise and examine bank financial statements and operating policies and to prepare and enforce banking regulations. Bank regulatory agencies such as the FDIC hire bank examiners and other regulatory personnel from time to time, often by visiting college campuses or as a result of phone calls and letters from applicants. Because they must supervise banks—their financial condition and compliance with regulations—examiners and regulators must have knowledge of accounting principles, business management methods, economics, and banking laws and regulations.

## **ACCOUNTANCY AS A PROFESSION**

Accountancy (profession) or accounting (methodology) is the measurement, statement or provision of assurance about financial information used by managers, investors, tax authorities and other decision makers to make resource allocation decisions within companies, organizations, and public agencies.

Practitioners of accountancy are known as accountants. The work of the accountant is rather complicated. It's diverse in nature and vitally important. Financial accounting is one of its major branches. Historically it has involved processes by which financial information about a business is recorded, classified, summarised, interpreted, and communicated. Tax accounting is the accounting needed to comply with jurisdictional tax regulations.

This work is diverse in nature but basically it deals with recording, summarising, analysing and verifying business transactions in books of accounts. This task is of great significance because the accountant provides information necessary for economic management. And the accountant is effective if he supplies meaningful information promptly and in a clear language. Thus, the modern accountant is playing an increasingly important role in today's business activity. All that explains why very often accounting is referred to as the «language of business».

Really, it is impossible to manage a business operation without accurate and timely accounting information. The primary users of accounting information are manag-

ers. The firm's accounting system provides the information dealing with revenues, costs, accounts receivable, amounts borrowed and owed, profits, return on investment, and the like. This information can be compiled for the entire firm; for each product; for each sales territory, store, or individual salesperson; for each division or department; and generally in any way that will help those who manage the organization.

Managers and employees, lenders, suppliers, stockholders, and government agencies all rely on the information contained in financial statements. These two reports — the balance sheet and the income statement — are summaries of a firm's activities during a specific time period. They represent the results of perhaps tens of thousands of transactions that have occurred during the accounting period. Accounting information helps managers plan and set goals, organize, motivate, and control. Lenders and suppliers need this accounting information to evaluate credit risks. Stockholders and potential investors need the information to evaluate soundness of investments, and government agencies need it to confirm tax liabilities, confirm payroll deductions, and approve new issues of stocks and bonds. The accounting system must be able to provide all this information, in the required form.

A good accountant has to be interested in things like figures and calculations to be able to master techniques for compiling and presenting accounts. He should be able to think clearly, to express his thoughts and conclusions in a simple and clear language, so that they could be understood not only by other accountants, but also clients or management without accountancy training.

Some of the qualities of the accountant are inborn, others must be acquired by education and experience. Among the most important qualities are the following: a good knowledge of the theory of accounting and the ability to apply its principles in practical life; a broad general outlook and understanding of economic trends and events; responsibility, decision-making ability, the knowledge of accounting techniques; the ability to get on with colleagues, personnel and people in general.

Adequate computer skills are very important too, so the demand for computer knowledge in accounting is growing.

The accountant has to know his own mind and have confidence in his professional judgment. It is essential that the advice he gives should be impartial like his accounts.

## **CAREERS IN LOGISTICS**

Graduating with a degree in transportation and logistics will leave you with no shortage of career paths. I'm sure that the profession of a logistician is among the most important ones. Since any enterprise should interact with the world outside, logistics plays a crucial role in upgrading the national economy of the country.

What Does a Logistician Do? Logisticians work in nearly every industry. Most logisticians work for either large shipping firms or international distribution companies, with other opportunities in scientific and technological fields, transportation, or aerospace. They are responsible for organizing, scheduling, and managing the distribution of materials.

These are just eight of the possible careers you could pursue with a degree in transportation and logistics:

- Analyst
- Logistics Engineer
- Consultant
- Customer Service
- Purchasing Manager
- International Logistics Manager
- Inventory Manager
- Supply-Chain Manager

#### *Analyst*

Analyst is the most common entry-level logistics position. Analysts are responsible for gathering and analyzing data to look for problems. Good math and computer skills are generally required for these positions; thriving in a team setting is also important, as analysts are expected to recommend solutions to their supervisors. Although it is an entry-level position, an analyst's tasks become more varied and complex as he or she accumulates experience. The basic understanding of logistics planning that one acquires as an analyst is useful in many more-advanced positions.

#### *Logistics Engineer*

A successful analyst might find himself promoted to Logistics Engineer. The tasks of an engineer are related to those of an analyst: engineers evaluate the supply chain and logistics systems for trends or problems using computer systems and mathematics. While analysts make recommendations, however, engineers are responsible for implementing solutions. They manage their own projects as well as those of analysts, and must be able to write technical proposals for their plans. Management becomes an important part of many transportation and logistics careers.

#### *Consultant*

Consultants work directly with clients devising and implementing logistics solutions for specific problems. This often requires the consultant to be a free agent of sorts, moving from city to city solving problems; many consultants, however, find this challenge to be rewarding. Project management is a key part of consulting work; consultants must manage data to find solutions, oversee the implementation of those solutions, and ensure that clients understand basic supply-chain needs for independence moving forward.

#### *Customer Service*

Customer service specialists are not required to have college degrees or entry-level knowledge of logistics, but the best customer service usually features both. Whether acting as a sales team or managing existing clients, customer service acts as an intermediary between clients and the rest of the logistics team. A client's needs and concerns must be relayed to engineers or managers; likewise, if there is a problem of logistics, the problem and its solution must be communicated to the client. Therefore, a knowledge of logistics offers both clients and customer service representatives a greater grasp of the situation. As with other positions, successful customer service eventually leads to a management position responsible for establishing procedures for the entire customer service team.



### *Purchasing Manager*

Not every company that employs logistics professionals will employ a purchasing manager. Careers such as UPS, FedEx, and USPS, for instance, distribute goods or products that are ready to be sold, or already have been. Manufacturers, however, must acquire resources and materials and have them delivered for production. Purchasing managers find materials suppliers across the world, sign them to contracts, and manage relationships with them. They must also communicate with inventory and warehouse managers to coordinate the delivery of materials.

### *International Logistics Manager*

While international logistics managers aren't responsible for acquiring materials, they are responsible for maintaining relationships with international partners. International logistics requires a familiarity with ever-changing international customs, laws, and regulations. Such managers often start off working as importer-exporters and are expected to collaborate with manufacturing, marketing, and purchasing to build and manage supply chains. Knowledge of both logistics and international business are essential to the successful international logistics manager.

### *Inventory Manager*

Inventory managers oversee the accumulation of resources and material goods, and examine data for trends. They are responsible for identifying problems with inventory and implementing solutions by managing data and computer systems. Inventory managers coordinate with purchasing and logistics managers to optimize order and distribution schedules. They generally have experience with logistics and importing/exporting.

### *Supply-Chain Manager*

If transportation and logistics is the study of distribution systems, you might expect the supply chain manager to be the king of all managers. This is not quite true, but they are very important. Supply-chain managers oversee the entire supply chain (including purchasing, warehousing, inventory, and production) and seek to streamline the system in order to reduce cost and optimize productivity. Supply-chain managers are expected to understand logistics planning in order to forecast long-term financial needs. Again, the ability to communicate, collaborate, and manage is key; if the supply-chain manager recognizes a problem, he must ensure its implementation by many other managers and departments.

Logistician careers experienced a rapid growth in the mid-1980s as manufacturing firms shifted to just-in-time delivery. As a result of this change, it was necessary to schedule and manage the movement of large volumes of materials all over the world. This career has continued to grow, with the enhancement of computer technology that allows more firms to take advantage of this cost-reduction measure.

Managing the supply chain is the top priority for a logistician. The supply chain refers to every step in the process: from the procurement of materials to the production and shipment of those materials to different locations. The timing, costs, and efficiency of this process is the responsibility of the logistician.

Making transportation arrangements involves coordinating the efforts of the shipper from the supply firm, the selection and scheduling of the transportation company,

and the completion of the customs documentation, if required. It is important to note that these shipments are typically very large and may require specialized containers, unique transportation solutions or include hazardous materials.

Whatever a logistician deals with, he should have an in-depth training in economic theory, logistics and supply chain management, and our University offers such training. Our classes in logistics and supply chain management cover topics such as ethics, administration, finances, organization, marketing, international business, statistics, and conflict resolution. Additionally, business law, accounting, economics, and statistics courses are common to supplement the more specified logistics material.

Besides, a logistician needs to be familiar with various software programs, as that is the most common way to keep track of product movement within or outside the country. That's why learning foreign languages is one of the main priorities in the development of each logistician.

## **WHAT DOES A LOGISTICIAN DO?**

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## WHAT ARE CAREER OPTIONS IN E-COMMERCE?

Computer and information systems managers, sometimes called information technology managers or IT project managers, are responsible for planning, coordinating, and overseeing all computer-related activities within a company.

E-commerce includes three different, but interdependent, career options: market research analyst, Web developer and computer systems analyst. Market research analysts forecast the trends in sales and produce reports based on their findings for companies to utilize going forward. Web developers create and test Web pages and applications, monitor site traffic and ensure the site can handle it, and work with clients and graphic designers to make sure the site's pages meet their visions. Computer systems analysts choose and configure new hardware and software, as well as test existing systems and find ways to improve their efficiency.

If you specialize in e-commerce, you translate a brick-and-mortar sales environment to the Web. Considering that almost every business in the country runs on computer systems, the role of a computer and information systems manager in any given company is arguably as important – if not more so – than the CEO.

A *computer and information systems manager* career includes evaluating the cost and benefits of a new project in order to justify the expense of a new project to top executives. An information systems manager career involves determining a company's computer needs and recommending to executives upgrades or new materials. The information technology manager plans and oversees the installing of all new hardware and software.

*Information technology managers* are responsible for their company's network and electronic documents' security. To remain up-to-date on security options, information systems managers continually study technological advances and determine if and how they can improve security for their company. An information technology manager career involves working with a variety of people. They oversee other IT professionals, such as computer systems analysts, software developers, information security analysts, and computer support specialists. Information systems managers also negotiate with technology vendors.

As an *e-commerce analyst*, you use your knowledge of business, information technology and marketing to assist your company in implementing and maintaining a successful e-commerce website. Your job is to evaluate the user and business needs and convey them to the design team for implementation. You evaluate search engine optimization (SEO) effectiveness by analyzing your company's website statistics.

Other job duties include monitoring competitors, collaborating with advertisers and performing trend analysis.

Those looking to work in similar fields might consider careers as public relations specialists, database administrators or information security analysts. Public relations specialists craft an image for their organization that paints it in the best light possible. Database administrators create secure areas for a company to store confidential information such as financial records, and information security analysts ensure that proper safety measures are in place in the event of a cyber attack on a given company or organization.

## **MARKETING CAREER OPPORTUNITIES: 9 COMMON TYPES OF MARKETING JOBS**

Marketing is defined as being the intermediary function between product development and increasing brand awareness. It is a term used for such career fields as advertising, public relations, media planning, sales strategy, and more. There are many different types of careers for marketing degrees. If you're considering a job in marketing, you probably want to know what types of marketing jobs are available in the field. From the Social Media Manager to Marketing Analyst, there are numerous marketing career options available to those who have a degree in marketing. Continue reading for a list of marketing career opportunities to find out which one is right for you.

### *What Is A Career In Marketing?*

A career in marketing can include a number of different roles. These jobs in marketing can include internet marketing positions to more traditional marketing jobs like televisions, radio or billboard marketing. The gamut of different choices almost feels limitless.

So what is marketing job like? Your role at the company can vary based on your skill set and the businesses need. Some might be working within social media communities where others might be digging through code, or maybe running online ads. The job designation list might vary greatly from one institution to another.

Depending on the role, marketing careers can require specific industry knowledge such as consumer behavior, sales, market research, competitor analysis, and creative among others. Experience is important in this field but some employers might not hire people without degrees.

### *Types of Marketing Careers For Digital Marketers*

If you're ready to start a career in marketing or advertising be sure to browse the types of marketing jobs in our list below. This is only a small list of the many different roles a business might have available for qualified marketers. Below are some of the business marketing jobs by position names that you might pursue as an internet marketer.

- Marketing Specialist
- Social Media Manager

- Search Engine Optimization Specialist
- Email Marketing Manager
- Web Content Writer
- Web Producer
- Product Manager
- Marketing Analyst
- Advertising Coordinator
- Advertising Manager
- Public Relations Manager
- Brand Manager
- Media Buyer
- Chief Marketing Officer
- Digital Marketing Manager
- Digital Marketing Director
- E-Commerce Manager

#### *Marketing Specialist*

One of the most common types of marketing jobs is Marketing Specialist. The Marketing Specialist designs and creates marketing campaigns that support the growth of a company's products and services. They are responsible for researching current marketing trends and determining which types of products or services are in demand by the consumer. Marketing Specialists develop sales presentations and provide reports based on information collected such as marketing trends, competition, new products, and pricing.

#### *Social Media Manager*

The Social Media Manager manages a company's social media marketing campaign. This involves ensuring that social media accounts are updated on a regular basis with relevant content and posts. The goal of the Social Media Manager is to develop brand awareness as well as generate leads or sales. They are responsible for actively engaging social media followers and influencers within the social media channel. Social Media Managers track and report social media trends and engagement, and adjust their efforts accordingly.

#### *Search Engine Optimization Specialist*

The Search Engine Optimization Specialist is responsible for improving search engine rankings for websites. They select appropriate keywords to target in their search engine optimization efforts, and optimize websites using a variety of SEO tactics. The website optimization process primarily consists of writing keyword-centric content, as well as optimizing page titles, header tags, alt tags, and meta tags. They also ensure that the overall design of a website enhances the user experience. SEO Specialists then analyze the effectiveness of the SEO campaign, and adjust their strategy accordingly.

#### *Email Marketing Manager*

The Email Marketing Manager is responsible for marketing a product or service via email marketing campaigns. They are also responsible for managing the list of email contacts for a company, as well as creating the marketing materials that will be

sent to a customer. Once an email campaign has begun, the Email Marketing Manager must assess its effectiveness and adjust future campaigns accordingly.

#### *Web Content Writer*

Web Content Writers specialize in providing relevant content for websites. They write blog posts, marketing copy, and other forms of content for the web. The goal of a Web Content Writer is to increase the number of website visitors by targeting specific keywords related to the products or services their company offers.

#### *Web Producer*

A Web Producer is responsible for creating and implementing the digital content of a website. They often work with a content writing team to decide which content will appear on the website. The content they are responsible for isn't limited to copy; they are also typically responsible for creating and implementing graphics, audio, and video. The goal of the Web Producer is to improve the user experience for website visitors.

#### *Product Manager*

Product Managers oversee the development of a product from start to finish. They build products from existing ideas, and develop new ideas based on industry experience and contact with customers and prospects. The Product Manager is responsible for ensuring that a product is completed on schedule and within budget. Their primary goal is to increase the profitability of existing products and develop new products for a company.

#### *Marketing Analyst*

The Marketing Analyst is responsible for analyzing an organization's marketing campaigns. They study and evaluate market trends, and report their findings to the marketing team. They gather information and examine buying trends to help create marketing plans for companies. The Marketing Analysts main goal is to determine which products or services to sell and how to sell them.

#### *Advertising Coordinator*

Advertising Coordinators support marketing efforts and assist with marketing projects for print and electronic media. They are responsible for devising and coordinating advertising campaigns that entice consumers to purchase the goods or services of their company or client. They coordinate the scheduling of ads and product promotions, maintain and update a customer database, and offer support to the sales staff.

## **CAREERS IN ENGINEERING**

**II. Read texts below and make your own presentation about your future career.**

### **ENGINEERING**

Engineering is one of the most rewarding professions in the world. A degree in any engineering field can take you all over the world and help you make a nice salary. An engineering degree doesn't just teach you how to be a great engineer, but rather a great manager, businessman, and entrepreneur. Each new project will improve your skills, teach you how to solve various problems and utilize resources and materials to

the best of your abilities. As you start to develop as a professional, you will be working on bigger projects, building higher buildings and helping people.

Being an engineer means you are paid to create and innovate each and every day. During their careers, engineers have to tackle various projects regardless of their area of expertise or education. What's better than that? Whether you're into physics, construction or something else, you will always have the necessary tools to develop your own systems and projects

Engineering degrees are highly respected and engineers are needed all over the world. This means that you can literally work wherever you desire or travel as you would like. Whether you've finished a mechanical, electrical or civil engineering school, your services will be in a high demand.

Like we mentioned earlier, engineers are needed literally everywhere in the world. This means that when you lose one job, there are bound to be a list of other companies hiring. Engineering student who works with software and technology can expect quite a large salary including benefits.

Practically every engineering profession involves hands-on work that will keep you involved throughout the day. You can sit behind a computer if you would like, but getting out there and making new stuff is a breeze in engineering. This makes the profession so much more interesting as students can start developing their own projects before they complete respective university programs.

If you hold one particular engineering degree, that doesn't mean you can't transfer and work in a completely different specialty. Engineering graduate can work wherever he likes regardless of his field of study! Those who are interested in this profession have to be flexible; they have to understand various technical and industrial aspects, to work with various data and perhaps even be involved in the management process and training.

Being an engineer means that you gain a lot of respect just from having the title. Whenever you tell someone you are an engineer, they will know they can trust you to get the job done. While the job has high requirements and presumes continuous development over time, the general public will be grateful.

There are so many engineering jobs out there that wherever you want to work, in whatever industry, you can surely find something good. Even if you can't find a right company in your country, you can search for employment abroad.

## **CONSTRUCTION ENGINEERING AS A PROFESSION**

Engineering is a well respected profession. In many countries it ranks as one of the most trusted professions. In Russia the demand for engineers is growing, too.

Construction engineering involves the planning and management of the construction of structures such as highways, bridges, airports, railroads, buildings, dams and reservoirs. Civil engineering concerns the design and construction of public and private works, such as infrastructure, bridges and buildings.

To complete projects construction engineers rely on plans and specifications created by architects, engineers and other constructors. To do the job properly construction engineers need the knowledge of many different areas, including engineering,

technology, design, mathematics, construction, customer service, management, transportation, public safety and computers.

Construction engineers have a lot of responsibilities. Typically they analyze reports and estimate project costs both in the office and in the field. Other tasks may include: analyzing maps, drawings, blueprints, aerial photography and other topographical information. The engineers must also study ergonomics, analyze static and dynamic characteristics of systems, such as stresses, temperatures, electromagnetic emissions. They must calculate load and grade requirements, liquid flow rates and material stress points to ensure that structures can withstand stress.

Engineers typically include a factor of safety in their designs to reduce the risk of unexpected failure. Keeping a workplace safe is key to having a successful construction company. It is the construction engineer's job to make sure that everything is conducted correctly. Surveying the land while construction is in progress is also the construction engineer's responsibility. They have to make sure that there are no impediments in the way of the structure's planned location and must move any that exist. They also have to test soils and materials used for adequate strength.

Engineering, technology and math are necessary to ensure structures are built to plans and specifications. Most construction engineers have a love for math and science, but many other skills are required too, including critical thinking, problem solving, monitoring and decision making. Engineers have many activities that they must do every day. Those activities include drafting, decision making, computer interaction, communication, documentation, creative thinking, organizing, information collecting, estimating and analyzing. Construction engineers use drafting to design structures and to show others how to build them. They have to analyze information and make the best decision and solve problems.

A typical construction engineering curriculum is a mixture of engineering mechanics, engineering design, construction management and general science and mathematics. One of the most widely used tools in the profession is computer-aided design (CAD) software which enables engineers to create 3D models and 2D drawings. They allow engineers to create models of designs that can be analyzed without having to make expensive and time-consuming physical prototypes.

Construction engineers have to be organized to accomplish goals and prioritize jobs. They have to gather information on the task at hand before they can start a project. In order to keep a project under budget, construction engineers have to estimate costs of materials and workers. Finally, they have to analyze data to find answers to problems they are having on the job site.

Customer service, emotional intelligence, psychology, sociology and management knowledge is necessary to deal with owners, government officials, public stakeholders, subcontractors, suppliers and the general public.

The construction industry is quite a big segment in the Russian Federation and provides employment to millions with all types and levels of education. No doubt, construction engineering graduates will find a lot of opportunities for ambitious careers in this field.



## ARCHITECTS

People need places to live, work, play, learn, shop, and eat. Architects are responsible for designing these places. They work on public or private projects and design both indoor and outdoor spaces. Architects can be commissioned to design anything from a single room to an entire complex of buildings.

Architects plan and design houses, factories, office buildings, and other structures. They spend much of their time in offices, where they develop plans, meet with clients, and consult with engineers and other architects. They also visit construction sites to prepare initial drawings and review the progress of projects to ensure that clients' objectives are met. Architects discuss the objectives, requirements, and budget of a project with clients. In some cases, architects provide various predesign services, such as feasibility and environmental impact studies, site selection, cost analyses, and design requirements.

Architects develop final construction plans after discussing and agreeing on the initial proposal with clients. The architects' plans show the building's appearance and details of its construction. These plans include drawings of the structural system; air-conditioning, heating, and ventilating systems; electrical systems; communications systems; and plumbing. Sometimes, landscape plans are included as well. In developing designs, architects must follow state and local building codes, zoning laws, fire regulations, and other ordinances, such as those requiring easy access to buildings for people who are disabled.

Demand for architects with a knowledge of "green design," also called sustainable design, is expected to continue. Architects should be needed to design buildings and structures that efficiently use resources, such as energy and water conservation; reduce waste and pollution; and apply environmentally friendly design, specifications, and materials.

As construction continues, architects may visit building sites to ensure that contractors follow the design, adhere to the schedule, use the specified materials, and meet work-quality standards. The job is not complete until all construction is finished, required tests are conducted, and construction costs are paid. Architects may also help clients get construction bids, select contractors, and negotiate construction contracts.

Architects use computer-aided design and drafting (CADD) and building information modeling (BIM) for creating designs and construction drawings. However, hand-drawing skills are still required, especially during the conceptual stages of a project and when an architect is at a construction site.

The following qualities are important for architects.

*Analytical skills.* Architects must understand the content of designs and the context in which they were created. For example, architects must understand the locations of mechanical systems and how those systems affect building operations.

*Communication skills.* Architects share their ideas, both in oral presentations and in writing, with clients, other architects, and workers who help prepare drawings. Many also give presentations to explain their ideas and designs.

*Creativity.* Architects design the overall look of houses, buildings, and other structures. Therefore, the final product should be attractive and functional.

*Organizational skills.* Architects often manage contracts. Therefore, they must keep records related to the details of a project, including total cost, materials used, and progress.

*Technical skills.* Architects need to use CADD technology to create plans as part of building information modeling (BIM).

*Visualization skills.* Architects must be able to envision how the parts of a structure relate to each other. They also must be able to visualize how the overall building will look once completed.

Architects often collaborate with workers in related occupations, such as, urban and regional planners, civil engineers, interior designers and landscape architects.

Civil engineers conceive, design, build, supervise, operate, construct, and maintain infrastructure projects and systems in the public and private sector, including roads, buildings, airports, tunnels, dams, bridges, and systems for water supply and sewage treatment.

Interior designers make interior spaces functional, safe, and beautiful by determining space requirements and selecting decorative items, such as colors, lighting, and materials. They read blueprints and must be aware of building codes and inspection regulations, as well as universal accessibility standards.

Landscape architects design parks and the outdoor spaces of campuses, recreational facilities, businesses, private homes, and other open areas.

Urban and regional planners develop land use plans and programs that help create communities, accommodate population growth, and revitalize physical facilities in towns, cities, counties, and metropolitan areas.

To sum up, architects typically do the following:

- meet with clients to determine objectives and requirements for structures,
- give preliminary estimates on cost and construction time,
- prepare structure specifications,
- direct workers who prepare drawings and documents,
- prepare scaled drawings, either with computer software or by hand,
- prepare contract documents for building contractors,
- manage construction contracts,
- visit worksites to ensure that construction adheres to architectural plans,
- seek new work by marketing and giving presentations.

## **HVAC ENGINEERING**

Heating, ventilation, and air conditioning (HVAC) systems are an integral part of most contemporary buildings. The professionals who design the systems that control air quality and temperature are known as HVAC engineers. HVAC engineers are a category of mechanical engineers and their work is coordinated with other construction specialists. HVAC engineers often have expertise in trades such as electrical or plumbing that are a part of climate control systems. They must be

familiar with federal, state, and local building codes and regulations in order to remain in compliance with the law.

Engineering an effective HVAC system requires the ability to perform heat load and loss calculations and an understanding of how air flows through various types of structures. There is a wealth of considerations for professionals designing systems to fit the special needs of hospitals, restaurants, schools, and areas such as computer rooms.

An HVAC engineer assesses the needs of building occupants (e.g., people, animals, products) and the purpose of a structure in order to design an optimal climate control system. The design encompasses the layout of all the system components and usually includes schematics or other drawings. They choose the appropriate equipment and prepare cost estimates.

HVAC engineers plan and coordinate every aspect of a system installation. They ensure that all safety procedures are followed and that the work is completed according to code. They meet with clients and building inspectors as required. As each step of the installation is completed, the engineer tests the operation. As well as designing climate control systems for new construction, HVAC engineers can conduct performance evaluations of existing systems and recommend improvements to increase efficiency.

An HVAC engineer isn't the person who shows up at a residence or commercial property to work on the equipment. That's the HVAC tech. You may interact with a tech, but you're the one doing some of the more involved things such as:

- designing and constructing HVAC systems
- instructing HVAC techs on the installation of your systems
- recommending solutions to system failures
- developing design prototypes and testing them
- meeting with clients to help determine the direction you need to go with HVAC systems
- solving problems with old HVAC system designs or completely revamping them
- preparing cost estimates for clients

There are a few options when it comes to HVAC engineering jobs.

- Control systems: design the unit that controls the HVAC equipment.
- Design engineering: be in charge of the design and mechanics of the equipment.
- Sales engineering: network and build relationships with companies that would need the units being designed.

Successful HVAC engineers have personal characteristics in common to engineers in other subfields. One of the cool things about being an HVAC engineer is you only need four years of college to break into this field. In college, you'll learn HVAC theory and application, computer aided design (CAD), HVAC systems and analysis, physics, advanced maths, mechanical engineering, and much more.

Here's what you'll need to do to become an HVAC engineer:

- Be really good at math, which is something to keep in mind if you're going into any type of engineering field.
- Get your degree in mechanical engineering, HVAC engineering, architectural engineering, or another closely related field.

The following skills are important:

- Creativity
- Listening
- Mathematical reasoning
- Mechanical ability
- Problem-solving
- Communication skills
- Computer skills

As an HVAC engineer, you may be behind the scenes when it comes to the creature comfort of climate control, but you can pat yourself on the back that it's because of you people are working and living in comfortable atmospheres.

## **ENVIRONMENTAL ENGINEERING**

Environmental engineering is a great career for someone who enjoys identifying environmental problems and designing solutions to repair them. Environmental engineers truly understand what the term "being green" is all about and they use this principle along with engineering, soil science, biology and chemistry to develop solutions to fix air, land and water problems.

An environmental engineering career may include improving recycling, waste disposal and public health. Environmental engineers also address global issues, such as climate change and pollution as well as perform safety inspections on oil and gas production.

Environmental engineers are professional problem-solvers who focus on the natural environment. They dig – sometimes literally – into the causes of environmental issues like acid rain, pollution, climate change, waste management and ozone layer depletion. Once environmental engineers understand the cause of the problem, they search for ways to fix it. To develop the knowledge and skills necessary to succeed in solving problems like unsafe drinking water, global climate change and public health threats, aspiring environmental engineers need a college education.

Environmental engineering is a great green career path because the goal of these professionals' work is to help the environment. They use their knowledge of science and engineering to repair damage to an ecological system, or to prevent that system from being harmed in the first place. Sometimes this work entails designing new or improved containment systems for hazardous waste. Other times, environmental engineers look for new methods of generating energy. They develop solutions that range from water reclamation procedures to recycling practices and from sustainable systems for reducing pollution to methods of protecting animal habitats from harm.

Many environmental engineers enjoy working outdoors, though they often have to divide their time between working in the natural environment, collaborating with project partners in offices and presenting ideas at seminars. If there's a particular ecological threat that concerns you, pursuing a career as an environmental engineer may allow you to specialize in studying and solving that issue.

## ATTACHMENTS

### Unit1

#### MANAGING EXAM STRESS

##### *Study ideas*

Have a clean, quiet space to work, with ready access to any materials you need.

Find out exactly what the exam involves—are there past exam papers you can look at to help you understand what to expect?

Ask your teacher if you're unsure of what to expect or what will be tested.

Create a 'mind map', a diagram to help you visually organise information. Use it to collect ideas and summarise thoughts, and use bright colours to help remember important links.

Make a clear plan of what you want to cover in each study period. Break it down into small tasks and work on one task at a time, so it doesn't feel too overwhelming.

Take regular short breaks of about 5 minutes to have a drink or something to eat.

Ask a friend or your parents for help. Sometimes it may be useful to have someone hear you summarise points or to practise an oral presentation.

##### *Practical ideas to help with study*

Go to bed at a reasonable time, eat regularly and make time to have fun and exercise.

Cut back on energy drinks, coffee or any other stimulants as these can make you feel agitated; drink water instead.

When you eat, relax and allow yourself time rather than carrying on with work.

Avoid junk food—it provides a sudden burst of energy which will disappear, leaving you feeling worn out.

Eat a well-balanced diet.

Reward yourself when you achieve your study goals, such as watching an episode of your favourite TV show or going for a run.

Allow yourself time to rest.

Stay focused on your study; try not to get distracted.

##### *Ideas for exam day*

Work out what you need to take with you into your exam the night before and have everything ready—water, calculators, pens, pencils, comfortable clothing etc.

Eat a light breakfast—this will help with your energy and concentration.

Make sure you know where you are going and how you plan to get there, and don't forget your travel card. Visit the Translink website to plan your journey and always allow extra time for delays in public transport and traffic.

Visit the toilet before your exam starts.

If you're getting anxious just before your exam, focus on your breathing. Breathe in to a count of 3 and then breathe out to a count of 3. Repeat this steadily for a few minutes.

On exam day, stay away from people who may be feeling anxious or make unhelpful comments that increase your anxiety.

When you first sit down to do your exam, take time to slow your breathing and relax.

Read through the exam paper carefully. Underline key words and instructions to ensure you're answering what is being asked.

Work out how long you have for each question or section and stick to it. If you have time at the end you can return to complete unfinished questions.

Work on the questions that you find easiest first.

Allow time before the end of the exam to re-read answers and make any necessary changes.

Remember when you finish your exam, take time out to relax a bit before you start preparing for the next exam. Do something you enjoy or have a chat with your friends.

## COLLEGE LIFE

The merry-go-round of college life is something that one never forgets. It's a fascinating, fantastic, fabulous experience, irrespective of the fact whether one is a full-time or a part-time student.

Who can forget the first day at the university when one turns from an applicant who has passed entrance exams into a first-year student? I did it! I entered, I got in to the university! A solemn ceremony in front of the university building and serious people making speeches. Hey, lad, do you happen to know who they are? Who? The rector, vice-rectors, deans, subdeans... and what about those ladies? Heads of departments and senior lecturers? Okay. Some of them must be professors, some — associate or assistant professors, but, of course, all of them have high academic degrees. And where are our lecturers and tutors? Oh, how nice...

The monitors hand out student membership cards, student record books and library cards — one feels like a real person. First celebrations and then days of hard work. So many classes, so many new subjects to put on the timetable! The curriculum seems to be developed especially for geniuses. Lectures, seminars and tutorials. Home preparations; a real avalanche of homeworks.

If one can not cope with the work load of college he or she immediately starts lagging behind. It is easier to keep pace with the programme than to catch up with it later. Everyone tries hard to be, or at least to look, diligent. First tests and examination sessions. The first successes and first failures: "I have passed!" or "He has not given me a pass!" Tears and smiles. And a long-awaited vacation.

The merry-go-round runs faster. Assignments, written reproductions, compositions, synopses, papers. Translations checked up and marked. "Professor, I have never played truant, I had a good excuse for missing classes". Works handed in and handed out. Reading up for exams. "No, professor, I have never cheated — no cribs. I just crammed".

Junior students become senior. Still all of them are one family — undergraduates. Students' parties in the students' club. Meeting people and parting with people. You know, Nora is going to be expelled and Dora is going to graduate with honours. Yearly essays, graduation dissertations, finals...

What? A teacher's certificate? You mean, I've got a degree in English? I am happy! It is over! It is over... Is it over? Oh, no...

A postgraduate course, a thesis, an oral, and a degree in Philology. The first of September. Where are the students of the faculty of foreign languages? Is it the English department? Oh, how nice...

## MEDIEVAL UNIVERSITIES' TRADITIONS

Until recently, the university has played a unique and essential role in the process of knowledge creation and transmission. As clearly stressed by Perkin "A knowledge-based society depends on both the constant advancement of knowledge and the reproduction of knowledgeable people as much as industrial society depends on the constant investment of capital and the reproduction of skilled managers and workers".

In the middle ages, the word "university" did not have the meaning it does today. In fact, the Latin word *universitas* meant "corporation." Scholars were just one group of professionals who banded together in corporations to protect their rights in medieval towns. The term used for university in the modern sense was "*studium generale*". It is then coincidental that what the Middle Ages called "*studium generale*" retained the title used generically for many other groups. And what an interesting coincidence it is! For in the Middle Ages, "*studium generale*" indeed claimed to be universal in a sense that other corporations did not. That is to say, universities were collectively known as one of the three supra-national entities that held a pan-European position of respect and authority: "*regnum*", the secular state; "*sacerdotium*", the Church, and "*studium*", the academic community.

The history of "*studium*" is long and complex. The idea of university is a European creation. It begins in Italy, where, sometime during the twelfth century, a group of law students banded together to form the first university at Bologna. Shortly thereafter, more "*studi generale*" appeared, first at Paris, and later in England. During the Middle Ages, between the twelfth and thirteenth centuries, in certain European towns, mostly in Italy and France, a peculiar institution of higher education developed to a level of organizational and educational complexity to be considered the ancestor of the modern university. Over the next three hundred years, more and more universities were founded across Europe. By 1500, the number of "*studi generale*" in Europe had grown to sixty-two.

Prototypes of universities, certainly, existed in ancient centuries, but for more than three thousand years the development of various civilizations has gone with the flourishing of higher learning. Nonetheless, only the medieval higher education institution, known as "*studium generale*", "...employing regular teaching staff, offering specific courses of higher studies ... and granting certificates of accomplishment in the form of generally recognized diplomas or degrees", has showed a continuity through time that enables one to consider it as the predecessor of the modern university.

Two names were most commonly used to define the university. They were: "*Universitas Magistrorum et Scholarium*" and "*Studium Generale*". In the early period the "...commonest term in texts... would seem to be "*universitas*" and not "*studium generale*". The term "*studium generale*" became the legal definition of the university only after the second half of the thirteenth century. During the first half of the century, "*studium generale*" was used with descriptive intent, "...the *studium* part indicating a school ... and *generale* referring ... to the ability of the school to attract students from beyond the local region". Only towards the end of the century did the concept of "*studium generale*" acquire a legal connotation.

Three particular rights were connected to the status of "*studium generale*". First, the higher education institution recognized as a "*studium generale*" was entitled to award degrees, master or doctoral degree, recognized everywhere in the Christendom.

The holder of such degree had the right "to teach in any other university without undergoing further examination". Second, the institution was secured from the action of the local, religious and lay, authority; it was under papal or imperial protection. Third, clergy studying at a "stadium generale" were entitled "to receive the fruit of their benefices" although non-resident.

The medieval university was a teaching institution responsible for the preparation for the educational, ecclesiastical, governmental and professional career. The common curriculum includes the seven liberal arts. They were subdivided in apprentice grammar, logic and rhetoric and advanced courses arithmetic, geometry, astronomy and music were followed by the three advanced professional courses, then postgraduate faculties, of theology, law and medicine. All of them were often taught side by side in the same institution the university. All subjects were taught in Latin language in any universities. It created high level of students' academic mobility, whenever excited in the history.

The differences between the university, the "stadium generale", and other professional training schools were: a) its organizational status guild-like; b) its special right to award master or doctoral degrees recognized everywhere in the Christendom; c) its ability to attract students and masters from regions (countries) other than the one of its geographical location; and d) its multidisciplinary features. The other professional schools (sometimes subsumed under the name of "studium particulare"), ranging from elementary to higher education schools, were under the control of the local authority (religious or lay), they served the need of a town or a limited region, and they offered only courses in few of the liberal arts and not advanced professional courses. Every faculty had its own master degree; in the case of the advanced profession courses the degree was called "doctores" or "professores".

To better understand the late medieval development of the university, some remarks concerning the financial issue are appropriate here. Although the independent medieval universities were characterized by heterogeneous organizational structure a similar pattern of finance can be found. University incomes can be subdivided into internal and external sources. The former were: a) fees for matriculation and graduation; b) dispensations from the statutory conditions for degree and other dispensations; c) "collectae"--i.e. money collected from the students once or twice a year; and d) fines for violation of university statutes and discipline. The latter were: a) ecclesiastical benefices; b) salaries paid by Church, King, Duke, or town; c) gift and legacies; and d) grant and endowments given for the permanent support of the university. In the early period university expenses were modest, but then, due to the development and the consequent increase in capital investment (houses, buildings and library), they grew rapidly. The expenses were: a) salaries to teachers; b) administration costs; c) salaries to officials; d) law suits; e) cost of academic solemnities and religious feasts; and f) acquisition and maintenance of houses, buildings and library.



## Unit 2

### **WHEN IS INDEPENDENCE DAY IN BELARUS?**

Independence Day is a public holiday in Belarus. It is observed on 3rd July. It is the National Day of Belarus and marks the liberation of Minsk on 3 July 1944.

#### *History of Independence Day in Belarus*

The independence or national days of most ex-Soviet states takes place on the date that marks that country's independence after the fall of the Soviet Union in the early nineties.

In Belarus, this was the case in 1990 when the Supreme Council of Belarus declared the country to be a sovereign nation free from the USSR on 27 July 1990. This date was celebrated as the Independence Day of Belarus until 1996.

In 1996, Alexander Lukashenko, country's first President oversaw a referendum in which nearly 90% of Belarusians voted to celebrate Independence Day on 3 July. The date was chosen to honour those who fought to free the capital, Minsk from Nazi German occupation during the Great Patriotic War (Second World War).

When Nazi Germany invaded the Soviet Union on 22 June 1941, Belarus was the first to bear the brunt of the attack. On 24 June, Minsk came under massive artillery shelling and air strikes from nearly 150 bombers.

Despite resistance from local fighters, the Germans seized Minsk on 28 June 1941. Not accepting the occupation, the residents began a resistance movement that lasted 1,100 days. The efforts of the citizens helped the armies of the 1st and 3rd Belarussian Fronts with the support of the partisans liberate the Belarussian capital from the invaders on 3 July 1944.

Belarus paid a high price for the freedom; a third of the population was killed during the war. Independence Day is a tribute to the heroism and endurance of Minsk-ers in their struggle to bring freedom to Belarus.

#### *How is Independence Day in Belarus Celebrated?*

The main event of Independence Day is a large military parade in Pobediteli Avenue, Minsk. In the evening, there will be fireworks displays and concerts and events celebrating Belarussian culture.

On Independence Day 2018, President Lukashenko commemorated the holiday, saying "We are celebrating Independence Day, the day that has become the symbol of our free and peaceful life. Belarussians were unanimous in their choice when over 20 years ago they chose 3 July, the day of the liberation of Minsk Hero City from the Nazis, as the country's main national holiday."

### **EVFROSINIYA OF POLOTSK**

It has been stated by some historians that princess Sophia, a daughter of Vladimir Monomakh, was the mother of St Evfrosiniya. Thus, St Evfrosiniya of Polotsk was a great-granddaughter of St Vladimir and a granddaughter of Yaroslav the Wise.

January 5, 1104 is probably the date of Evfrosiniya's birth. Since her childhood

princess Predslava - future St Evfrosiniya - had been noted for her extraordinary wisdom, education and beauty. No wonder that many men were eager to marry her. But her father had a special hope in marrying off Predslava who was only 12 at that time.

Predslava was against that marriage. When she had come to know about her father's intention to marry her off to meet his political and dynastical needs, she decided to act. She went to the Mother Superior of the convent, who was her aunt. After a serious talk with Predslava the Mother Superior decided to admit the girl to monastic vows. Predslava became a nun named Evfrosiniya.

Some years later, with the blessing of the bishop of Polotsk she moved into the Church of St Sophia in Polotsk where Evfrosiniya took to translating spiritual and religious books from Greek and Latin into the Belarusian language. She copied these books by hand and gave the money she earned to poor people. St Evfrosiniya founded a convent in Polotsk named after the feast of Transfiguration. It took place on August 6, 1126. The convent had a rich library, and then a school for the nuns as well as for the girls of the town was opened. Grandislava, the younger sister of the prioress, was educated here. She took monastic vows with the name Evdokiya. Soon Evfrosiniya's cousin Zvenislava also became a nun with the name of Evprakiya.

In 1167 St Evfrosiniya undertook a pilgrimage to the Holy Land. Besides veneration the place of Jesus Christ's preaching and the Lord's Tomb, Evfrosiniya's travel through Kiev and Constantinople to Jerusalem had certain ecclesiastic and diplomatic targets. In Jerusalem St Evfrosiniya fell seriously ill. She thanked the Lord for granting her disease in the holy city. For 24 days she had been on the brink of death. After confession and receiving the Holy Communion, St Evfrosiniya passed away on May 23, 1167. She was buried in St Theodosius monastery in Jerusalem.

The sacred remains of St Evfrosiniya rested in the Holy City of Jerusalem up to 1187 when the Egyptian sultan who besieged the city allowed monks to take the sacred Christian objects away from Jerusalem. Since that time the miracle-working relics of the Saint had been in St Theodosius caves of Kiev-Pecherskaya Monastery up to 1910. In 1910 the miracle-working relics were transferred to Polotsk into the Cathedral of the Saviour raised by the Saint where they are up to our days.

## **KALYADY, MASLENITSA, KUPALA NIGHT – BELARUSIAN HOLIDAYS**

The Belarusian people remember not only the great battles and fights: the traditions and customs of ancestors are also kept in people's memory. Some of them are even included in the UNESCO World Heritage list.

Belarusian folklore and folk traditions, which have passed the test of time and despite the past bans preserved their charm, have become the basis for many tourist events attracting visitors to the country. During the year, national holidays related to the events of the historical past of Belarus are held in all the regions of the country.

You can attend the coronation of the first Grand Duke of Lithuania Mindaugas or the wedding feast of the Grand Duke Jogaila and Sophia Golshanskaya whose blood

runs in the veins of many members of the royal families of Europe. You can follow the CNN call and celebrate Christmas and New Year in the Belarusian village Pogost in the Zhitkovichi District of the Gomel Region. In the 2010 seasonal guide, made in the form of a rating list, Pogost village ranked 3rd, leaving behind London, New York, Boston and Salzburg.

All New Year celebrations in Belarus are entirely tied to Kalyady — the ancient pagan ritual with maskers and songs.

The only pagan holiday legalized by the Orthodox Church — Maslenitsa, or Cheese Week — is widely celebrated across the country. Each of the seven days of fun, entertainment and pancakes has its own name (“Meeting”, “Zaigryshi”, “Gourmand”) and traditions.

The traditional “Karagod” rite is conducted in Pogost village on St. George's Day in spring. The rite was the first in Belarus to be awarded the status of intangible historical and cultural value in 2004 and put under state protection. The performer and curator of the rite is the folklore-ethnographic ensemble “Mezhdurechie”. On the initiative of the ensemble, other holidays are organized in the region.

In July Belarus invites to celebrate the Kupala Night – a unique ritual feast, based on close contact with nature. Colorful rituals taking place on the Kupala night include collecting herbs and flowers, making wreaths and floating them on water, jumping over the fire, night bathing and searching for the fern blossom. Most importantly, the guests do not act as ordinary extras, passively watching the show from the stands. They become full-fledged participants of the extraordinary event: in search of the fern flower they roam the actually existing castles and park and garden ensembles, hunt for the treasures of the Belarusian magnates, fight evil spirits of the water and forest and at the same time get acquainted with the geography, history and culture of Belarus.

In modern Belarus the Slavic holiday marking the end of the harvest turned into “Dozhinki” – the National Festival and Fair of Rural Workers, celebrated on a large scale since 1996. Each year, the holiday is hosted by a different city.

You can try authentic national dishes at the grand festival of the Belarusian cuisine in Motol village which has celebrated its 590th anniversary in 2012. For over 5 years the “Motolprysmaki” Festival has been offering the guests not only culinary treasures, but also works of folk art: weaving, barrel making and straw-braiding.

The Belarusian traditions of needlework deserve special attention. The weaving tradition is also a kind of the country’s brand. Belarus intends to include the unique tradition of fulling woolen hats and boots – “shapovalstvo” — in the UNESCO Intangible Cultural Heritage list. The local masters of the Dribin District of the Mogilev Region pass their skills on from father to son. A workshop was established at the Dribin Historical and Ethnographic Museum where students can learn this craft. There is no doubt that “Katrushnitsky lemezen” in the eyes of the curious tourists fascinated with the history and folk traditions will become a symbol of the hardworking Belarus just like the Slutsk belts, Polesie towels and Bezdezh aprons.

## Unit 3

### **FIRST MEN ON THE TERRITORY OF ENGLAND**

Nobody knows when the first men appeared on the territory of this country, nobody can tell exactly. The very oldest things we can find in this country are some rough stone tools which dropped from the hands of the men who made and used them in the old days when this island was not an island, but the part of the continent now called Europe. Wild animals and wild men could walk everywhere: there were no English Channel or Irish Sea and nothing could stop them.

We do not know what became of those men. The Cave Men lived after them, their tools were better made: they had harpoons to catch fish and arrow-heads to catch birds. But nobody knows what became of the Cave Men. The most interesting things which the Cave men left to us are their drawings of animals they saw before them: the great long haired mammoth, the reindeer, the oxen. Many of such drawings we can see in the caves of England and France.

The earth-ball rolled on year after year, century after century, and at last, as the ground sank in some places and rose in others, the sea rushed in over the lowest parts and formed the North Sea, the English Channel and the Irish Sea. After this men appeared again in this country from over the sea, now that it was an island; many different tribes followed each other, the new peoples came here, pushed the others to the north and to the east, even to Ireland and to Scotland.

All those peoples left to us no names, no writing. They lived more than seventeen centuries Before Christ (B.C.). Seventeen centuries B.C. almost twenty-one centuries A.D. After Christ was born makes thirty-eight centuries, 3,000 years ago!

We can still see in many parts of the country the long and round grave-mounds called barrows and we believe that they belong to the people of these times. There are skeletons and bones in them together with the rough cups — you can see them in the museum below the Cave men's tools. Sometimes a little child had a whole barrow to itself; sometimes many people are buried together. We find in these barrows very interesting ornaments, brooches and necklaces, there are also the tools of bronze. As time went on the people in different parts of the country began to use iron tools.

A few centuries later, in the first century B.C., a great light suddenly lit the country, and with the help of it we can now see plainly the people who lived in it. They were the children's children of the tribes who settled there from time to time. We call them Britons, and their country is called Britain. Now, where did the light come from?

### **KINGARTHUR**

Everybody in Britain knows something about King Arthur and his knights. Many poems were written about them in the Middle Ages and later.

King Arthur was well-known then in Britain and in other parts of Europe. In recent years King Arthur continues to be quite popular, and there have been poems,

paintings, novels, television films and even a musical film called "Camelot" about him. Even a Walt Disney cartoon "The Sword in the Stone" was produced about this famous king. He is a symbol of strength, courage and goodness.

But who was King Arthur and why is he still so popular?

It is quite strange, but nobody knows exactly who he was. There are many legends about him and very few facts. However, recently the work of archaeologists and historians has given new facts.

According to legend King Arthur ruled from his castle in Camelot, with his beautiful queen, Guinevere. His close friend was an old magician named Merlin. Arthur was a good king, and his reign was a time of peace and goodness for the people. Arthur had a hundred knights with him at his court at Camelot. When Arthur and his knights met together, they sat at a round table so that no man should feel that he was more important than the others. The knights quite often went on adventures, which took them far away. During the adventures the knights showed how brave they were, and how loyal they were to Arthur. In many of the adventures the knights tried to find the Holy Grail. According to legend this was the cup from which Jesus Christ drank at the Last Supper. It was believed that Joseph of Arimathea, who was the uncle of the Virgin Mary and who buried Jesus after his death, had brought the cup to Britain, but then it was lost. It was also believed that if the cup could be found, it could bring Christ's kindness to the lives of men.

But the Grail was never found. King Arthur was finally defeated in a great battle. His enemies used Black Magic against him. After the battle, Arthur was taken to the magic island of Avalon to heal his wounds. Many stories say that Arthur did not die on the island of Avalon. They say that he is only asleep and he will wake again when Britain needs him.

There are also many stories about Arthur's knights — Launcelot, Gawain, Percival and others, about the famous sword Excalibur, which Arthur drew out of a stone. The stories of King Arthur and his knights of the Round Table are full of heroic deeds, adventure, love, hate, magic.

## **THE BRITISH CUISINE**

British cuisine is the specific set of cooking traditions and practices associated with the United Kingdom. Historically, British cuisine means unfussy dishes made with quality local ingredients, matched with simple sauces to accentuate flavour, rather than disguise it. However, British cuisine has absorbed the cultural influence of those that have settled in Britain, producing hybrid dishes, such as the Anglo-Indian chicken tikka masala.

Modern British (or New British) cuisine is a style of British cooking which fully emerged in the late 1970s, and has become increasingly popular. It uses high-quality local ingredients, preparing them in ways which combine traditional British recipes with modern innovations. Ingredients not native to the islands, particularly herbs and spices, are frequently added to traditional dishes. Much modern British cooking also

draws heavily on influences from Mediterranean cuisines, and more recently, Middle Eastern, South Asian, East Asian and Southeast Asian cuisines. The traditional influence of northern and central European cuisines is significant but fading.

Traditional meals have ancient origins, such as bread and cheese, roasted and stewed meats, meat and game pies,, boiled vegetables and broths, and freshwater and saltwater fish.

The Sunday roast was once the most common feature of English cooking. The Sunday dinner traditionally includes roast potatoes (or boiled or mashed potatoes) accompanying a roasted joint of meat such as roast beef, lamb, pork, or a roast chicken and assorted other vegetables, themselves generally boiled and served with a gravy. Sauces are chosen depending on the type of meat: horseradish for beef, mint sauce for lamb, apple sauce for pork, and bread sauce for chicken. Yorkshire pudding normally accompanies beef (although it was originally served first as a "filler"), sage and onion stuffing pork, and usually parsley stuffing chicken; gravy is now often served as an accompaniment to the main course. The practice of serving a roast dinner on a Sunday is related to the elaborate preparation required, and to the housewife's practice of performing the weekly wash on a Monday, when the cold remains of the roast made an easily-assembled meal. Sunday was once the only rest day after a six-day working week; it was also a demonstration that the household was prosperous enough to afford the cost of a better than normal meal.

It is a widespread stereotype that the English "drop everything" for a teatime meal in the mid-afternoon. This is no longer the case in the workplace, and is rarer in the home than it once was. Tea itself, usually served with milk, is consumed throughout the day and is sometimes also drunk with meals. In recent years herbal teas and specialty teas have also become popular. Coffee is perhaps a little less common than in continental Europe, but is still drunk by many in both its instant and percolated forms, often with milk (but rarely with cream). Italian coffee preparations such as espresso and cappuccino are increasingly popular, but generally purchased in restaurants or from coffee shops rather than made in the home. White sugar is often added to individual cups of tea, or brown sugar to coffee.

England is internationally famous for its fish and chips and has a large number of restaurants and take-away shops selling this dish. It may be the most popular and identifiable English dish. In some regions fish and chips are served with a side order of mushy peas with salt and vinegar as condiments.

English sausages, known as "bangers," are distinctive in that they are usually made from fresh meats and rarely smoked, dried, or strongly flavoured, following the post World War II period, sausages tended to contain low-quality meat, fat, and rusk. (Reputedly the term "banger" derived from the excessive water added to the mix turning to steam while cooking and bursting the casing with a bang.) However, most butchers and supermarkets now are selling premium varieties. Pork and beef are by far the most common bases, although gourmet varieties may contain venison, wild boar, etc. There are particularly famous regional varieties, such as the herbal Lincolnshire, and the long, curled Cumberland. Most larger supermarkets in England will stock at least a dozen types of English sausage: not only Cumberland and Lincoln-

shire but often varieties such as Pork and Apple; Pork and Herb; Beef and Stilton; Pork and Mozzarella; and others. I here are estimated to be around 400 sausage varieties in the United Kingdom.

Cheese is generally hard, and made from cows' milk. Cheddar cheese, originally made in the village of Cheddar, is by far the most common type, with many variations. Cheddar and the rich, blue-veined Stilton have both been called the king of English cheeses. The name 'Cheddar cheese' has become widely used internationally, and does not currently have a protected designation of origin (PDO) under European Union law. However South West England Cheddar has been awarded a PDO. To meet this standard the cheese must be made in the traditional manner using local ingredients in one of the four designated counties of South West England: Somerset, Devon, Dorset, or Cornwall. Sheep and goat cheeses are made chiefly by craft producers. Continental cheeses such as French Brie are sometimes also manufactured.

During the dessert course, puddings such as bread and butter pudding, apple pie, summer pudding and trifle are served. An accompaniment, custard, sometimes known as "English sauce" is a substitute to "eggs and milk" made from cornflour and vanilla. These dishes are simple and traditional.

## **Unit 4**

### **COMPUTER PROGRAMMERS**

Computer programmers write and test code that allows computer applications and software programs to function properly. They turn the program designs created by software developers and engineers into instructions that a computer can follow. In addition, programmers test newly created applications and programs to ensure that they produce the expected results. If they do not work correctly, computer programmers check the code for mistakes and fix them.

Computer programmers typically do the following:

- Write programs in a variety of computer languages, such as C++ and Java
- Update and expand existing programs
- Test programs for errors and fix the faulty lines of computer code
- Create and test code in an integrated development environment (IDE)
- Use code libraries, which are collections of independent lines of code, to simplify the writing

There is a number of important qualities a computer programmer should possess. Have a look at some of them.

**Analytical skills:** computer programmers must understand complex instructions in order to create computer code.

**Concentration:** programmers must focus their attention on their work as they write code or check existing code for errors.

**Detail oriented:** computer programmers must closely examine the code they write because a small mistake can affect the entire computer program.

Troubleshooting skills: an important part of a programmer's job is to check the code for errors and fix any they find.

Programmers work closely with software developers, and in some businesses their duties overlap. When such overlap occurs, programmers can do work that is typical of developers, such as designing programs. Program design entails planning the software initially, creating models and flowcharts detailing how the code is to be written, writing and debugging code, and designing an application or systems interface.

A program's purpose determines the complexity of its computer code. For example, a weather application for a mobile device will require less programming than a social-networking application. Simpler programs can be written in less time. Complex programs, such as computer operating systems, can take a year or more to complete.

Software-as-a-service (SaaS), which consists of applications provided through the Internet, is a growing field. Although programmers typically need to rewrite their programs to work on different system platforms, such as Windows or OS X, applications created with SaaS work on all platforms. Accordingly, programmers writing SaaS applications may not have to rewrite as much code as other programmers do and can instead spend more time writing new programs.

Most programmers learn a few computer languages. However, a computer science degree gives students the skills needed to learn new computer languages easily. Students get hands-on experience writing code, testing programs, fixing errors, and doing many other tasks that they will perform on the job.

To keep up with changing technology, computer programmers may take continuing education classes and attend professional development seminars to learn new programming languages or about upgrades to programming languages they already know.

## **QUALITIES THAT MAKE A SUCCESSFUL MARKETING PROFESSIONAL**

*Creativity:* When it comes to marketing strategies, there are often no right or wrong answers. The best marketers are those who think outside the box and do things as they were not done before. Great marketers are individuals who are not afraid to go out on a limb and experiment with what might even appear to be “crazy” ideas. They are not afraid to fail because when those ideas connect, they know it could be a winning strategy.

*Energy:* The best marketing professionals are also those who light up a room with their ideas, creativity, and pure energy. These are people who are passionate about what they do and aren't afraid to show it. They come to work bursting with enthusiasm. If you don't love what you do and can't wait to go to work every day, then it probably isn't your thing. This is especially true for marketing.

*Intuition:* The best marketers are also those who have their finger on the pulse of their audience. You can only give your audience what they want if you know what they want. The good marketer is one who knows what his or her audience wants and



is not afraid to give them exactly that. Some things may be obvious. For example, you're not going to market a dating app to someone who is in his or her 80s. But it's the more nuanced understanding of the audience that distinguishes the mediocre from the best in this field.

*Listening:* Good marketing professionals may be enthusiastic and energetic, but they don't talk all the time. While they are good at expressing themselves, they are even better as listening and observing. They watch people to learn what their habits and expectations are. They know to ask the questions to help draw people out and get to know them.

*Storytelling:* If you are looking for a marketing professional, you are essentially looking for someone who can tell a compelling story. You need to be able to do that to get people excited about the product or service you are selling. How can your product or service improve people's lives in a meaningful way? Often, that's the powerful story you are trying to tell. You want to tell it in a way that connects people with your brand. You want consumers to see themselves in the stories you tell.

*Teamwork:* In the end, marketing is not an individual game. It takes teamwork to succeed in your marketing campaign. You will be working with several teams including creative, sales, finance and logistics to successfully sell your product or service. You should be able to work on your own and most importantly, as part of a team in order to succeed as a marketing professional.

#### *Where Can a Career in Marketing Take Me?*

A career in marketing can take you in several different directions. In a typical marketing job, you will be given a "generic" product and/or service and instructed to associate that product or service with a brand name. The marketing professional's job is to create, manage, and enhance brands. By performing these tasks fully and properly, you will ensure that consumers look beyond the price and function of a product or service when determining whether or not to buy it.

To be successful in a marketing career, you must understand the needs, preferences, and constraints that define your targeted group of consumers. This knowledge is discovered through market research.

Because marketing can be accomplished in several ways, a career in marketing opens many different doors to you as a professional.

Учебное издание

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# MODERN COMMUNICATION

*Текст печатается в авторской редакции, орфографии и пунктуации*

Ответственный за выпуск: Резько П. Н.

Редактор: Боровикова Е.А.

Компьютерная вёрстка: Митлошук М.А.

ISBN 978-985-493-519-5



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Издательство БрГТУ.

Свидетельство о государственной регистрации  
издателя, изготовителя, распространителя  
печатных изданий № 1/235 от 24.03.2014 г.,  
№ 3/1569 от 16.10.2017 г.

Подписано в печать 30.12.2020 г. Формат 60x84 <sup>1</sup>/<sub>16</sub>.

Бумага «Performer». Гарнитура «Times New Roman».

Усл. печ. л. 6,63. Уч. изд. л. 6,16.

Заказ №1237. Тираж 23 экз.

Отпечатано на ризографе Учреждения  
образования «Брестский государственный  
технический университет».

224017, г. Брест, ул. Московская, 267.