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ОБУЧЕНИЕ АННОТИРОВАНИЮ И РЕФЕРИРОВАНИЮ АНГЛОЯЗЫЧНЫХ ТЕКСТОВ

Методические указания
для студентов и аспирантов

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ХАНТЫ-МАНСИЙСКИЙ АУТОНОМНЫЙ ОКРУГ ТЮМЕНСКОЙ ОБЛАСТИ
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Кафедра иностранных языков

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Настоящее издание представляет собой методические указания для студентов неязыковых факультетов вузов и аспирантов. Целью данных указаний является формирование и совершенствование навыков аннотирования и реферирования.

В издании представлен теоретический материал, практические советы и рекомендации студентам и аспирантам по овладению данными видами письменной деятельности, тренировочные упражнения, а также дополнительные тексты для аннотирования и реферирования. При отборе текстов особое внимание уделялось их характеру и уровню сложности. В результате методические указания содержат тексты страноведческой, научно-популярной направленности среднего уровня сложности и могут быть рекомендованы студентам неязыковых факультетов дневного и заочного отделений вузов и аспирантам.

Печатается по решению редакционно-издательского совета Сургутского государственного университета.

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ОГЛАВЛЕНИЕ

РЕФЕРИРОВАНИЕ	4
АННОТИРОВАНИЕ	12
ТЕКСТЫ ДЛЯ АННОТИРОВАНИЯ И РЕФЕРИРОВАНИЯ	18
The Kremlin	18
The Aral Sea	20
Statue of Liberty Dedicated	23
Ever Tried Talking to a Computer?	24
An Unsolved Mystery	25
The Story of Atlantis	27
Bermuda (or “Devil’s”) Triangle	28
Yeti	30
Приложение	32
Список используемой литературы	35

РЕФЕРИРОВАНИЕ

Для того чтобы успешно овладеть навыками аннотирования и реферирования, необходимо сначала разобраться и четко усвоить, в чем разница между этими понятиями. Как реферат, так и аннотация выполняют следующие сходные функции:

- дают возможность установить основное содержание письменного источника и устраняют необходимость чтения полного текста, если он представляет для читателя второстепенный интерес;
- облегчают поиск информации в информационных системах.

Для написания как аннотации, так и реферата используйте клишированные выражения (клише). Говоря о клише, мы имеем в виду стереотипные выражения, шаблонные фразы или речевые штампы, воспроизводимые в типичных речевых контекстах и ситуациях.

Данный раздел расскажет вам о том, что такое реферирование, для чего оно применяется, и покажет на примере научно-популярного текста, как правильно составить реферат на английском языке.

Реферирование – написание реферата – заключается в лаконичном изложении основных мыслей текста-источника, их систематизации, обобщении и оценке. Реферат подразумевает компрессируемое, конспективное изложение основных положений, в которое не включаются второстепенные факты и детали, примеры, исторические экскурсы, отступления и т. п. Однородные факты группируются в обобщения, цифровые данные систематизируются. Рефераты делятся на информативные, или рефераты-конспекты, которые достаточно полно излагают все основные положения, доказательства и выводы; и индикативные, или рефераты-резюме, которые перечисляют лишь основные положения и выводы по ним без изложения доказательств. Оба вида рефератов могут быть монографическими, составленными на основании одного источника; сводными, излагающими содержание нескольких источников, объединенных общей темой; обзорными, излагающими результат обзора многих источников по определенной тематике. Для успешного реферирования текстов на английском языке необходимо владеть следующими навыками и речевыми умениями:

- использовать клишированные выражения (клише речевой деятельности), вводящие различные части текста реферата;
- делать лексико-грамматическое перефразирование (например выписывать из текста определенные формы и конструкции, подвер-

гать их трансформации, сокращать отдельные предложения, заменять придаточные предложения оборотами и т. п.);

- применять принятую в данной науке терминологию.

Объем реферата определяется степенью важности реферируемого материала, хотя практически его средний объем не должен превышать 2000 печатных знаков. Если оригинальный текст свернут в реферате до 1/8 его объема при сохранении основных положений, то такой реферат может считаться удовлетворительным, нормальным по объему. В практике составления рефератов допускаются следующие объемы:

- статья до 5 печатных страниц сворачивается до 125–200 слов;
- статья до 25 печатных страниц – до 250 и более слов;
- для более крупных документов – до 1200 слов.

Для успешного написания реферата на английском языке руководствуйтесь следующими указаниями:

I. Придерживайтесь следующей структуры:

1. Введение, в котором необходимо указать инициалы автора и фамилию; название статьи, текста или книги; дать выходные данные источника (номер журнала или газеты, месяц и год издания, место издания, том, страница).
2. Область или раздел знания, к которому относится реферируемый материал; структура источника, если статья является одной из нескольких в книге, сборнике, пособии и т. п.; указание на наличие иллюстраций, схем, таблиц и т. п., если таковые имеются.
3. Главная мысль, идея реферируемого материала.
4. Краткое содержание реферируемого источника (излагается в той последовательности, в которой приводится в оригинале) – этот пункт должен составлять 2/3 всего вашего реферата.
5. Выводы или резюме составителя реферата, область применения результатов работы, предназначение статьи.

II. Используйте следующие клише:

1. Introduction. Введение.

The article/ text/ issue/ essay is Статья/текст озаглавлен...
headlined/ entitled...

The headline/ title of the article is...	Название статьи...
The author of the article is... (a world famous/ popula/, well-known scientist/ doctor/ engineer..., unknown).	Автор статьи... (всемирно известный/, знаменитый/ популярный ученый/ врач/ инженер..., неизвестен).
It was written by...	Она (статья) написана... (кем).
The article comes up from/ was published/ issued in... (Internet/ newspaper/ magazine/ journal/ book/ textbook "...")	Статья опубликована в... (Интернете/ газете/ журнале/ книге/ учебнике "...")
The article is dated.../ was published/ issued in... (2002)/ on... (the 11 th of April, 2002/ 11.04.2002).	Статья датирована.../ опубликована.../ выпущена...
It is situated on page.../ under column...	Находится на странице.../ под рубрикой...

2. Field of Study. Structure. Illustrations.

Раздел знаний. Структура. Иллюстрации.

The article lies in/ refers to the field of... (medicine, biology, engineering, computer science...)	Статья относится к области... (медицины, биологии, инженерии, компьютерной науки...)
It concerns/ describes/ investigates the points of... (physiology, biochemistry, computer programming, ecology...)	Она касается/ описывает/ изучает вопросы... (физиологии, биохимии, компьютерного программирования, экологии...)
This article is drawn/ taken from the book/ collection of.../ series of...	Статья взята из книги/ собрания/ сборника...
The article is supplied with a scheme/ a diagram/ a table/ a picture/ a photograph of...	Статья снабжена схемой/ диаграммой/ таблицей/ рисунком/ фотографией...
The results/relevant data are shown in the table/ are illustrated/ described by the scheme/ are diagrammed...	Результаты/ важная информация представлены в таблице/ отражены/ описаны схемой/ диаграммой...

3. The Main Idea. Основная мысль.

The main idea/ key-note/ central topic of the article is...	Главная идея/ основная мысль/ статьи/ основная тема статьи...
The article touches upon/ highlights the question(s) of.../ a burning issue of today/ the problems of...	Статья затрагивает/ выделяет вопрос(ы) о.../ животрепещущую тему дня/ проблемы...
The article deals with a topical issue of today/ a question of paramount importance/ a burning problem/ debatable questions, points/ one of the controversial, eternal questions...	Статья рассматривает актуальную тему дня/ вопрос перво-степенной важности/ животрепещущую проблему/ спорные вопросы, моменты/ один из спорных, вечных вопросов...
The author addresses himself to/ lays stress on the problem/ matters/ solution of...	Автор обращается/ акцентирует внимание на проблеме/ вопросах/ решении...

4. Rendering an Article. Содержание.

The article opens in a description/ an explanation a discussion of.../ a general statement...	Статья начинается с описания/ объяснения/ обсуждения/ утверждения общего характера...
At the beginning of the article the author states, that.../ informs us about.../ says that.../ focuses on.../ brings to the forefront the problem of...	В начале статьи автор утверждает, что.../ сообщает нам о.../ говорит, что.../ обращает внимание на.../ выносит на передний план проблему...
Further on, the article...	Далее статья...
After that, the author...	Затем автор...
In conclusion the author...	В заключение автор...
The author draws a conclusion saying that...	Автор делает вывод, говоря что ...
The article ends in...	Статья заканчивается...
Summing it up, the author...	Подводя итог, автор...
In the closing paragraph the author...	В заключительном абзаце автор...

5. Personal Attitude and Conclusions. Оценка автора и выводы.

I find the article interesting, informative, attention-catching, gripping, topical...	Я считаю статью интересной, содержательной, увлекательной, захватывающей, актуальной...
overlong, too wordy, boring, uninteresting...	слишком длинной, многословной, скучной, неинтересной...
The author..., and I can't agree more.	Автор..., и я более чем согласен.
The author is absolutely right saying that...	Автор совершенно прав, говоря что...
Unfortunately, the author has no solution to offer. He only...	К сожалению, автор не предлагает какого-либо решения. Он лишь...
The author, to my mind, misrepresents the situation/ the facts.	Я думаю, автор искажает ситуацию/ факты.
The author fails to persuade me that...	Автору не удастся убедить меня в том, что...
I don't agree with the author.	Я не согласен с автором.
The article is aimed to acquaint the readers with...	Основная задача статьи – ознакомить читателя с...
The article is intended for a wide range of readers/ for students of... faculty/ for people interested in...	Статья предназначена для широкого круга читателей/ для студентов ... факультета/ для людей, интересующихся...

III. Используйте следующие глаголы:

disclose – разоблачать, раскрывать;	stress – подчеркивать;
emphasize – придавать особое значение, подчеркивать, акцентировать;	imply – подразумевать, предполагать;
forecast – предсказывать, предвидеть;	predict – предсказывать, пророчить;
	reveal – показывать, обнаруживать;

infer – означать, подразумевать;	advise – советовать;
insinuate – внушать исподволь, намекать;	persuade – убеждать;
reiterate – повторять;	explain – объяснять;
suppose – предполагать;	mention – упоминать;
admit – допускать, соглашаться;	warn – предупреждать, предостерегать;
believe – думать, полагать;	suggest – предлагать, советовать.

IV. Прочитайте следующий текст и постарайтесь понять его содержание.

Black Cats and Broken Mirrors

(Newspaper "English", volume 23, March, 2002, p. 7)

1. Do you think that it is bad luck to walk under a ladder or break a mirror? Do you think that black cats and the number 13 are unlucky? Some people do, and some don't. The three men in America don't either. Every Friday the 13th they walk under ladders, break mirrors, and open umbrellas indoors. They want to prove that they aren't superstitious. They are rare people who aren't. There are over one million superstitions, and most people believe at least one or two of them.

2. Many people are superstitious about numbers. They think that there are lucky numbers and unlucky numbers. The number 13 is often considered unlucky. In some parts of the world, buildings have no 13th floor and streets have no houses with the number 13. In Japan, four is considered unlucky because in Japanese the word "four" is pronounced the same as the word "death". Japanese never give gifts of four knives, four napkins, or four of anything. What are the lucky numbers? Seven is a lucky number in many places, and eight is considered lucky in Japan and China. In China, businesses often open on August 8 (8-8), and many couples register to get married at eight past eight on August 8.

3. Superstitions about numbers are so widespread that some people – called numerologists – make a living giving advice about numbers. In 1937, when the Toyoda family of Japan wanted to form a car company, they asked a numerologist if "Toyoda" would be a good name for the company. The numerologist said it would not be. He explained that "Toyoda" took ten strokes of the pen to write, and 10 was not a lucky number. "Toyota", however, took eight strokes to write, and

eight was a very lucky number. The numerologist recommended "Toyota" as a better name for the company. The family took advice. As a result, millions of people drive "Toyotas" and not "Toyodas" nowadays.

4. In addition to superstitions about numbers, there are many other kinds of superstitions. There are superstitions about eating, sleeping, sneezing, and itching. There are superstitions about animals and holidays and horseshoes. There are even superstitions about superstitions. Those superstitions tell people how to reverse bad luck.

5. For example, in many parts of the world spilling salt is bad luck. Throwing salt, however, is good luck. So, people who spill salt throw a little of the spilled salt over their left shoulder. Throwing the spilled salt reverses the bad luck. When the Japanese bump heads, they immediately bump heads again. According to Japanese superstition, the first bump means their parents will die, but the second bump "erases" the first one. To reverse bad luck in general, people turn around three times, turn pockets inside out, or put their hats backwards. In the United States, baseball players sometimes wear their caps backwards when their team is losing. It looks silly, but the baseball players don't mind if it helps them win the game.

6. Because there are so many superstitions, it is not surprising that some of them are contradictory. In Germany, it is good luck when the left eye twitches and bad luck when the right eye twitches. In Malaysia, it is exactly the opposite: a twitching right eye means good luck, and a twitching left eye means bad luck. Accidentally putting on clothes inside out brings good luck in Pakistan but bad luck in Costa Rica. In Chile, unmarried people won't take the last piece of food on the plate because it means they will never marry. In Thailand, unmarried people do take the last piece because it means they will marry someone good-looking.

7. Some superstitions have been with us for so long that they have become customs. In many parts of the world it is polite to say "Health" or "God bless you" when someone sneezes. People used to think that the soul would escape from the body during a sneeze. They said, "God bless you" to protect people from losing their souls. Today we no longer believe that people who sneeze are in danger of losing their souls, but we say "God bless you" anyway. We say it not because we are superstitious, but because we are polite.

8. Even people who say they aren't superstitious would probably not intentionally walk under ladders and break mirrors. Almost everyone

is at least a little superstitious. One woman says that when she got married, her aunt gave her white bath towels. "Never buy purple towels," her aunt said. "If you use purple towels, your marriage will end." Does the woman believe that superstition? "No, of course not," she says. "It's silly." Does she use purple towels? "Well, no," she answers. "Why take chances?"

V. Просмотрите план и дополните его в соответствии с содержанием текста (в плане пропущены два пункта):

Plan

1. Superstitious people.
2. Numerologists and the "Toyota" company.
3. Other kinds of superstitions.
4. Contradictory superstitions.
5. Superstitions about sneezing.
6. Not to take chances.

VI. Ответьте письменно на вопросы, используя клише. Ответы на эти вопросы станут основой для написания реферата любого источника.

1. What is the headline of the article?
2. Whom was the article written by?
3. Where does the article come from? Was it published in a newspaper or a magazine?
4. When was it issued?
5. What page and column is the article placed?
6. What field of science does the article refer to?
7. Is it supplied with any illustrations?
8. What is the central topic of the issue?
9. What kind of questions does the author address himself to?
10. What is said at the beginning of the article (further on, in the closing paragraph)?
11. Do you find the article interesting or not?
12. Do you agree with the author?
13. What is the aim of the essay?
14. Whom is it intended for?

VII. Закончите следующие предложения в соответствии с содержанием текста (письменно):

1. The author emphasizes that...
2. Each paragraph reiterates that...
3. At the beginning of the article it is insinuated that...
4. Paragraph 3 explains why...
5. The fifth paragraph reiterates that...
6. This issue implies that...
7. In the seventh paragraph the author reveals...

VIII. Найдите в тексте и выпишите доказательства следующих утверждений:

1. All people are superstitious.
2. The number 13 is unlucky.
3. Eight is considered lucky in Japan and China.
4. The "Toyota" company got its name with the help of a superstition.
5. There are superstitions which tell people how to reverse bad luck.
6. Superstitions are contradictory.
7. Some superstitions became customs.

IX. Выпишите основную мысль (информативное ядро) каждого абзаца, которые затем вы объедините в реферат.

Кроме всего прочего, хотелось бы напомнить, что в английском языке все самостоятельные слова (то есть все слова, кроме предлогов и артиклей) в заголовках пишутся с заглавной буквы. Не забывайте и еще одно немаловажное правило: в английском языке и открывающие кавычки, и закрывающие ставятся сверху.

X. Напишите реферат предложенной статьи, следуя примеру (см. приложение на стр. 27).

АННОТИРОВАНИЕ

Данный раздел расскажет вам о том, что такое аннотирование и как правильно написать аннотацию на английском языке.

Аннотация – краткое описание работы, дающее характеристику выходных данных, основной темы, проблемы, объекта, цели

работы и ее результатов. Аннотация включает сведения об авторе, направленности работы, ее ценности и назначении и имеет справочный характер. Рекомендуемый средний объем аннотации – 500 печатных знаков (обычно 7–8 предложений на английском языке). Хотя цель аннотирования совпадает в определенной степени с целью реферирования, однако между этими двумя формами обработки текста имеется существенное различие: если назначение реферата заключается в замене подлинника кратким и обобщенным его вариантом, достаточно полно отражающим его содержание, то аннотация лишь сообщает о наличии определенных сведений, материала из конкретной области знания. Кроме того, существенным различием этих двух видов письменной деятельности является тот факт, что в аннотации не дается личная оценка источника автором данной аннотации (что было обязательным пунктом при написании реферата – пункт 5).

Для того чтобы написать аннотацию на английском языке, по аналогии с написанием реферата, необходимо владеть теми же навыками и речевыми умениями и следовать определенной структуре аннотации.

Для написания аннотации на английском языке руководствуйтесь следующими указаниями:

I. Придерживайтесь определенной структуры:

1. Введение, в котором необходимо указать инициалы автора и фамилию; название статьи, текста или книги; дать выходные данные источника (номер журнала или газеты, месяц и год издания, место издания, том, страница).
2. Область или раздел знания, к которому относится реферируемый материал; структура источника, если статья является одной из нескольких в книге, сборнике, пособии и т. п.; указание на наличие иллюстраций, схем, таблиц и т. п., если таковые имеются.
3. Главная мысль, идея реферируемого материала (в этом пункте аннотации в двух-трех предложениях описывается основная мысль содержания письменного источника-оригинала).
4. Заключение (в этом пункте в зависимости от содержания и направленности источника мы пытаемся определить цель и предназначенность данной работы, то есть сообщаем, для какого круга читателей предназначен текст, на который мы пишем аннотацию).

II. Используйте следующие клише (в соответствии со структурой аннотации):

1. Introduction. Введение.

The article/ text/ issue/ essay is headlined/ entitled...	Статья/текст озаглавлен...
The headline/ title of the article is...	Название статьи...
The author of the article is... (a world famous/ popular/ well-known scientist/ doctor/ engineer..., unknown).	Автор статьи... (всемирно известный/ знаменитый/ популярный ученый/ врач/ инженер..., неизвестен).
It was written by...	Она (статья) написана... (кем).
The article comes up from/ was published/ issued in... (Internet/ newspaper/ magazine/ journal/ book/ textbook "...")	Статья опубликована в... (Интернете/ газете/ журнале/ книге/ учебнике "...")
The article is dated.../ was published/ issued in... (2002)/ on... (the 11 th of April, 2002/11.04.2002).	Статья датирована.../ опубликована.../ выпущена...
It is situated on page.../ under column...	Статья находится на странице.../ под рубрикой...

2. Field of Study. Structure. Illustrations.

Раздел знаний. Структура. Иллюстрации.

The article lies in/ refers to the field of... (medicine/ biology/ engineering/ computer science...)	Статья относится к области... (медицины/ биологии/ инженерии/ компьютерной науки...)
It concerns/ describes/ investigates the points of... (physiology/ biochemistry/ computer program-ming/ ecology...)	Она касается/ описывает/ изучает вопросы... (физиологии/ биохимии/ компьютерного программирования/ экологии...)
This article is drawn/ taken from the book.../ collection .../ series of...	Статья взята из книги/ собрания/ сборника...
The article is supplied with a scheme /a diagram /a table / a picture /a photograph of...	Статья снабжена схемой/ диаграммой/ таблицей/ рисунком/ фотографией...

The results/relevant data are shown in the table/ are illustrated/ described by the scheme/ are diagrammed...
Результаты/ важная информация представлены в таблице/ отражены/ описаны схемой/ диаграммой...

3. The Main Idea of an Article. Основная мысль.

The main idea/ key-note/ central topic of the article is...	Главная идея/ основная мысль/ статьи/ основная тема статьи...
The article touches upon/ highlights the question(s) of.../ a burning issue of today/ the problems of...	Статья затрагивает/ выделяет вопрос(ы) о.../ животрепещущую тему дня/ проблемы о...
The article deals with a topical issue of today/ a question of paramount importance/ a burning problem/ debatable questions, points/ one of the controversial/ eternal questions...	Статья рассматривает актуальную тему дня/ вопрос первостепенной важности/ животрепещущую проблему/ спорные вопросы, моменты/ один из спорных/ вечных вопросов...
The author addresses himself to/ lays stress on the problem/ matters/ solution of...	Автор обращается/ акцентирует внимание на проблеме/ вопросах/ решении...

4. Conclusion. Заключение.

Written by a well known (practicing) ... the article may be used by ...	Написанная хорошо известным (практикующим)... статья может быть использована... (кем).
The article is aimed to acquaint the readers with...	Основная задача статьи – ознакомить читателя с...
The article is intended for a wide range of readers/ for students of... faculty/ for people interested in...	Статья предназначена для широкого круга читателей/ для студентов ... факультета/ для людей, интересующихся...

III. Просмотрите нижеприведенную таблицу. Запомните, в чем заключаются основные различия между аннотацией и рефератом.

Основные различия аннотации и реферата

	Аннотация	Реферат
Особенности передачи содержания источника	Основная мысль только называется	Излагается основное содержание, ход рассуждения, аргументация
Объем	500 печатных знаков (7–8 предложений)	2000–2500 печатных знаков (15–20 предложений)
Личное мнение на содержание источника	Не высказывается	Высказывается

IV. Прочитайте следующую статью из газеты «Английский язык», приложения к газете «1 сентября», за март 2002 года, и постарайтесь понять ее содержание:

Industry: Music Piracy Jumps

(Newspaper “English”, March, 2002, p.1, column “News in Brief”)

1. The number of pirated music CDs grew by nearly 50 percent worldwide last year to a record 950 million unit. Pirated recordings, including CDs and cassettes, totaled nearly 2 billion in 2001, up just slightly from a year earlier, said the International Federation of the Phonographic Industry (IFPI).

2. While the United States music industry worries most about lost sales from individuals downloading songs from the Internet, there is a bigger threat globally from unauthorized copying of CDs and cassettes. These illegal CDs and cassettes now account for two out of every five units sold worldwide with piracy levels rising as high as 90 percent in countries like China.

3. Sales of pirated materials around the world amounted to \$4.3 billion, up from \$4.2 billion in 2000. The dollar value increase was marginal because of sharply falling prices for pirated CDs. Technology for recordable CDs, which are known as CD-Rs, has lowered the barriers to entry for pirates by making duplicating equipment cheaper and more

portable. CD-Rs accounted for nearly one-quarter of pirated sales last year, up from 9 percent the year earlier. Most pirates operate sophisticated, international networks that take advantage of lax copyright protection laws in countries such as Indonesia and Paraguay to manufacture and distribute their products, said Jay Berman, IFPI chairman and chief executive. As former hotbeds such as Bulgaria and Ukraine crack down, pirates simply pack up and move to countries like Russia that have scant protections for copyright holders.

4. Certain countries should regulate CD-manufacturing plants to limit abuses, said Neil Turkewitz, a vice president with the Recording Industry Association of America, a U.S. trade group.

By Thomas Sherwood

V. Ответьте письменно на вопросы на странице № 11 (кроме вопросов № 9–12).

VI. Выпишите из каждого абзаца по одному предложению, которое более точно описывает его основную мысль.

VII. Преобразуйте выписанные предложения в назывные и составьте из них план текста, например:
Growing number of pirated recordings.

VIII. Сгруппируйте пункты своего плана в одно-два развернутых предложения, выполнив необходимые лексико-грамматические изменения (получившиеся в результате этого преобразования предложения будут являться пунктом 3 вашей аннотации).

IX. Прочитайте следующую аннотацию данной статьи на русском языке и определите, какие пункты в ней не освещены.

Статья была опубликована в газете «Английский язык». Автор статьи Томас Шервуд.

В статье представлены данные о возросшем количестве пиратских записей в Соединенных Штатах. Кроме того, автор затрагивает проблему отсутствия законов, регулирующих производство и нелегальную продажу компакт-дисков.

Х. Дополните аннотацию на русском языке. Переведите полученную аннотацию на английский язык. Следуйте примеру (см. Приложение на стр. 32).

ТЕКСТЫ ДЛЯ АННОТИРОВАНИЯ И РЕФЕРИРОВАНИЯ

The Kremlin

(Newspaper "English", 13/2002, p. 11)

Today when we look at the map of the Moscow metro it is difficult to imagine that several centuries ago the citizens of the capital could not imagine such a huge territory as the city occupies today. The main area was situated on a high hill, the actual place of the Kremlin. The first document that mentions Moscow dates back to the 12th century (1147). However we shouldn't forget that at that time the town was already very well developed and could provide all the necessities for the two princes' armies that came to Moscow for a feast. The celebration was luxurious and lasted several days. From these facts it is possible to conclude that the capital is older than it is usually believed to be.

The red walls of the Moscow Kremlin that all Russians are so proud of appeared only during the reign of Ivan III. What was the fortress like before? Not so majestic as it is today, of course: simple wooden walls that protected a small territory inside them. So why did the area of the Kremlin constantly grow? Little by little people were building houses around the fortress. Even despite the fact they were not surrounded by the walls, citizens felt more secure near the fortress than somewhere in the depths of the forest. Thus the possibility to fight together against enemies, plus economic reasons, pushed people to live close to the Kremlin.

Wooden walls were good to protect the population; but there was a very dangerous enemy – fire. During many centuries Muscovites lived in a constant fight against this element that offers life but at the same time can take it away in just a few minutes.

In 1336 a new prince – Dmitriy Donskoy – ordered a fortress built from white bricks. Its remains exist still today: if we look carefully at the base of the actual Kremlin we will see that it is not red but white. Since that time Moscow was nicknamed "white brick" and the name remained even to the 15th century when white walls were replaced by red ones.

Today there are 20 towers in the Kremlin and there is an interesting story connected with one of them – the Spasskaya (Savior) Tower. Once Moscow doctors had to face the same disease of many patients. It was a terrible headache, whose origins remained unclear until someone suddenly realized that all these problems appeared because of the Savior Tower! It was the entrance to the Kremlin and there was an icon over it.

The Kremlin has always been the heart of Moscow. At first its walls surrounded the whole town; today the capital is so big that it would be difficult to put its huge population in the area of the fortress. However the Kremlin still plays an important role not only in the life of Moscow but also in Russia's as well. It is the government seat and the location of numerous historical monuments.

Cathedral Square, formed by three cathedrals (Assumption Cathedral, Annunciation Cathedral and Archangel Cathedral), developed in the 15th century. It was the place of coronation festivities and religious processions.

In the 15th century Moscow became the major Russian town and it was necessary to replace the old, dilapidated Kremlin walls and to build new ones to receive foreign guests.

1472 was the year of the beginning of the Assumption Cathedral's erection. Before that there had been a cathedral built in the 14th century on the same site. The construction of the new building lasted two years and the Cathedral's walls were almost finished when suddenly the northern wall collapsed.

There were several versions of the catastrophe cause. According to one of them, an earthquake destroyed the Cathedral. The second one notes the fact of the bad state of the inside of the building and finally the third variant tells us about careless builders that prepared the lime poorly. However there was another serious reason. We shouldn't forget that during the Tatar Yoke, the Russian masters lost their skills. When Ivan III wanted some masters from Pskov to build the Cathedral, they refused, as the task was too difficult for them. That is why the prince fixed upon an Italian architect – Aristotle Fioravanti – who was noted for his buildings in Italy.

To destroy the walls of the ancient cathedral, the architect used methods unknown in Russia and the lime made by him was extremely solid.

In 1479 the construction of Assumption Cathedral was finished. At that time, when light was the symbol of truth, the cathedral was the lightest temple in the country. In the domes you can see icons of God, archangels, and forefathers; the columns are decorated with figures of Christian martyrs; the western wall by tradition represents the Last Judgment. (For those who leave the Cathedral, not to forget that it is waiting for everyone and for everybody to be righteous men.)

Earlier there were gold and silver objects, manuscripts and clothes for the divine services in the Cathedral. All of them are currently displayed in the Armory Museum.

However there is a work of art set out in Assumption Cathedral – Ivan the Terrible's throne in the form of the marquee with scenes representing episodes from legends about the tsar's ambassadors. The throne was used during coronations and divine services that took place in the Cathedral.

By Alevtina Kozina

The Aral Sea

(Newspaper "English", 20/2002, p. 7)

Since the beginning of its existing, the human being has been developing. It has never stopped, and it never will. During the last couple of centuries it has been developing very aggressively, and it has reached tremendous achievements in all fields. Unfortunately mankind has achieved tremendous success in polluting its environment also. Nowadays, nature is missing many of its inhabitants – those who are supposed to be under the protection of humans as young brothers and sisters. Pollution was the reason for their extinction. Finally, the humanity started paying more attention to what surrounds it. It started thinking about the future, its future generations, and the inheritance to these generations. People have started asking themselves more often questions like, "What will we have left to other children after us?" Currently, humanity has plenty of global environmental problems that it has to care of now. Tomorrow will be too late. Some of these global environmental are global warming, deforestation, freshwater contamination, destruction of ozone layer of the earth, pollution of space orbit of the earth by parts of used equipment. Desiccation of the Aral Sea is one of the items on the list.

The Aral Sea, which is also considered to be a lake or Inland Sea in Central Asia, is located in southwestern Kazakhstan and northwestern Uzbekistan, near the Caspian Sea. The Aral has no outlet. The Aral Sea is still listed as the fourth lake in the world. But it has been shrinking for decades, and the statistics might change.

Nowadays, two major problems have risen before the governments of Uzbekistan and Kazakhstan; the desiccation and as a result of this threat of the complete disappearance of the sea, and the danger of the broad extension of anthrax bacteria that was stored by the Soviet Army on Vozrozenia Island.

In comparison with the size of the sea in the 1960's, the Sea has declined in size by 76 percent. The initial reason for the Aral's decline is the fact that Soviet planners diverted water from Aral's two big feeding rivers (Amu Darya and Syr Darya) into cotton fields in the territory of Uzbekistan. Because of this irrigation, the sea is now seventy miles away from its former bank (in some places even more). Ninety percent of the Syr Darya's water is diverted into canals and reservoirs. Millions of people in Central Asia rely on the rivers for a livelihood. Uzbekistan, for instance, generates 28 percent of its hard currency from cotton irrigated with river water.

Planning the irrigation system, the Soviet planners were only after high rates of cotton harvests. Unwise use of water has led to the current state of the Aral Sea. The salt content of the Sea's water increased by about threefold, adversely affecting plant and animal life and causing the fishing industry to decline.

The disappearance of the sea as a part of the ecosystem is just one problem that is followed by hundreds of subsequent problems. One of them has already risen: the drying of the sea has left behind three million hectares of desiccated seabed, covered with accumulated salts which the wind carries away and deposits over thousands of square kilometers of arable land turning it into dead one. One can see white ridges amid the soil in the field. Salty dust from the dried out land causes discomfort and respiratory problems. Wind brings more than a hundred tons of salty dust per square mile every year. As a result, trees do not bear fruit any more.

The Aral Sea's desiccation has an influence on everything that is around it. The climate in the region has changed significantly; the winters are colder, summers are even hotter.

The sea was not only the water supply for the population, but it was the source of their income. A large part of the population was involved in fishing and resort industry. Now, the sea is far away, these businesses are not available any more, and that leads to deterioration of the financial situation in the area.

In city of Muynak, the three hundred-vessel fleet once employed a thousand fishers. It is now a collection of rusting hulls half-buried amid the dunes on the edge of the town. Yet the sixty-year old canning factory still clatters, although its seven hundred workers handle fish brought by lorry from the lakes around Tashkent, one thousand miles away.

The sea has turned from a rich fishing ground to a prairie of poisonous dust. Desiccation has a great influence on the population's health; the change in environment has significantly increased rates of birth defects, infant mortality, respiratory diseases, cancers, malnutrition, etc. Another side effect imposed on the population is a dramatically increased rate of tuberculosis in the area.

One of the causes of health deterioration is that the Aral Sea contains a lot of pesticides, which sank to the bottom of the sea. As the lake dried up, this layer of pesticide became exposed to the wind, which blows it away on the other lands.

The partial solution for the problem is to build a dam to keep water from flowing into the larger, southern portion. Plans call for the structure's base to be 150 yards wide. If money is found for the construction, the water level of the northern sea will rise to the same level it was in 1960's. It is a rare ray of hope for the population of this region. Calculations by the Kazak Academy of Science in Almaty suggest the entire sea will disappear by 2010 without the dam.

The second threat to the Aral Sea and its inhabitants is anthrax bacteria stored since 1988 by the Soviet Army on one of the islands of the sea. Now, the sea is drying out and this island can become a part of land. This fact carries the threat that anthrax bacteria can be exposed to atmosphere one day, and it will become a very serious danger to both countries. At this time both governments in cooperation with the USA are undertaking actions in order to prevent the possible catastrophe.

Over the last two centuries many of the Earth's inhabitants became extinct as a result of environmental pollution. It is time to stop it; otherwise the next extinct inhabitant might turn out to be humanity itself.

Statue of Liberty Dedicated (Newspaper "English", 40/2000, p. 14)

Since its dedication on October 28, 1886, the magnificent Statue of Liberty, which stands in New York Harbor, has welcomed millions of immigrants, foreign visitors, and citizens returning to the United States from abroad. The idea for such a statue originated in France during the early 1870s. Having just adopted a republican form of government, the French people wanted to pay special tribute to the United States, the first modern republic, on the occasion of its 100th anniversary in 1876. The gift chosen to symbolize the lasting friendship between the two countries was Frederic Auguste Bartholdi's statue "Liberty Enlightening the World". In 1875 the newly organized Franco-American Union began to solicit contributions to finance the statue's construction, and by the time of its completion in 1884 the French people had donated the entire cost of \$250,000.

Bartholdi himself selected the 12-acre Bedloe's Island (renamed Liberty Island in 1960) as the permanent site for its statue, and the United States Congress agreed to its being used for this purpose. To provide a suitable base for the 225-ton figure, Americans subscribed \$350,000. This money financed the building of a concrete and granite pedestal, and in 1886 the Statue of Liberty was placed upon this structure to begin its symbolic vigil in New York Harbor.

Approximately 800,000 persons visit Liberty Island each year. Boats leave Manhattan's Battery Park for the island frequently during the day, and those who make the 1.6-meter trip to inspect the statue at close range are well rewarded for their efforts. The main point of interest is the hollow interior of the statue. An elevator takes sightseers to the top of the pedestal, but from there those who wish to venture higher, up to the statue itself, must walk. A climb of 168 steps leads to the statue's head, where there is an observation platform. On a clear day, this platform affords a magnificent view of the harbor and the New York skyline. The right arm and the torch are no longer open to the public.

A bronze plaque was affixed to the pedestal of the Statue of Liberty in 1903. On this tablet is engraved the famous excerpt from "The New Colossus" by Emma Lazarus:

Give me your tired, your poor,
Your huddled masses yearning to breathe free,
The wretched refuse of your teeming shore,

Send these, the homeless, tempest-tossed, to me;
I lift my lamp beside the golden door.

In 1937 the statue, which with its pedestal is 305 feet high, was declared a national monument, and since that time the National Park Service has administered the site. In 1964 the Park Service began construction on the American Museum of Immigration at the base of the statue. Opened in 1972, the museum contains an exhibit hall where dioramas, paintings, and other materials depict the contributions of the various national and ethnic groups to American history.

By Glen Black

Ever Tried Talking to a Computer?
(Reader's Digest, April, 2002, p. 25)

Technology has changed people and their lives. No period in history has had as many significant changes as the past century. Improvements of all kinds, such as those in communication and transportation have seriously changed many people's lives – not all positively. Many people are conservative. They do not like and cannot accept the new results of technology. Conservative people often resist the new. They might prefer to take trains instead of airplanes and to receive letters instead of phone calls. They might like soft, gentle music rather than fast, noisy modern music. Above all, many conservative people find the increasing use of computers confusing, annoying and impersonal.

Computers are an obvious part of technology that reaches into most people's lives. Computers answer telephones, retrieve information instantly, read and answer letters, and make mathematical computations in much less time than a person can. However, how do people react as the use of the computer increases in their daily lives? There is a big difference between talking to a human being about a mistake on a bill and trying to tell a computer. A computer does not treat people in a human way. After all, it is only a machine. A person who learns to use any machine can benefit from its services. The same is true for the computer. The investment of time and patience that a person makes in learning how to use a computer pays off many times. What can a computer do? A computer can easily perform simple and complex calculations. It can record all kinds of information. It can sort material either alphabetically or in number of sequence. It can classify, report,

and edit data, information that is put in. The only requirement is that the computer must be correctly programmed to perform these functions, or jobs. Once a program is set, many people can use it to make it work for them. A computer programmer is a person who is trained to program or communicate with computers. In a sense, he teaches the computer to do the work by writing a program. He uses special computer languages to control and instruct the different parts of the computer. He writes a program, the detailed set of instructions for the computer, in a computer language.

Computers have so many everyday uses that the business world would stop without them. They can reserve airplane tickets, keep bank accounts, rent cars, control prices, order goods and supply, process registrations cards, keep inventories, record grocery items, and houses for sale. All of these jobs can be done, and many more, in a fraction of the time that a person would need. By using computers, people in business save large amounts of time. Whether people realize it or not, computers control so many parts of society that, without them, people's lives would be much more difficult. For every mistake on a bill, the computer does a million others right. Computers save great amounts of time by doing uninteresting jobs that take people a long time. Computers are designed for repetitive projects, for processing and storing a large amount of data, and for accuracy and speed. By using computers, human beings can free themselves to do more human projects.

By Peter Swanson

An Unsolved Mystery
(Newspaper "English", 23/2002, p. 13)

In the summer of 1978 an English farmer named Ian Stevens was driving his tractor through a field of wheat when he discovered something strange. Some of his wheat was lying flat on the ground. The flattened wheat formed a circle about six meters across. Around this circle were four smaller circles of flattened wheat. The five circles were in a formation like five dots on dice.

Three years later a farmer who lived nearby discovered similar circles in one of his fields. These circles were larger – nearby 15 meters across. That same year, yet another English farmer discovered three circles of flattened wheat on his land – one large circle between two small circles.

During the following years, farmers in England found the mysterious circles in their fields more and more often. In 1987 they discovered 50 circles; in 1988, 98 circles; and in 1989, 270 circles.

The circles are called "crop circles" because they appear in the fields of grain – usually wheat or corn. The grain in the circles lies flat on the ground but is never broken; it continues to grow horizontally, and farmers can later harvest it. Farmers always discover the crop circles in the morning, so the circles probably form at night. They appear only in the months from May to September. What causes the crop circles?

At first, people suspected that the circles were a hoax. They thought that teenagers were making them as a joke, or that farmers were making them to attract tourists. (In fact, in 1991, two men said they made the circles themselves, but many scientists don't believe them.) To prove that the circles were a hoax, people tried to copy them: they tried to make circles exactly like the ones the farmers had found. They couldn't enter a field of grain without leaving tracks, and they couldn't flatten the grain without breaking it. The crop circles are apparently not a hoax.

Many people believe that beings from outer space are making the circles. Some think that the beings are trying to communicate with us from far away and that the crop circles are messages from them. Others believe that the beings have actually landed on earth and that the circles are marks left by their spaceships. Several times people reported seeing strange flying objects near the fields where crop circles later appeared.

Scientists who have studied the crop circles say they are not sure what causes them. They have suggested several theories. For example, some scientists say that "microbursts" of wind create the circles. A microburst is a downward rush of air that sometimes causes an airplane to crash. Other scientists say that forces within the earth cause the circles to appear. There is one problem with all the scientific theories. Crop circles often appear in formations, like the five-dot formation that Ian Stevens found. It is hard to believe that any natural force could create those formations. And recently farmers have discovered not only circles but also rectangles, triangles, and other shapes in their fields. Could any natural force create a perfect triangle in a field of grain?

In the summer of 1990 some scientists spent three weeks in the part of England where many circles have appeared. They had all the latest high-tech equipment. This equipment – worth 1.8 million dollars – recorded nothing. But one night, as the scientists were watching a field,

crop circles formed in the field behind them. The scientists had neither seen nor heard anything.

When Ian Stevens discovered the crop circles on his land in 1978, he said, "It was just like something had landed in the field from the air and gone back up again. I don't know what to make of these things."

Crop circles have appeared not only in England, but also in fields of Japan, the United States, the Soviet Union, and New Zealand. Experts from all over the world have studied them. What do experts say about the crop circles? They say what Ian Stevens said: They don't know what to make of these things.

By Margaret Luis

The Story of Atlantis

(Newspaper "English", 23/2002, p. 16)

Over 11,000 years ago there existed an island nation located in the middle of the Atlantic Ocean populated by a noble and powerful race. The people of this land possessed great wealth thanks to the natural resources found throughout their island. The island was a centre for trade and commerce. The rulers of this land held sway over the people and land of their own island and well into Europe and Africa. This was the island of Atlantis.

Atlantis was the domain of Poseidon, god of the sea. When Poseidon fell in love with a mortal woman, Cleito, he created a dwelling at the top of a hill near the middle of the island and surrounded the dwelling with rings of water and land to protect her.

Cleito gave birth to five sets of twin boys who became the first rulers of Atlantis. The island was divided among the brothers with the eldest, Atlas, first King of Atlantis, being given control over the central hill and surrounding areas.

At the top of the central hill to honour Poseidon, a temple was built which housed a giant gold statue of Poseidon riding a chariot pulled by winged horses. It was here that the rulers of Atlantis would come to discuss laws, pass judgments, and pay tribute to Poseidon.

To facilitate travel and trade, a water canal was cut through of the rings of land and water ran south for 5,5 miles (~9 km) to the sea.

The city of Atlantis sat just outside the outer ring of water and spread across the plain covering a circle of 11 miles (1,7 km). This was a densely populated area where the majority of the population lived.

Beyond the city lay a fertile plain 330 miles (530 km) long and 110 miles (190 km) wide surrounded by another canal used to collect water from the rivers and streams of the mountains. The climate was such that two harvests were possible each year. One in the winter fed by the rains and one in the summer fed by irrigation from the canal.

Surrounding the plain to the north were mountains which soared to the skies. Villages, lakes, rivers, and meadows dotted the mountains.

Besides the harvests, the island provided all kinds of herbs, fruits, and nuts. An abundance of animals, including elephants, roamed the island.

For generations the Atlanteans lived simple, virtuous lives. But slowly they began to change. Greed and power began to corrupt them. When Zeus saw the immorality of the Atlanteans he gathered the other gods to determine a suitable punishment. Soon, in one violent surge it was gone. The island of Atlantis, its people, and its memory were swallowed by the sea.

This is a summary of the story told by Plato around 360 BC in his dialogues *Timaeus* and *Critias*. These writings of Plato are the only specific known references to Atlantis. They have prompted controversy and debate for over two thousand years.

By Nadezhda Plotnikova

Bermuda (or "Devil's") Triangle (Newspaper "English", 23/2002, p. 16)

The Bermuda Triangle is a triangular area in the Atlantic Ocean bounded roughly at its points by Miami, Bermuda, and Puerto Rico. Legend has it that many people, ships and planes have mysteriously vanished in this area. How many have mysteriously disappeared depends on who is doing the locating and the counting. The size of the triangle varies from 500,000 square miles to three times that size, depending on the imagination of the author. (Some include the Azores, the Gulf of Mexico, and the West Indies in the "triangle.") Some trace the mystery back to the time of Columbus. Even so, estimates range from about 200 to no more than 1,000 incidents in the past 500 years. Howard Rosenberg claims that in 1973 the U.S. Coast Guard answered more than 8,000 distress calls in the area and that there have been more than 50 ships and 20 planes go down in the Bermuda Triangle within the last century.

Many theories have been given to explain the extraordinary mystery of these missing ships and planes. Evil extraterrestrials, residue crystals from Atlantis, evil humans with anti-gravity devices or other weird technologies and vile vortexes from the fourth dimension are favourites among fantasy writers. Strange magnetic fields and oceanic flatulence (methane gas from the bottom of the ocean) are favourites among the technically-minded. Weather (thunderstorms, hurricanes, tsunamis, earthquakes, high waves, currents, etc.), bad luck, pirates, explosive cargoes, incompetent navigators, and other natural and human causes are favourites among skeptical investigators.

There are some skeptics who argue that the facts do not support the legend and that there is no mystery to be solved, nothing that needs explaining. The number of wrecks in this area is not extraordinary, given its size, location and the amount of traffic it receives. Many of the ships and planes that have been identified as having disappeared mysteriously in the Bermuda Triangle were not in the Bermuda Triangle at all. Investigations to date have not produced scientific evidence of any unusual phenomena involved in the disappearances. Thus, any explanation, including so-called scientific ones in terms of methane gas being released from the ocean floor, magnetic disturbances, etc., are not needed. The real mystery is how the Bermuda Triangle became a mystery at all.

The modern legend of the Bermuda Triangle began soon after five Navy planes vanished on a training mission during a severe storm in 1945. The most logical theory is that lead pilot Lt. Charles Taylor's compass failed. The trainees' planes were not equipped with working navigational instruments. The group was disoriented and simply, though tragically, ran out of fuel. No mysterious forces were likely to have been involved other than the mysterious force of gravity on planes with no fuel. It is true that one of the rescue planes blew up shortly after take-off, but this was likely due to a faulty gas tank rather to any mysterious forces.

Over the years there have been dozens of articles, books, and television programs promoting the mystery of the Bermuda Triangle. In his study of this material, Larry Kushe found that few did any investigation into the mystery. Rather, they passed on the speculations of their predecessors as if they were passing on the mantle of truth. Of the many uncritical accounts of the mystery of the Bermuda Triangle, no one has done more to create this myth than Charles Berlitz, who had a

bestseller on the subject in 1974. After examining the 400-page official report of the Navy Board of Investigation of the disappearance of the Navy planes in 1945, Kushe found that the Board wasn't baffled at all by the incident and did not mention alleged radio transmissions cited by Berlitz in his book. According to Kushe, what isn't misinterpreted by Berlitz is fabricated. Kushe writes: "If Berlitz were to report that a boat were red, the chance of it being some other color is almost a certainty." (Berlitz, by the way, did not invent the name; that was done by Vincent Gaddis in "The Deadly Bermuda Triangle," which appeared in the February, 1964, issue of *Argosy*, a magazine devoted to fiction.)

In short, the mystery of the Bermuda Triangle became a mystery by a kind of communal reinforcement among uncritical authors and a willing mass media to uncritically pass on the speculation that something mysterious is going on in the Atlantic.

By Nadezhda Plotnikova

Yeti

(Newspaper "English", 23/2002, column "Wondering Wanderers", p. 16)

Sightings of this creature were a regular occurrence during the nineteenth and twentieth centuries. Extensive research has been undertaken to establish whether the yeti actually exists on the snowfields of the Himalayas of Nepal and Tibet. This omnivorous creature, so often featured in horror movies, has been seen in different forms, and is sometimes referred to as the "abominable snowman", or "meh-teh". One description of the creature is that of an animal that walks upright, having thick ragged fur that is red-brown in color, and stands approximately 1.8m tall. Some have reported that the meh-teh is similar in appearance to an ape with a dome-shaped head, large feet and a broad mouth. Research by zoologists compares the yeti to the orangutan.

Sir Edmund Hillary, the explorer, alleged to come into contact with the yeti on several occasions, the most publicized being in 1960. A scalp believed to be that of the creature was revered by locals in a remote monastery but on examination was revealed to belong to a mountain goat/antelope.

The latest reported sighting was in 1972 when footprints were found by Eric Shipton, Edward Cronin and Dr Howard Emery on an expedition in Nepal. The footprints were found amidst the base camp in a valley between Everest and Kanchenjunga, and followed a path from

the camp to a steep incline. The expedition agreed that the incline was extremely treacherous and would be virtually impossible for a human to climb. A mould of the footprint was taken for future research by Jeffrey McNeely.

In 1959 an expedition was launched by Tom Slick to discover new evidence. Yeti droppings were recovered and brought for future investigation. A new species of nematode worm was discovered, which according to scientists, will only be found to be linked to one type of animals. As this species of worm is known not to be linked to any other animal this evidence has been accepted as proof towards the yeti's existence.

By Nadezhda Plotnikova

ПРИЛОЖЕНИЕ

English as a World Language

(Headway: Student's Book, Upper-Intermediate; 1996, p. 2)

Today, when English is one of the major languages, in the world, it requires an effort of the imagination, to realize that this is a relatively recent thing – that in Shakespeare's time, for example, only a few million people spoke English, and the language was not thought to be very important by the other nations of Europe, and was unknown to the rest of the world.

English has become a world language because of its establishment as a mother tongue outside England, in all the continents of the world. This exporting of English began in the seventeenth century, with the settlements in North America. Above all, it is the great growth of population in the United States, assisted by massive immigration in the nineteenth and twentieth centuries, that has given the English language its present standing in the world.

People who speak English fall into one of three groups: those who have learned it as their native language; those who have learned it as a second language in a society that is mainly bilingual; and those who are forced to use it for a practical purpose – administrative, professional or education. One person in seven of the world's entire population belongs to one of these three groups. Incredibly enough, 75 % of the world's mail and 60 % of the world's telephone calls are in English.

Old English, like modern German, French, Russian and Greek, had many inflections to show singular and plural, tense, person, etc., but over the centuries words have been simplified. Verbs now have very few inflections, and adjectives do not change according to the noun.

As a result of the loss of inflections, English has become, over the past five centuries, a very flexible language. Without inflections, the same word can operate as many different parts of speech. Many nouns and verbs have the same form, for example swim, drink, walk, kiss, look, and smile. We can talk about water to drink and to water the flowers; time to go and to time a race; a paper to read and to paper a bedroom. Adjectives can be used as verbs. We warm our hands in front of a fire; if clothes are dirtied, they need to be cleaned and dried. Prepositions too are flexible. A sixty-year old man is nearing retirement; we can talk about a round of golf, cards, or drinks.

Openness of vocabulary involves the free admissions of words from other languages and the easy creation of compounds and derivatives. Most world languages have contributed some words to English at some time, and the process is now being reversed. Purists of the French, Russian, and Japanese languages are resisting the arrival of English in their vocabulary.

Geographically, English is the most widespread language on Earth, second only to Mandarin Chinese in the number of people who speak it. It is the language of business, technology, sport, and aviation. This will no doubt continue, although the proposition that all other languages will die out is absurd.

Реферат

1. The headline of the article is "English as a World Language". It comes up from textbook "Headway: Student's Book, Upper-Intermediate" by John and Liz Soars. The textbook was published by Oxford University Press and dated 1996. The article is placed on page 2. The author of the article is unknown.

2. This issue refers to the field of linguistics and concerns the points from the history and some features of the English language.

3. The central topic of the article is history, usage, basic characteristics and future of English.

4. The article opens in a description of the English language in Shakespeare's time. The author says that only a few million people spoke English at that time and it wasn't very important as it was unknown to the rest of the world. Then he explains how English became a world language because of its establishment as a mother tongue outside England in the 17th and later in the 19th and 20th centuries, assisted by massive immigration. Further on, the author reveals that people who speak English can be divided into three groups: speaking it as native language, learning it as a second one or being forced to use it for some practical purpose. He backs the given information with statistics that 75 % of the world's mail and 60 % of all the telephone calls are in English. After that, the article informs is about several basic characteristics of the language. It brings to the forefront the simplicity of form. Going on, the author emphasizes the flexibility, which means using one and the same word as different parts of speech, for example, drink, smile, walk, etc. And finally the author tells about the openness of English vocabulary, which involves free admission of words from other languages.

The author draws a conclusion saying that geographically English is the most widespread language on Earth. But he admits that it is second only to Mandarin Chinese in number of people speaking it.

He tries to predict that English will continue developing and spreading, but that doesn't mean all other languages will die out.

5. I find this article very interesting and informative. I quite agree with the author who says English is a world language.

The article is aimed to acquaint the readers with some aspects of the English language. It is intended for people learning English.

Аннотация

1. The headline of the article is "English as a World Language". It comes up from textbook "Headway: Student's Book, Upper-Intermediate" by John and Liz Soars. The textbook was published by Oxford University Press and dated 1996. The article is placed on page 2. The author of the article is unknown.

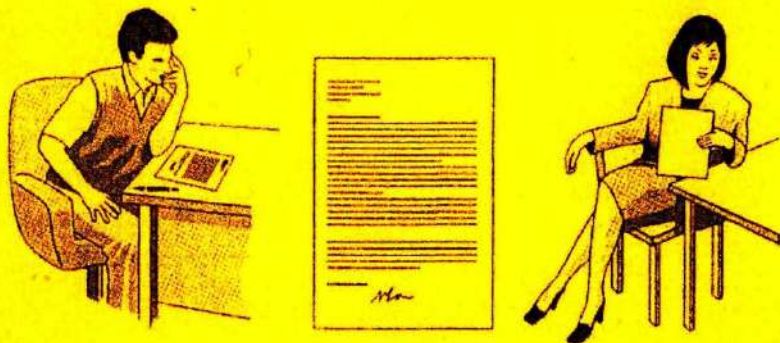
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Деловая переписка на английском языке

Методическое пособие
для студентов дневного отделения
и аспирантов

Сургут
Издательство СурГУ
2004

ДЕПАРТАМЕНТ ОБРАЗОВАНИЯ И НАУКИ
ХАНТЫ-МАНСЙСКОГО АВТОНОМНОГО ОКРУГА
СУРГУТСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ

Кафедра иностранных языков
для естественных факультетов

Деловая переписка на английском языке

*Методическое пособие
для студентов дневного отделения
и аспирантов*

Сургут
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2004

Деловая переписка: Метод. пособие для студентов дневного отделения и аспирантов / Сост. Н.Н. Захарова; Сургут. гос. ун-т. – Сургут: Изд-во СурГУ, 2004. – 35с.

Методическое пособие содержит информацию по оформлению и содержанию деловых писем. Приводятся образцы писем по наиболее типичной и частотной тематике.

Цель пособия – обучение основам делового общения в письменных формах, а также дальнейшее совершенствование навыков письма, как вида речевой деятельности.

Настоящее пособие предназначается для студентов дневного отделения и аспирантов.

Печатается по решению редакционно-издательского совета Сургутского государственного университета.

Рецензент: Т.А. Аксенова, к.ф.н., доцент кафедры лингвистики и межкультурной коммуникации.

Введение

При составлении деловых писем необходимо помнить, что по письму можно судить не только о человеке его написавшем, но и фирме, которую он представляет. В конечном счете письмо может создать или хорошую репутацию человеку или фирме, или напротив, плохую. Поскольку деловые письма обычно подшиваются, то не исключено, что к вашему письму, оставленному без внимания ранее, могут вернуться при просмотре подшивки. Помните, что время, затраченное на составление хорошего письма, – это хорошо вложенный капитал.

Существуют определенные ограничения, касающиеся стиля и языка делового письма. Если говорить в общих чертах, то идеальным письмом считается то, которое сочетает в себе радушие и достоинство. Такие письма сообщают читателю чувство искренности и дружеского расположения написавшего это письмо. Однако не стоит и злоупотреблять радушием в деловых письмах, что может привести к обратному эффекту и читающий потеряет интерес к письму.

Вежливость и точность – неотъемлемы в деловой корреспонденции, однако общий тон письма может меняться в зависимости от его содержания. Письма, направленные важным государственным деятелям, прошения или заявления о приеме на работу должны иметь более официальный и уважительный тон, чем обычное деловое письмо.

Сообщение в письме должно быть изложено простым и естественным языком. Часто в письмах пользуются такими фразами и выражениями, которые давно потеряли всякий смысл. Таких выражений следует избегать, так как они, во-первых, устарели, во-вторых, нарушают четкость стиля.

Каждое письмо преследует свою цель, поэтому оно должно быть написано таким языком, который будет способствовать достижению этой цели наилучшим образом [8].

1. ОФОРМЛЕНИЕ ДЕЛОВОГО ПИСЬМА

Какой бы способ ни был выбран для передачи сообщения, необходимо обеспечить высокий уровень трех наиболее важных особенностей письма – оформление, структура, язык и стиль. Основная причина этого заключается в том, что уровень Ваших письменных сообщений должен соответствовать высоким стандартам, принятым в деловом мире.

1.1. Бланк письма

Бланк, используемый компанией для корреспонденции, выражает индивидуальность компании. Заголовок должен содержать:

- название компании;
- полный почтовый адрес;
- контактные номера – телефон, телекс, факс – а также по возможности адрес электронной почты;
- регистрационный номер и офис регистрации.

Во многих организациях печатаются листы для продолжения письма, используемые в качестве второй и последующих страниц делового письма.

Turner Communications Mobile Phone specialists
21 Ashton Drive
Sheffield Tel +44 114 2871122
S26 2ES Fax +44 114 2871123
Email TurnerComm@intl.uk

Turner Communications Continuation sheet

1.2. Макет письма

1.2.1. Разбиение информации на блоки и открытая пунктуация

Макет с разбиением на блоки в настоящее время чаще всего используется во всех деловых документах. Это так называемый **полностью закрытый** тип делового письма. Это самый оптимальный вариант. Его можно встретить чаще всего, так как он простой и очень удобный. Все классические стили в мире деловой переписки редко существуют в чистом виде, давая различные гибриды и вариации.

Правда, все это часто сводится к таким мелочам, как запятая или двоеточие после обращения, либо к переносу места даты. Полностью закрытый стиль считается наиболее деловым. В макете, в котором отсутствует отступ для каждого нового абзаца, экономится время на набор письма. Наряду с разбиением на блоки часто используется открытая пунктуация. Это уменьшает время набора, поскольку отпадает надобность печатать точки и запятые, не являющиеся необходимыми.

В приведенном ниже деловом письме обратите внимание на постоянные интервалы (шириной в одну строку) между всеми разделами письма.

1	Financial Times Pitman Publishing	Financial Times Management 128 Long Acre London WC2E 9AN Telephone +44(0)171 447 2240 Facsimile +44(0)171 240 5771
2	ST/PJ	
3	12 November 19__	
4	Mr Christopher Long General Manager Long Printing Co Ltd 34 Wood Lane London WC1 8TJ	
5	Dear Christopher	
6	FULLY BLOCKED LETTER LAYOUT This layout has become firmly established as the most popular way of setting out letters, fax messages, memos, reports – in fact all business communications. The main feature of fully blocked style is that all lines begin at the left-hand margin.	
7	Open punctuation is usually used with the fully-blocked layout. This means that no punctuation marks are necessary in the reference, date, inside address, salutation and closing section. Of course essential punctuation must still be used in the text of the message itself. However, remember to use commas minimally today; they	

	should only be used when their omission would make the sense of the message unclear.
	Consistency is important in layout and spacing of all documents. It is usual to leave just one clear line space between each section.
	I enclose some other examples of fully blocked layout as used in fax messages and memoranda.
	Most people agree that this layout is very attractive, easy to produce as well as businesslike.
8	Yours sincerely SHIRLEY TAYLOR
9	Shirley Taylor
10	Secretarial Consultant
11	Enc
12	Copy Pradeep Jethi, Publisher Amelia Lakin, Publishing Co-ordinator

Примечание:

- 1 – заголовок письма;
- 2 – ссылка (инициалы составителя письма, инициалы того, кто печатал письмо, иногда ссылка на номер дела);
- 3 – дата (день, месяц, год);
- 4 – внутренний адрес (имя, должность, компания, полный адрес, почтовый индекс);
- 5 – приветствие;
- 6 – заглавие (в котором излагается основная идея письма);
- 7 – основная часть письма (интервал шириной в одну строку между абзацами);
- 8 – заключительная формула вежливости;
- 9 – имя отправителя;
- 10 – должность отправителя;
- 11 – Enc (сокр. от enclose – прилагать; если имеется приложение);
- 12 – указание на имеющиеся копии письма (если больше одной, указать в алфавитном порядке).

1.3. Части делового письма

1.3.1. Ссылка

Ссылка содержит инициалы составителя письма (как правило, прописными буквами) и того, кто печатал письмо (прописными или строчными буквами, по желанию). Могут быть также включены ссылки на номер дела или сокращенное обозначение отдела.

Пример: GBD/ST GBD/st/Per1 GBD/ST/134

1.3.2. Дата

Дата всегда должна указываться полностью. В Великобритании обычно указывают дату в следующем порядке: день/месяц/год. Запятые не используются.

Пример: 12 July, 1956

В некоторых других странах, например в США, дата указывается в таком порядке: месяц/день/год, причем перед указанием года часто ставится запятая.

Пример: July 12, 1956

1.3.3. Внутренний адрес

Имя и адрес получателя должны быть напечатаны отдельными строками, так же как на конверте. Если имя получателя обозначено как "James Leighton", оно должно точно так же указываться во внутреннем адресе и сопровождаться вежливым обращением "Mr". Такая формулировка, как "Mr J. Leighton", является ошибочной.

Пример: Mr James Leighton

General Manager
Leighton Engineering Co Ltd
12 Bracken Hill
Manchester
M60 8AS

Название страны должно указываться в последней строке данного раздела письма. Если письмо следует отправить авиапочтой, это необходимо указать в строке выше внутреннего адреса. Везде должно указываться соответствующее вежливое обращение (Mr/Mrs/Miss/Ms).

Пример: AIRMAIL

Mr Doug Allen
Eagle Press Inc
24 South Bank
Toronto
Ontario
Canada M4J 7LK

1.3.4. Специальные обозначения

Если письмо является конфиденциальным, это, как правило, указывается перед внутренним адресом, на одну пустую строку выше.

Пример: CONFIDENTIAL

Mrs Melanie Jackson
Personnel Director
Soft Toys plc
21 Windsor Road
Birmingham
B2 5JT

1.3.5. Приветствие

Если во внутреннем адресе фигурирует имя получателя, то в письме обычно используется персональное приветствие.

Пример: Dear Mr Leighton; Dear Douglas; Dear Mr Jackson.

Если вы отправляете письмо на имя организации, следует использовать более формальный вариант приветствия: "Dear Sirs" («Уважаемые господа»).

Если ваше письмо адресовано начальнику отдела или главе фирмы, имя которого неизвестно, следует писать: "Dear Sir or Madam".

1.3.6. Заглавие

Заглавие кратко отражает содержание письма. Оно обычно располагается через интервал после приветствия. Как правило, используются прописные буквы.

Пример: Dear Mrs. Jackson

INTERNATIONAL CONFERENCE – 24 AUGUST 1999

1.3.7. Заключительная формула вежливости

Заканчивать письмо принято с использованием заключительной формулы вежливости. Существуют две наиболее распространенные формулировки: "Yours faithfully" («С уважением») (используется только с обращениями Dear Sir/Sirs/Sir or Madam) и "Yours sincerely" («Искренне Ваш») (используется с персональным приветствием).

Пример: Dear Sir
Dear Sirs Yours faithfully
Dear Madam
Dear Sir or Madam

Dear Mr Leighton
Dear Mrs Jackson Yours sincerely
Dear Melanie
Dear John

1.3.8. Имя и должность отправителя

После заключительной формулы вежливости пропустите 4 или 5 строк. Затем можно указать имя отправителя любым стилем (по выбору): прописными буквами или только начальными прописными. Должность отправителя указывается прямо под его/ее именем. Обратите внимание на то, что если отправитель мужского пола, то это никак не оговаривается. Однако, если отправитель – женщина, то это обычно отмечается; в этом случае в скобках после имени пишут (Mrs).

Пример: Yours faithfully Yours sincerely
GEORGE FREEMAN SOPHIE BOLAN (Mrs)
Chairman General Manager

Если письмо написано по поручению отправителя, то перед именем отправителя обычно пишут "for" или "pp"; "pp" – это сокращение от "per procuracionem", что означает «по доверенности».

Пример: Yours faithfully
Shirley Johnson
Chairman

1.3.9. Приложения

Если существуют приложения, напечатайте “Enc” или “Encs” в нижней части письма, пропустив одну строку после указания должности отправителя.

Пример: Yours sincerely
SHEILA ROBINSON (Mrs)
Marketing Manager

Enc

1.3.10. Копии

При отправлении копии третьей стороне (обычно какому-либо лицу в организации отправителя) после имени и должности получателя копии указывают: “cc” (“copy circulated” («Была распространена копия»)) или «Сору». Если получателей копии два и больше, их указывают в алфавитном порядке.

Пример: Copy Mrs Susan Jones, Accountant
Mr David Roberts, Company Secretary
Mr Norman Taylor, General Manager

2. СТРУКТУРА ДЕЛОВОГО ПИСЬМА

При составлении делового письма, факсового сообщения, служебной записки или даже электронного письма общие правила структурирования основного текста сообщения одни и те же.

2.1. Вступление (или введение)

В первом абзаце должна указываться причина написания сообщения. В нем может содержаться:

- подтверждение получения предыдущего письма;
- ссылка на встречу или контакт;
- введение в курс дела.

Пример: Thank you for your letter of... – *Благодарим Вас за Ваше письмо от...*

It was good to meet you again at last week's conference. – *Было очень приятно снова встретиться с Вами на конференции на прошлой неделе.*

We wish to hold our annual conference at a London hotel in September. – *Мы собираемся устроить нашу ежегодную конференцию в сентябре в гостинице «Лондон».*

Внимание! Остерегайтесь начинать фразу со слов “Further to your letter of...” («В дополнение к Вашему письму...»). Подобное начало фразы всегда подразумевает следующее продолжение: “Further to your letter of 12 July I am sorry for the delay in attending to this matter” («В дополнение к Вашему письму от 12 июля я выражаю сожаление в связи с задержкой при рассмотрении данного вопроса»).

2.2. Основная часть (подробности)

В основной части сообщения содержится вся информация, необходимая получателю. В этой части может также находиться запрос информации или и то и другое. Подробности должны описываться коротко и ясно. Каждому разделу должен соответствовать отдельный абзац. Из основной части должен логически вытекать вывод.

2.3. Вывод (действия или реакция)

В этой части сообщение приходит к своему логическому выводу. Это может быть:

- указание действий, ожидаемых от получателя;
- указание действий, которые Вы предпримете на основании выше изложенного.

Пример: Please let me have full details of the costs involved together with some sample menus. – *Я бы хотел, с Вашего разрешения, присовокупить к подробному изложению расходов ряд образцов меню.*

If payment is not received within seven days this matter will be placed in the hands of our solicitor. – *Если платеж не будет получен в течение семи дней, дело будет передано нашему адвокату.*

2.4. Заключительная часть

Для того чтобы завершить сообщение, обычно достаточно написать простую заключительную фразу в одну строчку, по своему содержанию связанную с текстом сообщения.

Пример: I look forward to meeting you soon. – *Надеюсь вскоре встретиться с Вами.*

I look forward to seeing you at next month's conference. – *Надеюсь увидеть Вас на следующей ежемесячной конференции.*

A prompt reply would be appreciated. – *Мы будем признательны Вам за своевременный ответ.*

Please let me know if you need any further information. – *Пожалуйста, сообщите, нужна ли Вам дополнительная информация.*

3. ЯЗЫК И СТИЛЬ ДЕЛОВОГО ПИСЬМА

Секрет хорошего делового письма состоит в том, чтобы писать понятным языком, как если бы вы беседовали с адресатом. Проще говоря, ваш язык должен быть естественным, с соблюдением определенных правил вежливости. Слишком формальный подход здесь ни к чему, в современной деловой практике принято использовать достаточно неофициальный стиль написания писем.

Пишете ли вы деловое письмо, факсовое сообщение, служебную записку или письмо по электронной почте, рекомендуется придерживаться следующих правил.

- Адекватно выбирайте способ коммуникации.
- Внимательно составляйте документ.
- Формат документа должен быть четким, легко читаемым и логически структурированным.
- Следите за тем, чтобы ваше сообщение было безупречным с точки зрения орфографии и пунктуации [5].

Старайтесь избавиться от желания «звучать» слишком по-деловому.

Вместо:
As per your request, please find enclosed herewith a check in the amount of \$16.49.

Пишите:
As you requested, I am enclosing a check for \$16.49.

В примере слева такие выражения, как “herewith” и “as per”, не создают ничего, кроме излишней чопорности. Вам же надо найти нечто среднее между дружеским и официальным тоном. Этому как раз соответствует пример справа. Он более прост, понятен и продуктивен. Да и более лаконичен.

Забудьте в деловой переписке про все разговорные сокращения.

Вместо:
don't
isn't
haven't

Пишите:
do not
is not
have not

Никогда не обвиняйте своего клиента, используя выражения: “your error/your failure”.

Вместо:
Because you have refused to pay your long overdue bill.

Пишите:
Because the \$435 balance on your account is now over sixty days past due.

Фраза слева звучит слишком уж агрессивно, в то время как вариант справа более дипломатичен.

Даже если вы затрагиваете неприятные темы, будьте тактичны и вежливы. В каждом письме адресат должен видеть ваши добрые намерения. Любое светское письмо станет теплее, если вы напишите обычное “please” или “thank you”.

Вместо:
We have received your order. Checking our records we have verified the error in your September bill.

Пишите:
Thank you for your recent order. Please accept our sincere apologies for the error in your September bill.

Что касается местоимений “I” и “we”, то не следует избегать их вовсе, но уж если вы их употребляете, необходимо учитывать следующее: пишите “I” – когда говорите от себя лично, а “we” – когда говорите от лица фирмы. Не употребляйте имени фирмы, как и выражения “our company” – все это звучит несколько напыщенно, как если бы отправитель вместо «я» постоянно называл себя полным именем. Почитайте список слов и выражений, которых следует избегать (левый столбик), а вместо них рекомендуется пользоваться теми, что в правом столбике.

Вместо:
- at an early date/at your earliest convenience
- on the order of
- at this time/at the present time/at this writing
- due to the fact that
- for the purpose of
- free of charge
- in accordance with
- in advance to/prior to
- in compliance with

Пишите:
- soon/today/next/week/a specific date
- as/according to
- now/at present
- because
- for
- free
- according to
- before
- as you requested

- kindly - please
- the writer/the undersigned - I/me
- up to this writing - until now

Нельзя использовать причастные обороты в концовке письма, следует писать законченные предложения.

- | | |
|---------------------------------------|---------------------------------------|
| <i>Вместо:</i> | <i>Пишите:</i> |
| - looking forward to your early reply | - we look forward to your early reply |
| - hoping to hear from you soon | - I hope to hear from you soon |
| - thanking you for your interest | - Thank you for your interest |

«Энциклопедический словарь английского языка», выпущенный Институтом английского языка в Чикаго (США), рекомендует при составлении деловых писем не употреблять следующие выражения:

- advise – не следует употреблять в смысле «сообщить», «информировать»
- aforementioned – более уместно выражение «mentioned previously»
- as per – правильное «according to»
- attached find – если к письму что-то приложено, то, конечно, будет найдено. Лучше писать «attached is»
- at your convenience – целесообразно упомянуть конкретную дату
- beg to acknowledge – “to beg” – означает «умолять», «упрашивать», что в действительности не является желанием пишущего, поэтому лучше не употреблять эти выражения
- beg to inform
- beg to state
- regret to state – пригодно для высокого стиля, лучше употреблять “sorry that”
- trust you will – лучше сказать “hope you will”

Фразы, которые необходимо всячески избегать

I have noticed that... – Я обратил внимание на то, что...
 It has come to my attention that... – Мое внимание привлек тот факт, что...
 I am pleased to inform you that... – Я рад сообщить Вам, что...

I am writing to let you know that... – Я пишу, чтобы сообщить Вам...
 I must inform you that... – Я должен проинформировать Вас о том, что...

Will you (please) – Пожалуйста
 Thanking you in anticipation – Заранее благодарю
 Thank you and regards – Благодарю и кланяюсь
 Kindest regards – С сердечным приветом

Проверьте себя

Прежде чем подписать письмо, задайте себе следующие вопросы:

- Будет ли оно понятно?
- В соответствующем ли тоне оно написано?
- Подходящим ли языком оно написано?
- Является ли оно коротким, ясным и вежливым?
- Верна ли орфография?
- Нет ли проблем с пунктуацией?
- Является ли письмо логически структурированным?
- Выглядит ли оно привлекательным, хорошо оформленным и однородным? [5].

4. УПРАЖНЕНИЯ

I. Read and translate, using a dictionary. Memorise these points about the layout of a business letter:

1. The letterhead is the printed name, address, telephone number(s) and telex (fax) number of the writer's company. If the writer does not have a letterhead, the address is typed in the top right-hand corner of the letter.
2. The references. In this case the references are the initials of the person writing the letter, followed by the initials of the secretary who typed the letter.
3. The date is written underneath the writer's address.
4. The name and address of the person or company receiving the letter.
5. The correct salutation. This is the opening words of greeting in a letter.
6. Body of the letter. Start a new paragraph for each new idea expressed.
7. The complimentary close. The point to remember here is that your ending must conform with your salutation.
8. The signature.

9. The writer's name.
10. The writer's position in the firm.
11. The enclosures. The abbreviation Enc or Encs (if more than one) is typed at the bottom left-hand margin to indicate that something is enclosed.
12. C.c. (carbon copies) is written, usually at the end of the letter, when copies are sent to people other than the named recipient.

II. A. Read and translate these openings to letters. Answer the questions.

Which person is

- a) selling something?
- b) applying for a job?
- c) enquiring about places to stay?
- d) writing to an old friend?
- e) replying to a friend's letter?

1. Dear Sue,
Many thanks for your letter – how nice to hear from you.

2. Dear Mr Bailey,
I saw your advertisement in the Nursing Times for staff nurses in Canada.

3. Dear Richard,
You may be surprised to get a letter from me after such a long time.

4. Dear Sir/Madam,
I'm writing to ask you for information about accommodation in Scotland.

5. Dear Ms Howard,
Thank you for your letter of 15th May, enclosing a cheque for \$25.

B. Which of these sentences do you think continues each letter?

- a) I'm glad to hear that you are all well and the children are fine.
- b) Unfortunately the jumper you ordered costs \$30 including postage.
- c) I've been meaning to write for ages, but somehow I never quite got round to it.
- d) I'm thinking of staying there this summer, probably on the West Coast.
- e) I would like to apply for the job, and enclose curriculum vitae.

C. Now read and translate these endings. Which openings in 1 could they go with?

a I hope you'll be able to give me the information I need.
Yours faithfully,

b Well, that's all for now. Hope to hear from you soon.
Love,

c I look forward to hearing from you.
Yours sincerely,

[6].

III. a) Choose two correct ways to start a business letter from Column A.

- | A | B |
|-------------------------|----------------------|
| 1. Dear Mr Peter, | a. Lots of love, |
| 2. Dear Mr Peter Maggs, | b. Yours, |
| 3. Dear Mr Maggs, | c. Best wishes, |
| 4. Dear Mr or Mrs, | d. Yours sincerely, |
| 5. Dear Sir or Madame, | e. Your friend, |
| 6. Dear Sir or Madam, | f. Yours faithfully. |

b) Match the ways of starting a business letter with appropriate endings from Column B.

c) Do you know any other ways of starting or ending business letters? Name some of them [6].

5. ОБРАЗЦЫ ДЕЛОВЫХ ПИСЕМ И УПРАЖНЕНИЯ

В практике деловой переписки существует множество видов деловых писем: письма-запросы, письма-заказы, предложения, жалобы, письма, связанные с трудоустройством за границей, рекомендательные письма и многие другие. Рассмотрим некоторые образцы писем и фрагменты писем по наиболее типичной и частотной тематике.

5.1. Письма-запросы (Enquiries)

Бизнесмену все время приходится иметь дело с отправкой и получением запросов на предоставление информации о товарах и услугах. При составлении запроса руководствуйтесь следующими указаниями.

- Ясно и четко излагайте то, что вам нужно: общая информация, каталог, прайс-лист, образец, расценки и т.д.

- Если существует предельная цена, которую вы готовы заплатить за товар, не указывайте ее, иначе поставщик может повысить расценки до указанных вами пределов.

- Составляйте запрос ясно и четко.

Read and translate the example.

Пример:

Dear Sir/Madam

Please send me a copy of your catalogue and price list of portable disk players, together with copies of any descriptive leaflets that I could pass to prospective customers.

Yours faithfully

Рекомендуемые формулировки

Для начала:

1. We are interested in... as advertised recently in...
2. I was interested to see your advertisement for...
3. I understand you are manufactures of (dealers in)... and should like to receive your current catalogue.

Для окончания:

1. When replying please also include delivery details.
2. Please also state whether you can supply the goods from stock as we need them urgently.
3. If you can supply suitable goods, we may place regular orders for large quantities [5].

Упражнения

I. Complete the following letter of enquiry with the correct prepositions.

Avda. San Antonio 501
80260 Bellaterra
Barcelona

12 October 19

Admissions Dept
The International College

145-8 Regents road
Falmer
Brighton BN1 90N
Dear Sir/Madam,

I am a Spanish student (1)... the University (2)... Barcelona doing a Master's Course (3)... Business Studies, and I intend to spend six months (4)... England, (5)... January next year, preparing (6)... the Cambridge First Certificate.

Your college was recommended (7)... me (8)... a fellow student and I would like details (9)... the First Certificate course, including fees and dates. Could you also let me know if you can provide accommodation (10)... me (11)... Brighton (12)... an English family.

Thank you for your attention, and I look forward to hearing from you soon.

Yours faithfully.

Maria Ortega

Maria Ortega [6].

II. You are organizing a business trip to Frankfurt for yourself and two colleagues. Write to a travel agency for information, using the following guide.

- Say what you are planning to do.
- Ask the travel agency to send details of flights and hotel tariffs for the month of March. Find out it is necessary to pay a deposit on the trip.
- Tell them that you would also like to hire car for two days during your stay, and ask them to send you details.
- Thank them, mentioning that you need a prompt reply [4].

III. Read the advertisement A and the letter of enquiry B. Write the sentences from the letter in the correct order.

A. Deptford School of English

Open all year Classes for all levels

Excellent quality accommodation

Deptford is a lively suburb of London near to the River Thames, Greenwich and the Millennium Dome

Prepare for Cambridge PET,

FCE and CAE examinations

ENROL NOW!

For a brochure of further details, please contact Deptford School English, 13 Hague Square, London SE27 4ZY

- B. a) I look forward to hearing from you.
b) Dear Sir/Madam.
c) And I would be grateful if you could send me a brochure.
d) I would also like more information about the range of accommodation that you offer.
e) If so, please send me further details.
f) I am in following an English language course in the summer of next year.
g) Yours faithfully.
h) I would like to know if it is possible to take a Cambridge examination at the end of the summer.
i) I am writing in response to your advertisement in "Travel Times".

IV. You want to get a job in London next summer. Write a reply to the advertisement below. Use the letter above and the notes to help you.

Workstay Programme

We'll find a job in London!

- 100s of jobs (tour guides, home helps, bar work, etc)
- Guaranteed minimum wage ----- *How much?*
- Cheap accommodation in ----- *How much?*
London suburbs ----- *near Deptford?*
- Cheap travel and work insurance
- Send a cheque for only 20 to register now! ----- *Pay by credit card?*
Workstay programme,
Unit 27, The Arches, London
SE27D 0SH [8].

5.2. Письма-заказы (Orders)

При отправлении заказа письмом в нем должны быть отражены следующие пункты:

- аккуратное и полное описание требуемого товара;
- каталожные номера;
- количество;

- цены;
- требования доставки (место, дата, способ транспортировки, кто оплачивает перевозку и т.д.);
- условия оплаты, согласованные при предварительных переговорах.

Если в заказ включено два или более наименования, то для упрощения отсылки к ним они должны идти отдельными пунктами.

Read these two letters of orders.

Пример 1:

Dear Sirs

Please accept our order for the following books on our usual discount terms of 25% off published prices:

NUMBER OF COPIES	TITLE	AUTHOR	PUBLISHED PRICE
50	Communication for Business	Shirley Taylor	£8.99
40	The Secretary in Training	Shirley Taylor	£7.99

We look forward to prompt delivery.

Yours faithfully, [5].

Пример 2:

Dear Sirs,

The name of your hotel has been given to me by the... Hotels Association, and I shall be much obliged if you will let me know whether you have the following accommodation available for 3 weeks, from 15th July: one double room, if possible with private bathroom, and one single room.

If you are able to accommodate us at the time indicated please let me have your tariff or brochure giving inclusive terms for full board.

Thank you in advance for your reply.

Yours faithfully, [3].

Write your own letter of order following the examples above.

Рекомендуемые формулировки

Для начала:

1. Thank you for your quotation of...

2. We have received your quotation of... and enclose our official order form.
3. Please supply the following items as quickly as possible and charge to our account:
4. We are pleased to enclose our order №...
5. We accept your offer and have pleasure in placing an order with you for...

Для окончания:

1. Prompt delivery would be appreciated as the goods are needed urgently.
2. Please acknowledge receipt of this order and confirm that you will be able to deliver by ...
3. We hope to receive your advice of delivery by return of post [5].

Упражнение

The following verbs can all be used with the noun «order». Choose the best verb to complete the sentences, using each one only once, in the correct form. Use a dictionary while translating them.

confirm	refuse	deliver	ship
place	make up	cancel	dispatch

1. We would like to... an order with you for 5,000 units.
2. As we are unable to supply the quantity you requested, it would be quite understandable for you to... your order.
3. We are confident that we will be able to... the order to you next week.
4. You will be pleased to know that your order K451 has already been... from our depot.
5. Please... your order in writing, so we can inform our distribution depot.
6. Your order was... yesterday on the SS Oxford.
7. Unfortunately, we shall have to... your order unless payment is settled in cash.
8. I would like to reassure you that your order will be... in our depot by staff who have experience in handling these delicate materials [4].

5.3. Резюме (Resume)

Одна из самых важных тем – ваше трудоустройство за границей.

Резюме является по своей сути рекламным письмом. В нем вы стараетесь «продать» себя. Поэтому здесь вполне применимы общие принципы написания рекламных писем. Основные требования к резюме:

- Описанные в резюме ваши профессиональные навыки должны вызвать заинтересованность.
- Изложенная в резюме информация и прилагающиеся характеристики должны убедить работодателя в том, что он должен иметь дело именно с вами.
- Резюме должно быть составлено так, чтобы по прочтении работодатель предпринял определенные действия, а именно: пригласил на собеседование и в итоге принял вас на работу.
- Ваше резюме должно быть оформлено в печатном виде.

Лучше всего, если ваше резюме будет включать в себя короткое письмо-заявление о приеме на работу, и к нему будет прилагаться автобиография.

Письмо-заявление о приеме на работу

Если ваше письмо является ответом на объявление в газете или журнале, это следует отразить во вступительном абзаце или в заголовке.

Read and translate the letter of application.

1	26 Windsor Road CHINGFORD CH4 6PY
2	15 May 20__ Mrs W.R. Jenkinson Personnel Manager Leyland & Bailey Ltd Nelson Works CLAPTON CH5 8HA

3 Dear Mrs Jenklinson

4 PRIVATE SECRETARY TO MANAGING DIRECTOR

5 I was interested to see your advertisement in today's Daily Telegraph and would like to be considered for this post.

I am presently working as Private Secretary to the General Manager at a manufacturing company and have a wide range of responsibilities. These include attending and taking minutes of meetings and interviews, dealing with callers and correspondence in my employer's absence, and supervising junior staff, as well as the usual secretarial duties.

The kind of work in which your company is engaged particularly interests me, and I would welcome the opportunity it would afford to use my language abilities which are not utilized in my present post.

6 A copy of my curriculum vitae is enclosed with copies of previous testimonials.

7 I hope to hear from you soon and to be given the opportunity to present myself at an interview.

Yours sincerely

Jean Carson
JEAN CARSON (Miss)
Encs

Примечание:

- 1 – адрес автора следует разместить в верхнем правом углу письма;
- 2 – остальная информация начинается с левого края и разбивается на блоки (при желании можно разместить дату справа);
- 3 – укажите, где вы видели объявление;
- 4 – опишите в общих чертах вашу настоящую должность и кратко изложите ваши функции;
- 5 – полезно также указать, почему вас интересует данная должность;
- 6 – приложите автобиографию и копии характеристик;
- 7 – соответствующее окончание письма.

Автобиография (Curriculum Vitae, CV)

Автобиография должна содержать все ваши личные данные, а также сведения об образовании, квалификации и опыте работы. Ее необходимо четко изложить, чтобы всю информацию можно было ухватить с одного взгляда. В ней не должно быть более двух страниц. По возможности следует размещать информацию в виде столбцов с заголовками.

Read and translate the example of the CV.

CURRICULUM VITAE																									
1	<p>NAME Jean Carson</p> <p>ADDRESS 26 Gordon Road Chingford Essex CH4 6PY</p> <p>TELEPHONE 0181 5293456</p> <p>DATE OF BIRTH 26 May 1965</p> <p>NATIONALITY British</p> <p>MARITAL STATUS Single</p>																								
2	<p>EDUCATION</p> <p>19__ to 19__ Woodford High School 19__ to 19__ Bedford Secretarial College (Secretarial Course)</p>																								
3	<p>QUALIFICATIONS</p> <table> <tr> <td>GCE A Level</td> <td>English Language</td> <td>19__</td> </tr> <tr> <td></td> <td>Mathematics</td> <td>19__</td> </tr> <tr> <td></td> <td>Spanish</td> <td>19__</td> </tr> <tr> <td></td> <td>French</td> <td>19__</td> </tr> <tr> <td>GCE O Level</td> <td>Biology</td> <td>19__</td> </tr> <tr> <td></td> <td>Philosophy</td> <td>19__</td> </tr> <tr> <td></td> <td>Commerce</td> <td>19__</td> </tr> <tr> <td></td> <td>History</td> <td>19__</td> </tr> </table>	GCE A Level	English Language	19__		Mathematics	19__		Spanish	19__		French	19__	GCE O Level	Biology	19__		Philosophy	19__		Commerce	19__		History	19__
GCE A Level	English Language	19__																							
	Mathematics	19__																							
	Spanish	19__																							
	French	19__																							
GCE O Level	Biology	19__																							
	Philosophy	19__																							
	Commerce	19__																							
	History	19__																							

	LCCI	Private Secretary's Diploma	19__
	LCCI 3rd level	Text Production	19__
		Audio	19__
		Shorthand	19__
		English for Business	19__
	RSA	140 wpm Shorthand	19__
	PITMAN	160 wpm Shorthand	19__
4	SPECIAL AWARDS		
	RSA Silver medal for shorthand 140 wpm		
	Governors' prize for first place in college examinations		
5	WORKING EXPERIENCE		
	April 19__ to present	Personal Secretary to General Manager	Reliance Cables Vicarage Road Layton LONDON E105RG
	Sept 19__ to March 19__	Shorthand Typist	Bains, Hoyle & Co Solicitors 60 Kingsway LONDON WC2B 6AB
6	INTERESTS		
	Music; Languages; Hockey; Golf; Swimming		
7	REFEREES		
	1. Dr. R.G. Davies Principal Bedford Secretarial College Righton Road Bedford MH2 2BS		
	2. Ms W Harris Partner Bains, Hoyle & Co		

	60 Kingsway London WC2B 6AB
8	June 20__

Примечание:

- 1 – личные данные должны быть приведены в начале;
- 2 – укажите сроки получения образования;
- 3 – полностью перечислите полученные квалификации (не пишите просто «4 уровня А»);
- 4 – упомяните особые достижения;
- 5 – опишите свой опыт работы в обратном порядке;
- 6 – хобби, интересы и прочая информация;
- 7 – сошлитесь, по крайней мере, на два рекомендательных лица (например, прежний работодатель, учитель);
- 8 – дата, включая месяц и год.

Write your CV and letter of application. Include in your application the reasons you are eligible for the post. You may invent as many details as you wish.

5.4. Рекомендательные письма (References)

Даже если к резюме прилагаются характеристики, все равно лучше указывать имена одного-двух человек, согласных рекомендовать соискателя. Предполагаемые работодатели могут связаться с ними по телефону или письмом, чтобы получить дополнительную информацию об отношении к работе и личных качествах соискателя.
Например:

Автор данного письма очень высоко оценивает соискателя и без колебаний рекомендует его на указанную должность, будучи уверенным в том, что он сможет выполнить требуемые обязанности.

Read and translate these examples of references. Use a dictionary, if necessary.

Пример 1:

Dear Mr. Brodie

I am pleased to be able to reply favorably to your enquiry of 6 April concerning Mr. James Harvey.

Mr. Harvey is an excellent linguist and for the past 5 years has been in

sole charge of our foreign correspondence, most of which is with European companies especially in France and Germany.

We have been extremely pleased with the services provided by Mr. Harvey. Should you engage him you may rely upon him to produce well-written and accurate transcripts of letters into French and German. He is a very reliable and steady worker and has an excellent character.

We wish him success, but at the same time shall be very sorry to lose him.

Yours sincerely

Пример 2:

Благожелательная рекомендация бывшему студенту

Dear Mrs. Thompson MISS CAROLINE BRADLEY

In reply to your enquiry of 3 June I welcome the opportunity to support Miss Bradley's application for the post of your Marketing Assistant.

Miss Bradley was a student at this College during the year 19__ to 19___. Admission to this intensive one-year course is restricted to students with good school-leaving qualifications. The fact that Miss Bradley was admitted to the course is in itself evidence of excellent academic ability. Upon completing her course she was awarded the title "Student of the Year", being the student gaining highest qualifications over the one-year course.

In all other respects Miss Bradley's work and attitude were entirely satisfactory, and I can recommend her to you with every confidence. I feel sure that if she were appointed she would perform her duties diligently and reliably.

Yours sincerely [5].

Упражнения

I. Complete Fiona Scott's letter of application using the following verbs. Translate the letter.

contact	discuss	employ	welcome	involve
apply	enjoy	notice	advertise	match

Fiona Scott
52 Hanover Street
Edinburgh EH2 5LM
Scotland
UK
8th January

Nathalie Baudoin
Patagonia GMBH
Reitmorstrasse 50
8000 Munich 22
Germany

Dear Ms. Baudoin,

I am writing to (1)... for the position of Public Affairs Associate which was (2)... last week in the international Herald Tribune.

Although I am presently (3)... by a non-profit making organization, it has always been my intention to work in a commercial environment. I would particularly (4)... the chance to work for your company and as you will (5)... on my enclosed curriculum vitae, the job you are offering (6)... both my personal and professional interest.

My work experience has familiarized me with many of the challenges (7)... in public relation today. I am sure that this, together with my understanding of the needs and expectations of sport and nature enthusiasts, would be extremely relevant to the position.

Moreover, as my mother is German, I am fluent in this language and would definite (8)... working in a German-speaking environment.

I would be pleased to (9)... my curriculum vitae with you in more detail at an interview. In the meantime, please do not hesitate to (10) ... me if you require further information. I look forward to hearing from you.

Yours sincerely,
Fiona Scott

Fiona Scott [6].

Answer the questions:

- a) What do you think are Fiona Scott's chances of getting the job?
- b) What are her strengths and weaknesses?

II. Read and translate this letter of application for a job.

Dear Sir or Madam

1. My course finishes at the end of June and I will be free to take up a post after this time. I am available for an interview at any time which is convenient to you.

2. I am twenty-three years old and am in the final year of my course in Tourism Management at South Bank University. During the course, I spent three months on a work placement scheme working Harrison Guides Ltd as a tour guide, accompanying visitors to Oxford, Brighton and Bath. In addition, I have gained experience of hotel reception, bar and restaurant work during the university vacations. Please refer to the enclosed curriculum for further details.

3. I am writing to apply for the post of tour leader, which was advertised in The Evening Standard yesterday.

4. I believe that I have the appropriate qualifications, experience and personality for this post, and I think that I would find the work stimulating and rewarding.

5. I enjoy meeting people from other cultures and have traveled extensively in Europe. I speak good French and German, and a little Spanish. I am very interested in English history and enjoy sharing my interest with other people.

I look forward to hearing from you.

Yours faithfully,
Matthew Hunt

Matthew Hunt

III. The order of paragraphs in the letter above has been mixed up. Put the paragraphs in the correct order, using the following plan to help you. Put down the number of the corresponding paragraph in brackets.

- Reason for writing (...)
- Qualifications and experience (...)
- Personality and interests (...)
- Summary of reasons for applying (...)
- When the writer is free (...)

IV. Complete these sentences with a preposition from the box.

as	at	for	from	in	to
----	----	-----	------	----	----

- a) I am writing... reply... your advertisement... the newspaper yesterday.
- b) ...present, I am working... a receptionist... the Carlton Hotel.
- c) ...you will see... my CV, I have... .
- d) I am very interested... working for an organization where I would have the opportunity... use my skills.
- e) I would be free... work... your company... .
- f) I am available... an interview... your convenience [8].

V. Here are some examples of phrases often used in business letters. Complete the sentences with the words in the box.

apply	unfortunately	hearing	response	complain
16 th May	confirm	enclose	grateful	pleased

- a) Thank you for your letter of the... which I received this morning.
- b) I would be... if you could send me some information about summer courses at your school.
- c) I... my curriculum vitae for your attention.
- d) ...I am not available on the date you suggest in your letter.
- e) I would be... to attend an interview at time convenient to you.
- f) I am writing to... about the damage caused by your company when they delivered a sofa to my home last week.
- g) We look forward to... from you as soon as possible.
- h) We would be grateful if you could... your reservation in writing.
- i) I am writing in... to your advertisement in The Guardian.
- j) I would like to... for the position of IT assistant in your school.

Оглавление

Введение	3
1. Оформление делового письма	4
1.1. Бланк письма.....	4
1.2. Макет письма.....	4
1.3. Части делового письма.....	7
2. Структура делового письма	10
2.1. Вступление (или введение).....	10
2.2. Основная часть (подробности).....	11
2.3. Вывод (действия или реакция).....	11
2.4. Заключительная часть.....	11
3. Язык и стиль делового письма	12
4. Упражнения	15
5. Образцы деловых писем и упражнения	17
5.1. Письма-запросы (Enquiries).....	17
5.2. Письма-заказы (Orders).....	20
5.3. Резюме (Resume).....	23
5.4. Рекомендательные письма (References).....	27
Список литературы	33

ДЕЛОВАЯ ПЕРЕПИСКА

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для студентов дневного отделения и аспирантов

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