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(Иркутский филиал РГУФКСМиТ)

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# **АНГЛИЙСКИЙ ЯЗЫК В СФЕРЕ ПРОФЕССИОНАЛЬНЫХ КОММУНИКАЦИЙ**

**Учебное пособие для студентов ВУЗов, обучающихся по направлению подготовки 49.03.01 Физическая культура**

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## ПРЕДИСЛОВИЕ

Возросший в последнее время в нашей стране интерес к спорту и спортивным мероприятиям различного рода, необходимость обеспечить потребность в специалистах, способных организовывать и проводить спортивные соревнования, включая олимпийские игры и чемпионаты различного уровня в соответствии с высокими международными стандартами подразумевает владение английским языком как языком международного общения. Это определяет особую актуальность данного пособия.

Целью пособия является формирование необходимой при общении на английском языке иноязычной коммуникативной компетенции как части общекультурных и профессиональных компетенций в соответствии с образовательными стандартами высшего образования.

Данное пособие предназначено для студентов высших учебных заведений, обучающихся по направлению подготовки 49.03.01 «Физическая культура». Знания иностранного языка в сфере профессиональных коммуникаций, присущих отрасли «Физическая культура и спорт», помогут решать профессиональные задачи на международном уровне, налаживать профессиональные контакты с зарубежными коллегами.

Курс построен по тематическому признаку и состоит из семи уроков с четкой структурой подачи материала. Представленные темы охватывают такие вопросы, как место спорта в современном обществе, значимость английского языка для индустрии спортивного менеджмента, взаимоотношения спорта и средств массовой информации, особенности работы специалистов в сфере спортивной индустрии, спортивные структуры и организации, олимпийское движение, допинг, деловые письма.

Пособие содержит аппарат упражнений, направленных на введение и закрепление базовой лексики по теме «Спортивный менеджмент», повторение основных грамматических разделов.

# CONTENTS

1. UNIT 1. <b>SPORTS: GENERAL ISSUES</b>	5
2. UNIT 2. <b>SPORT AND CARREER</b>	10
3. UNIT 3. <b>SPORT as AN INDUSTRY. MANAGEMENT</b>	21
4. UNIT 4. <b>SPORT AND MEDIA</b>	32
5. UNIT 5. <b>SPORTS AND SOCIETY</b>	45
6. UNIT 6. <b>DOPING</b>	57
7. UNIT 7. <b>WRITTEN BUSINESS COMMUNICATION</b>	75
Lesson 1. Style and Register	75
Lesson 2. Business Letter Format	96
Lesson 3. Types of business Letters	120

## UNIT 1. SPORTS: GENERAL ISSUES

### Vocabulary

spear – копье	to dribble- вести мяч
to hunt – охотиться	to kick–забить гол
to bring – приносить	crucial–решающий
supply – припасы	to lay claims to– чтобы претендовать на
javelin throwing – метание копья	glory–слава
essential – существенный	amazing– удивительный
survival – выживание	excel–превосходить
significance–значение	feat–проявление большой ловкости
to shoot – стрелять	to perform–выполнять
terrain – местность	to exist–существовать
vital–жизненно важно	pursuit – стремление
prey– добыча	to build up–создавать
accurately– точно	to outrun– опережать
competitor– соперник	to fight off–отгонять
indomitable– неукротимый	determination– решительность
drain–канавы	to capture– захватить
to outsmart– перехитрить	integral–неотъемлемый

### Exercise 1. *Before you read the passage, discuss these questions.*

1. What is your favorite sport? Why?
2. Do you think everybody should practice sports?

### Exercise 2. *Read the text.*

#### Sport

The evolution of sports in the modern world is an interesting one. In the past, men took up spears to hunt animals for food. He who could use the spear most expertly would usually bring home a bigger supply of food. Nowadays, men take up spears only in sports, in what we now call 'javelin throwing'.

What used to be essential skills in survival, such as running, shooting and jumping, are now skills that are tested primarily in the sports arena. Man no longer has to aim well to shoot at a deer grazing in the grassland or jump over difficult terrain in pursuit of his prey. What he does have to do now is to prove to others that he can shoot further or more accurately than the other competitors, or outrun his opponents in a race.

The pursuit of excellence in sports has become the desire and purpose of every true sportsman today. Sportsmen have to be armed with an indomitable spirit of determination and discipline in order to reach heights ordinary men can only dream of. Carl Lewis, one of the world's fastest men, ran the 100-meter race under ten seconds. Michael Jordan outjumped and outscored his opponents in many basketball matches in the United States. Michael Owen captured the hearts of millions of fans when he outsmarted the opposing team to dribble and kick home a crucial goal during the 1998 World Cup. These sportsmen lay claims to glory through their amazing feats in the sports they play and excel in.

However, what significance does sport hold for the ordinary people – people who cannot perform extraordinary feats like the above-mentioned sports icons of modern times? Thankfully, sports exist for another very vital reason. They promote health. When we engage in a sport, whether it is cycling, swimming, playing football or tennis, it helps to build up our physical as well as mental strength. When the body is strong, it means that we are able to fight off infections or illnesses, such as cold or fever, better and faster than someone who is not physically healthy.

Sports also help to build up our mental strength. Engaging in any type of sports demands focus. One would not want to cycle right into the drain or be hit by a tennis ball coming right at you. Similarly, we need discipline to complete the various exercises. It takes time and effort to train to play basketball or to complete a long distance run.

Hence, sports have become an integral part of our lives and it is no wonder that the Government is trying to encourage a nation of healthy living by promoting sports.

### **Exercise 3. Answer the questions**

1. What are the most essential skills in sports?
2. What is the purpose of every true sportsman today?
3. What do sportsmen need in order to reach heights ordinary men can only dream of?
4. What is Michael Jordan famous for?
5. What significance does sport hold for the ordinary people?
6. What does a strong body mean?
7. How can sports help to build up our mental strength?
8. Why is sport promoted all over the world?

### **Exercise 4. Translate from Russian into English.**

1. Спорт – организованная по определённым правилам деятельность людей, состоящая в сопоставлении их физических и интеллектуальных способностей.
2. Массовый спорт даёт возможность миллионам людей совершенствовать свои физические качества и двигательные возможности, укреплять здоровье и продлевать творческое долголетие.
3. Цель спорта высших достижений – это достижение максимально возможных спортивных результатов или побед на крупнейших спортивных соревнованиях.
4. Спорт стал неотъемлемой частью нашей жизни.
5. Спортсмену необходима дисциплина, чтобы достичь высот в спорте.
6. Занятие спортом помогает нам бороться с инфекциями и разного рода заболеваниями.
7. В спорте стрелок из лука доказывает другим, что он стреляет точнее своих соперников.

**Exercise 5. Match the words with the definitions.**

1. strength	a. the quality or state of being physically strong
2. competitor	b. someone who is trying to win or do better than all others especially in business or sports
3. skill	c. a contest of speed
4. race	d. public praise, honor, and fame
5. glory	e. the quality of being important
6. significance	f. the condition of being well or free from disease
7. health	g. the ability to do something that comes from training, experience, or practice

**Exercise 6. Complete the text with an appropriate word from the box.**

strength competitor skill race glory significance health
--

1. Apple is winning for a very simple reason – it is making terrific products that no other \_\_\_ can match.
2. Athletes use their \_\_\_ to achieve athletic objectives e.g. sprinting a 10.0 second 100 meters.
3. A vote of the top sports requiring \_\_\_ has the obvious sport of weightlifting ranked highest.
4. The competitors in a \_\_\_ try to complete a given task in the shortest amount of time.
5. Greece reached the height of its \_\_\_ and power in the 5th century B.C.
6. Ancient Egyptians regarded the heart as the center of intelligence and emotion, and believed the brain to have no \_\_\_ whatsoever.
7. We even have \_\_\_ insurance.

**Exercise 7. Make a short summary on the topic “Sport”.**

**Exercise 8. Comment on the statements.**

1. The health of people is really the foundation upon which all their happiness and all their power as a state depend.
2. He who has health has hope, and he who has hope has everything.
3. A man too busy to take care of his health is like a mechanic too busy to take care of his tools.
4. The human body is the best picture of the human soul.
5. A runner must run with dreams in his heart, not money in his pocket.

**Exercise 9. Discuss with a partner.**

People don't play sports because it's fun. Ask any athlete, most of them hate it, but they couldn't imagine their life without it. It's part of them, the love/hate relationship. It's what they live for. They live for the practices, parties, cheers, long bus rides, invitations, countless pairs of different types of shoes, water, Gatorade, & coaches you hate but appreciate. They live for the way it feels when they beat the other team, and knowing those two extra sprints they ran in practice were worth it. They live for the way they become a family with their team, they live for the countless songs they sing in their head while training all those hours. They live for the competition, they live for the friends, the practices, the memories, the pain, and it's who they are. It's who we are.

**Exercise 10. In a form of a monologue, talk about:**

- what you like about sport
- your career in sport: opportunities and threats

**Exercise 11. Choose one topic for a presentation.**

1. Sport clubs
2. Sport management
3. Sport psychology
4. Sport tourism



**Exercise 12. Translate with a dictionary. Identify advantages and drawbacks of a sports-manager profession.**

**Breaking into the sports-management game**

Tomorrow, millions of Super Bowl viewers will return to day jobs that have nothing to do with athletic pursuits. But for Bethesda resident Ricky Mattei, 24, every workday is sports-related.

In January, Mattei began working as an account executive for Washington's professional men's soccer team, D.C. United, for which his job focuses on persuading more Hispanic fans to attend games. "I said I'd never go into sales, but I love it," he said.

Sports management is a \$221 billion industry, up from \$182.8 billion in 1999, according to the Charlotte-based Sports Business Journal. The field includes advertising, endorsements, facility construction, apparel, broadcast rights, concessions, ticket sales, community recreation programs and much more.

But insiders caution that being an athlete or avid sports fan doesn't automatically mean you are cut out for employment in the sports world. "There's a naive sex appeal sometimes among people who read the sports section or watch ESPN SportsCenter three times a day and think that because they know players' batting averages they should be working in sports," said Jeff Yocom, vice president for executive search and placement of the Tualatin, Ore., sports-marketing firm Game Face Inc. "At the end of the day, sport is a business," Yocom said.

The doors to a sports career are more open than they used to be to people of all backgrounds, experts said. "For years, people got into sports because they had an uncle on the team or knew someone or because they had a letter jacket," said G. Lynn Lashbrook, president and founder of Sports Management Worldwide, an online sports-management training and placement organization in Portland, Ore. "But now it's more business-oriented," with more opportunities for women and minorities.

Still, it's not easy to get into or succeed in this industry. "There is still a much larger supply of candidates than places in the field," said Yocom.

In applying for jobs, it's an advantage to have taken relevant courses and have an undergraduate or graduate degree in sports management. Alternatively, you can complete a training program that specializes in the sports business. Mattei attended such a program at Game Face's Executive Academy, which he describes as "mostly a sales training camp." Although he had no prior sports-related work experience other than as a professional volleyball player in Puerto Rico, he landed a job with D.C. United shortly after completing the two-week program.

An internship is another path to a sports job, said Ronald Dick, assistant professor of sports management at James Madison University in Harrisonburg, Va. "It helps you get your feet wet,"

he said, noting that internships are usually unpaid, last two to three months and vary in the duties assigned.

When seeking an internship or entry level sports job, think broadly, including minor league and college teams, high school athletic departments and community recreation programs, Dick said. "There are only 30 general managers in Major League Baseball in the world and only a handful of real-life Jerry Maguires," he said, referring to the fictional sports agent in the 1996 film.

Matt Goldberg, a senior at James Madison University who is majoring in sports management and business, spent last summer as an unpaid intern at Octagon, a McLean sports- and entertainment-marketing firm. His tasks were mostly menial, including making copies, sending letters and shipping merchandise, he recalled. "You definitely have to put in your time," he said, noting that he loves the "behind-the scenes aspects of sports" and hopes to become a professional team's general manager.

To build your career, seek out teams that need your help rather than ones that are already winning championships, advised Robert Cornilles, president of Game Face. "Ask yourself, 'where can I make the most difference?'" he said. Also, keep in mind that sports is a mobile industry. "Your first job is not likely to be where you will retire," he said. "Very few people start and end with the Redskins."

And even though some professional athletes draw millions of dollars, don't expect anyone to show you that kind of money. Sports management "is primarily a young person's industry, with long hours and relatively low pay," Cornilles said.

But there are perks, he noted, such as the opportunity to be around exceptional athletes or attend games frequently. Besides, he said, "you've got the coolest business card in town when you work in sports."

## UNIT 2. SPORT AND CARREER

**Exercise 1. Translate the text, pay attention to the translation of modal verbs and the Present Perfect Tense forms.**

В последнее время (lately) индустрия спорта создала множество возможностей карьерного роста. Профессия спортивного менеджера стала очень популярной. Но чтобы выжить (survive) в обстановке (environment) высокой конкуренции, необходимо быть довольно энергичным и творческим человеком. Для того чтобы быть эффективным спортивным менеджером, вы должны также развивать у себя навыки стратегического мышления. Стратегически мыслить означает быть способным работать в команде, решать проблемы и критически мыслить, а также воплощать ваше коммерческое видение в жизнь. Существует широкий спектр различных аспектов стратегического мышления, которые могут помочь вам выбрать направление развития вашей спортивной организации и которые стоит соблюдать, чтобы достичь наилучшего (ideal) результата.

**Exercise 2. Think of the reasons A. that make a person choose a career. B. that have made you choose sport as a career.**

### Useful language

*A passion for sth*

*to take part in sport as amateurs*

*a challenging task*

*high salaries*

*always in demand*

*to always meet new people*

*to communicate with different people*

*to work in a variety of working environments*

*to travel around the country and the world*

**Exercise 3. Ask each other the following questions and then report to the group what you have found out:**

- 1) What makes us say that sport has become an industry?
- 2) What off-field activities can you think of?
- 3) What are the requirements to make a career in sport and/or in sport management?

### Text 1

#### On Sport

Sport has lately become a major industry all over the world. People's participation in sport or their spending money on sports-related goods and services has created many job opportunities. The range of sporting activities and goods now on offer is ever-increasing. So, new and varied careers in the sports industry have evolved. Sport also promotes fitness, and fitness brings social and economic benefits to the whole country as well as to individuals.

There are plenty of sports jobs that do not take place on the court or field. Even if you are not athletically talented to play professional sports, there are plenty of career opportunities for those who wish to work around the athletic contests that they enjoy.

As a rule, there is a wide range of sports provision that the government, private individuals, private companies and voluntary organizations provide in a country. Each type of organization has different objectives and receives funding from different sources. Each type needs different management approach. Many career opportunities exist for people who have a passion for sport. To manage the business and marketing aspects of individuals and teams such organizations as academic institutes, sports franchises, independent sports associations, sports marketing consulting firms hire sports agents. Sports management professionals are in good demand today.

Professionals get money to compete in sport. But only a very few people can earn a living as professional sportspeople. You do not need to play a sport well, or play a sport at all to be able to make money. For most sports careers, the only requirement is to have enthusiasm, spirit, and energy. Careers in sports management are highly competitive – as is sport!

*(based on Introduction to Sport. OCR National Level 2  
by Geourge Caplan and David Smith)*

**Exercise 4. Mark the correct statements as «True». Correct the wrong ones («False»), using the text, and expand on the correct ones. Sentence «0» is the example.**

**Use the following collocations:**

*That is not really so...; That is true...; No doubt this is true/false...;*

*As it is stated in the text...; The idea in the text is as follows...*

*It seems in the text the arguments are a bit different...;*

*It is hard to agree/disagree with the statement...;*

0. Sport is not an important industry today. – *False. That is not really so. Vice versa, sport has lately become a major industry all over the world.*

1. There are few job opportunities in sport.

2. Many new job opportunities have evolved lately.

3. Fitness is beneficial to the individuals who go into it.

4. All sports jobs are on-field.

5. There is a wide range of job opportunities in sport provided by the government, private individuals, private companies and voluntary organizations.

6. All sports organizations receive funding from the government.

7. To get a job opportunity in sport you need passion.

8. Sport agents only help individual athletes.

9. Sport managers have good chances to find a job today.

10. You do not need to be a sportsman to become a sports manager.

11. Careers in sports management are like sport itself.

**Exercise 5. Find the English collocations to match the Russian ones. “0” is an example.**

a major industry 0	А такие организации как
(goods) on offer 1	В крупная индустрия
a wide range 2	С получать финансирование
ever-increasing 3	Д существовать
to bring social and economic benefits 4	Е спортивные соревнования
to play professional sports 5	Ф иметь (ставить) цели

plenty 6	G профессионал
athletic contests 7	H широкий спектр
sports provision 8	I аспекты бизнеса и маркетинга
to provide 9	J нанимать спортивных агентов
to have objectives 10	K постоянно увеличивающийся
to receive funding 11	L пользоваться спросом
management approach 12	M ассигнования на спортивную деятельность
to exist 13	N принести социальные и экономические выгоды
business and marketing aspects 14	O подход с точки зрения управления (управленческий подход)
such organizations as 15	P единственное требование
to hire sports agents 16	Q обеспечивать, предоставлять
professional 17	R множество, изобилие
to be in demand 18	S профессионально заниматься спортом/заниматься профессиональным спортом
the only requirement 19	T в продаже (имеются)

**Exercise 6. Find in the text the English sentences that correspond to the following Russian ones:**

- 1) Спорт способствует развитию фитнеса, а фитнес приносит социально-экономические выгоды как государству в целом, так и отдельным людям.
- 2) Существует достаточно профессий в области спорта, которые не связаны с игрой на корте или поле.
- 3) У каждого типа организации – свои цели, и финансирование они получают из разных источников.
- 4) Для людей, которые страстно любят спорт, существует много возможностей сделать спортивную карьеру.
- 5) Чтобы управлять различными аспектами бизнеса и маркетинга организации нанимают спортивных агентов.
- 6) Профессионалы в области спортивного менеджмента пользуются в настоящее время большим спросом.
- 7) Для большинства профессий, связанных со спортом, единственное, что требуется – это энтузиазм, твердый характер и энергичность.

**Exercise 7. Fill in the gaps with the following words:**

- |               |                 |              |
|---------------|-----------------|--------------|
| A. passionate | D. enthusiastic | G. energy    |
| B. passion    | E. enthusiasm   | H. spirited  |
| C. spirit     | F. competitive  | I. energetic |

- 1) He is \_\_\_\_\_ enough to become a good sports agent.
- 2) I eat and rest well to have \_\_\_\_\_ for sports.
- 3) An \_\_\_\_\_ player will defeat a lazy one.
- 4) The victory boosted the team's \_\_\_\_\_.
- 5) My \_\_\_\_\_ for basketball knows no limits.
- 6) The club managers have a \_\_\_\_\_ argument about next week games every Friday.
- 7) \_\_\_\_\_ athletes always win.

- 8) I am \_\_\_\_\_ about starting my new job!  
 9) My coach shows \_\_\_\_\_ about our team's success.

**Exercise 8. Answer the questions on Text 1:**

- 1) What is the role of sport today?
- 2) What has created many job opportunities in sport?
- 3) Is the range of sporting activities and goods on offer stable?
- 4) What are the other factors that make sport evolve?
- 5) How can you get a job in sport if you are not athletically talented?
- 6) Why are sports management professionals in good demand today?

**Exercise 9. Tell the group what you know about the situation with sporting career opportunities today.**

**Exercise 10. Below is the list of some off-field sport career areas. Work in pairs. Think of the professions that fit into those areas. Compare your guesses with your partner.**

A. Sports media broadcast and print media;	
B. Advertising and sponsorships;	
C. Teams and leagues management;	
D. Dealing with sports equipment, sporting goods and sportswear;	
E. Promoting the on-field success.	

**Refer the following professions to the areas mentioned above:**

- |                                      |  |
|--------------------------------------|--|
| 1) Coach                             | 12) Stadium facility manager             |
| 2) Scout                             | 13) Groundskeeper / Field superintendent |
| 3) Information director              | 14) Sports writer                        |
| 4) Accountant                        | 15) General manager                      |
| 5) Assistant                         | 16) Ad creator / stylist / image maker   |
| 6) Music editor                      | 17) Tailor                               |
| 7) Lawyer                            | 18) Masseur                              |
| 8) Doctor / physician                | 19) Athletic trainer                     |
| 9) Travel coordinator / travel agent | 20) Sports reporter                      |
| 10) Ticket manager                   | 21) Photographer / cameraman             |
| 11) Sports agent                     | 22) Sports manager                       |

*Match the short description of the every-day duties with some of the professions mentioned above. Speak about sporting careers you have learnt about.*

Use the following words and collocations:

*This is interesting .... because*

*exciting*

*great*

*important*

*cool*

*easy*

*strange*

*scaring*

*amazing*

#### EXAMPLE:

Tailor: Teams and players need shoes, uniforms. A tailor who deals with sports equipment makes sporting apparel for a club or individual sportsman. That is very important because success can depend on the comfort of the uniform.

A) compiles statistics and media guides for the public and media, gives official information on the recent news concerning the team, club, league, championship or any other sporting event, etc.

B) helps athletes stay healthy through nutritional, fitness and psychological well-being.

C) is responsible for writing stories of interest relating to all aspects of sports from the professional level on down to local teams and sporting events. May interview athletes, coaches, referees or even fans to get unique perspectives on the game and issues around the sport.

D) is responsible for monitoring and recording the flow of money. May work directly for private individuals to help with tax returns, financial decisions, investments or other money related matters.

E) records visual images of what is occurring, captures the event or may work as a staff member assigned to a topic to take pictures of and they work closely with the reporter or writer to accurately reflect in pictures the content of the story.

F) has the unique job of planning and organizing tours, both long and short. Is responsible for planning each leg or stage of the tours, ensuring that appropriate lodging can be provided, having meals provided, as well as planning entertainment and stop-overs. Must be able to accurately determine the cost and appropriate price so that there is a profit.

G) has the responsibility to manage ticket sales and to maximize the number of fans attending each game. This may include marketing season passes and inclusive tickets for boxes or suites within the given baseball facility. Is to ensure that ticket sales are completed accurately and to the satisfaction of the customers. Trains all employees working in ticket sales on dealing with customers and policies and protocols regarding refunds and handling complaints.

H) keeps the field perfectly level and free from any surface imperfections all year round.

This includes preparing the non-grass areas of the field such as the mounds, bases and baseline areas as well as home plate prior to the game and quickly repairing any damage done during the game to keep the area safe for players. Works with the team managers and facilities managers to keep the turf on the field in optimum condition, regardless of the weather.

I) has the daily responsibilities of completing various paperwork and maintenance. This can include doing payrolls, compiling and paying outside vendors for contract work, organizing and hiring of outside vendors or even posting jobs, reviewing contract submissions and determining which contractor would be acceptable for the job.

J) ensures the stadium area is correctly prepared for games, the stands and concession area well maintained and properly staffed, and that all safety guidelines and regulations are followed with regards to the facilities. Posting, reviewing and hiring outside vendors for maintenance and expansion of existing facilities at the ball diamond when required.

K) works with an athlete or a team to ensure that they have the best possible career opportunities through receiving the best training, playing or competing with the best teams as well as being motivated. Works directly with issues related to the sport, as a rule, not with money and contracts.

L) works to market an athlete or products that are related to that athlete to promote the athlete's career within his or her given sport. Is responsible for meeting with team owners, managers, coaches and other individuals to promote the athlete that they represent. In team and individual sports the agent works to negotiate contracts that are in the best interest of the athlete. This usually means getting a better salary, making provisions for injuries, or taking other options in lieu of salary increases.

M) has the responsibility to both entertain and inform people about what is occurring within the world of sports. Some focus on one particular sport whereas others write on all sports within a given area.

N) organizes, instructs, and teaches amateur and professional athletes in fundamentals of individual and team sports.

O) searches for and spots talented and gifted athletes and makes sure they join the club or the team.

P) is a healthcare worker who often performs his or her job under the supervision of physicians. Treats athletes and other individuals who sustain injuries, also teaches people how to prevent injuries.

## Text 2 Sports Managers

Sports managers combine some of human's great passions: sports, business and health. Over the last decade, sports managers have bridged the gap between the business, sports, health and entertainment sides of athletic organizations. This multibillion-dollar industry is very competitive, and sports management professionals must be enthusiastic, hardworking and have energy to invest into this exciting, satisfying career.

Sports management has many different facets. Sports managers can handle the financial aspects of an athletic organization, create marketing strategies for special events, direct athletics in a school setting or help athletes negotiate contracts or sponsorship and endorsement deals. Other responsibilities may involve public relations, sporting goods sales, facility management, athletic fund-raising or sports broadcasting. Those who focus on such a specialized side of sports management as sports medicine will help athletes stay healthy through nutritional, fitness and psychological well-being. Regardless of specific responsibilities, sports management professionals often work irregular hours, including nights and weekends, and do a significant amount of traveling.

*(based on The World of Sports Management  
<https://sportmanagementworld.wordpress.com/>)*

### NOTES:

*special – specific – specialized*

**Обратите внимание**, что все три слова – однокоренные. Однако они имеют различные значения. Основные из них: **special** - «особый», **specific** – «определенный, конкретный», **specialized** – «специализированный».

*Sports managers can... create marketing strategies for **special** events.*

*Those who focus on such a **specialized** side of sports management as sports medicine will help athletes stay healthy...*

*Regardless of **specific** responsibilities, sports management professionals often work irregular hours...*

### Exercise 11. Fill in the gaps with the following words:

*A. special    B. specific    C. specialized*

- 1) She chose one \_\_\_\_\_ book from the list.
- 2) I gave a \_\_\_\_\_ gift to my very best friend.
- 3) The store \_\_\_\_\_ in gourmet food.
- 4) The government has set up a \_\_\_\_\_ commission to coordinate the activities of Russian ministers and organizations to organize the Olympics.
- 5) I am not able to give you a \_\_\_\_\_ answer.
- 6) The website \_\_\_\_\_ Information Services gives information on programs in toxicology, environmental health, and chemistry.

**Exercise 12. Mark the correct statements as «True». Correct the wrong ones («False»), using the text, and expand on the correct ones. Sentence «0» is the example.**

- 0. The work of a sports manager is very dull. **False**
- 1. The business, sports, health and entertainment sides of athletic organizations are still very far from each other.
- 2. Sports management has many different aspects.
- 3. Sports management never deals with business issues.
- 4. Sports managers can work with the press.
- 5. Medicine is one of the specialized sides of sports management.
- 6. Sports managers work only regular hours quietly in the office.

**Exercise 13. Answer the questions on the text:**

- 1) What human's great passions do sports managers combine?
- 2) What traits of character should sports managers have?
- 3) What are the possible facets of sports management?
- 4) What are other responsibilities of a sports manager?
- 5) How can those who focus on sports medicine help athletes?
- 6) What negative aspects does the work of a sports manager have?

**Exercise 14. What sport terms from skiing do you know? Match the terms with their explanation. «0» is an example. Think of the Russian equivalents.**

Fall line 0	A) A cross-country technique of ascending a slope by walking forward in alternate steps with each ski angled outward.
Inrun 1	B) The norm point indicating where the curve of the slope ends and the steepest part begins.
Half-pipe 2	C) The natural course of descent.
Open gate 3	D) A cross-country technique when both poles are planted in the snow at the same time and gives a strong thrust to move both skis forward together.
Closed gate 4	E) A special u-shaped, sloping, tubular construction for the competition of the same name.
K point 5	F) A classic cross-country technique when the skies remain parallel and in the tracks
P point 6	G) A gate of two flags positioned side-by-side.
Diagonal stride 7	H) The lower control point used as the target distance for a safe landing in ski jumping; extra points are given for exceeding it.
Double poling 8	I) A gate of two flags, with one flag positioned in front of the other.
Herringbone 9	J) The take-off surface of the jumping ramp covered with hard packed snow during the winter and an artificial surface in summer.
Skating step 10	K) A variety of freestyle skiing involving jumping off a ramp and performing twists and spins in mid-air.
Moguls 11	L) A variety of freestyle skiing – a combination of gymnastics and dance, performed on a gentle slope.
Aerial 12	M) A cross-country technique when the skier pushes out and forward, driving the inner edge of the ski into the snow.
Acro 13	N) A ramp of ice to take off for jumps, twists, turns and somersaults in freestyle skiing.
Kicker 14	O) A variety of freestyle skiing down the slope covered with small bumps and jumping off two ramps.

**Exercise 15. Skiing quiz. Answer the questions on skiing. You can then check your answers with the Tips on skiing:**

- 1) How many official types of alpine-skiing are there? What are they? What do they favor more – speed or technique?
- 2) What is the fastest and most dangerous downhill race?
- 3) How many gates (minimum and maximum) are there on a giant slalom course?
- 4) Can competitors try the course before the competition?
- 5) Why icy courses are the best for races?
- 6) Can a competitor's starting position have an effect on the race?
- 7) Who races first? How is the starting position for a race determined?
- 8) Are skis for all types of alpine-ski the same?
- 9) Which of the skiing discipline events is for men only?
- 10) What comes first in Nordic combined – ski jumping or cross-country skiing?
- 11) What are the penalties for missing a target in biathlon?
- 12) Can biathlon events take place in summer?
- 13) How many cross-country skiing competitions are there at the Winter Olympics?
- 14) What are the reasons for penalizing in cross-country skiing?
- 15) Can the equipment in cross-country be interchanged between the styles?
- 16) What's the difference in gear for mogul, acro and aerial skiers?
- 17) What are the scoring points in mogul skiing?
- 18) The features of what sports does snowboarding combine?
- 19) How many snowboarding events are there on the program of the Winter Olympics? What are they?

### **Skiing**

There are different types of skiing. We speak of alpine, cross-country, ski jumping, Nordic combined, freestyle skiing and snowboarding here. Biathlon is also commonly associated with skiing.

The word «slalom» comes from the Norwegian for «gentle slope».

The first recorded ski race was held in Norway in 1843. The newest alpine skiing discipline is super giant slalom. It was introduced in the program of the Winter Olympics in 1982.

The skis were invented in Lapland. The world's oldest ski was found in Sweden, and is 4500 years old.

The early form of skiing is known as Telemark after the Norwegian mountains where it was developed in the 1870.

Freestyle is one of the newest skiing disciplines in the Winter Olympics. Acro ski cross made its debut in 2010.

The prestigious Four Hills Tournament, part of the annual ski jumping world cup, is contested on two hills in Austria and two in Germany.

The Federation Internationale de Ski (FIS) – International Ski Federation is the governing body of all ski competitions including speed skiing, Nordic skiing, snowboarding, freestyle and alpine skiing. It was founded in 1924 with 14 members; it now has 107 national members.

### **Tips on skiing**

- There are 5 official types of alpine-ski competitions: downhill and supergiant slalom to focus on speed, slalom and giant slalom favour a competitor's skill and technique. The fifth, “combined” event tests both speed and technique.
- The fastest and most dangerous downhill race is the one on the Hahnenkamm in Austria. The event has been run there since 1931.
- There are 70 gates maximum and 56 gates minimum on a men's giant slalom course; women's course has between 58 and 46 gates.
- Downhill racers are allowed to practice on the course in the three days prior to the contest. Slalomists are limited to a one-hour trial before the race not to damage the piste too much.

- Icy courses are best because they do not degrade quickly, although rutting occurs at sharp bends.
- A competitor's running position can have an effect on the race. During a downhill in snowy conditions, early racers are slowed by the fresh snow. Starting first in a slalom is an advantage because the course has not been rutted yet.
- The 15 highest-ranking entrants race first. Their starting positions are allocated by a draw. Any remaining racers start according to their world ranking. In the second run of slalom races, the 15 fastest from the first run race in reverse order.
- Each type of alpine-ski event demands a certain type of ski. The shortest alpine skis are used in slalom races, the longest and the widest are for downhill races, while giant and super giant slalom are hybrids of slalom and downhill skis.
- Nordic Combined championships (Olympic, World Cup, World Championship) are currently for men only. As for ski jumping, a proposal for women to compete in the 2010 Olympics was rejected because too few female athletes from too few countries participate in the sport.
- Nordic combined is a one-day winter competitive sport that combines ski jumping, (which usually takes place first) with cross-country skiing (with starting order defined by the results of the previous days' jumping competition).
- In the individual biathlon event, there is a time penalty of one minute for each target missed. In relay and pursuit competitors must ski a 150m penalty loop which typically adds 30 sec on the overall race time for elite athletes.
- In the summer biathlon, skiing is replaced with cross-country running.
- There are 12 cross-country skiing competitions at the Winter Olympics – 6 for men and 6 for women.
- Cross-country racers are penalized if they obstruct other skiers; make a false start; use non-classical techniques; or was, scrap or clean their skis during a race. In non-sprint classical races penalty may be given for not allowing a faster skier to overtake at the first request (unless they are in the marked zone in the end of the course).
- The equipment in cross-country is not interchangeable between the styles. This means classic skiers and freestyle skiers do not have the same requirements when it comes to getting on the gear.
- Unlike acro and mogul skiers, aerial skiers wear the same clothing and skis but don't use poles.
- The scoring elements in mogul skiing are: the quality of turns around the "moguls", maneuvers made in the jumps, and the overall speed of the descent.
- Snowboarding combines the skills required for skiing, skateboarding, and surfing.
- There are six snowboarding events on the programme of the Olympic Winter Games: men's and women's half pipe, men's and women's parallel giant slalom, men's and women's snowboard cross.

## GRAMMAR REVISION

### Past Simple or Present Perfect?

#### **Exercise 16. Correct the wrong sentences.**

- 1) They have scored a goal in the 10th minute.
- 2) She have never won a medal in her career.
- 3) He has become a gold medalist in 2015.
- 4) They claimed 50 points last year.
- 5) So far the team never lost a competition.
- 6) It is the first time that he has participated in the Olympics.
- 7) I have retired two years ago, at the age of 30.
- 8) The Serb has been out with injury since August

- 9) She has won just 15 matches this year.
- 10) Ivanovic spent 12 weeks as world number one in 2008 and won 15 career singles titles.
- 11) She has reached the French Open semi-final in 2015 and was runner-up at Roland Garros and Wimbledon in 2007 and at the 2008 Australian Open.
- 12) I began dreaming about playing tennis when I has been five and seen Monica Seles playing on TV.

**Exercise 17. Put the verbs in the correct form:**

**A**

- 1) Saints (to take) the lead in the second minute when defender Virgil van Dijk (to demonstrate) his aerial threat by nodding in James Ward-Prowse's free-kick.
- 2) Shortly after the break, Harry Kane (to end) his run of three league games without a goal when he (to head) in from Christian Eriksen's corner in the 52nd minute.
- 3) Spurs (to claim) 71 points this year, a new club record in the Premier League.
- 4) This is the first time that Southampton (to concede) four goals in a Premier League home game since November 1998.
- 5) There (to be) 10 comeback wins in the Premier League this month.
- 6) Two more golds (to follow) at the 2008 Beijing Games.
- 7) There (to be) also seven track world titles, including two with long-time friend Mark Cavendish in 2008 and 2016.
- 8) Few sportspeople (to have) the impact on life in this country as Sir Bradley Wiggins.
- 9) Team Sky (to have) always a strong anti-drug stance.
- 10) "In our total existence we (to have) 13 TUEs," he said. "This is not a systematic abuse of TUEs, we (to race) many, many races and there's a very small number."

**B**

Five-time Olympic champion Sir Bradley Wiggins (to announce) his retirement from cycling aged 36.

Britain's first Tour de France winner, in 2012, (to say) he had fulfilled a "childhood aspiration" of making a career out of the sport.

"I (to meet) my idols and ridden alongside the best for 20 years. Cycling (to give) me everything but I couldn't have done it without the support of my wonderful wife Cath and our amazing kids," he said.

Wiggins (to become) Britain's most decorated Olympian in August when he (to win) the team pursuit gold on the track in Rio, his fifth gold and eighth Olympic medal.

He (to secure) eight world titles on the road and track and set the world record for the furthest distance ridden in one hour, at the London Olympic velodrome, at 54.526km.

However, his use of therapeutic use exemptions (TUEs), (to come) under scrutiny after his confidential medical information was leaked by hackers 'Fancy Bears' in September 2016.

The cyclist, an asthma sufferer, (to say) he sought TUEs to "put himself back on a level playing field".

The TUEs were approved by British authorities and cycling's world governing body, the UCI. There is no suggestion that either he, British Cycling or Team Sky, his former team, (to break) any rules.

**Exercise 18. Use the Present Perfect or Present Perfect Continuous.**

Dear Madam,

I am writing to you to apply for the position of a manager. I (to work) as an event manager for Reebok for five years, and (to arrange) every major sporting event in Liverpool in

that time. I (to make) many important contacts within the sporting world such as sports club managers, coaches and media representatives.

I (to wait) for an opportunity like this to turn up all my working life. My company (to agree) to give me time off to attend an interview should you wish to meet me.

Yours faithfully,  
James Butler

## UNIT 3. SPORT as AN INDUSTRY. MANAGEMENT

**Exercise 1.** *Translate the text, pay attention to the translation of the verbs «быть», «существовать».*

Спорт популярен. Мужчины, женщины, дети интересуются спортом и принимают участие в различных спортивных мероприятиях. Но сегодня спорт – это не только (not only) соревнование, но и (but also) бизнес. В современном спорте есть многоуникальных особенностей (a peculiarity of) организации и управления. Существуют клубы, лиги, федерации... Они помогают развивать индустрию спорта и руководят сложной спортивной деятельностью. Спортивные менеджеры имеют дело с игровыми результатами команды и превращают их в деньги, они преобразуют общественный интерес в прибыль, и, в отличие от (unlike) болельщиков, они считают, что спортивная победа – это финансовый успех.

**Exercise 2.** *Discuss. Think of the issues that are really vital for modern sport. Name at least three and discuss your ideas with a partner. The words on the right may help you.*

Use the following collocations:

I think...; in my opinion...; I guess...;  
that is interesting...; that's a good point...;  
possible, but...

profit  
honesty  
competitiveness  
professionalism  
discrimination  
doping  
bias  
violence  
fans  
Interesting, vital, important

Think of the reasons that make people take part in sporting activities. Discuss your ideas with a partner.

The words on the right may help you.

Use the following collocations:

As for me...; as far as my choice is concerned...;  
one reason is..., another reason is...

Benefit, health, exercise,  
body shape, athletics,  
fitness, weight control,  
stress, pleasure, friends,  
communication, fashion,  
prestige, travelling, money.

### Text 1

#### On Sport Industry of Today: Management Structures

Every weekend millions of us take part in sporting activities of one kind or another.

Sport is popular. People who take no interest in sport at all are rare. Those who decide not to take part instead enjoy watching sport events, which take place every day everywhere all over the world.

The contemporary sport industry is complex and has unique legal, business, and management practices. As a result, many of the ways we organize this industry are unique too.

The organization of sport is about two centuries old and continues to evolve. Today managers of sport work with structures such as drafts and playoff systems.

There are many modern sports management structures. There are clubs, leagues, and professional tournaments. These structures help managers organize sport. They appear and evolve as an answer to broad social changes in the modern world. They also deal with specific issues within a segment of the sport industry, or do both. The evolution of these structures illustrates that sports managers need to be creative in the ways they run sports. History shows that sports managers who are flexible and adaptable to changes in society are the most successful.

(based on *Principles and Practice of Sport Management* by Lisa P. Masteralexis, Carol A. Barr, Mary A. Hums)

**Exercise 3. Mark the correct statements as «True». Correct the wrong ones («False»), using the text, and expand on the correct ones. Sentence «0» is the example.**

0. Millions of people take part in sporting activities of one kind or another every year. – False. No, that’s not quite true. Millions of people take part in sporting activities of one kind or another every weekend.
1. Millions of people take part in different sport activities.
  2. Not many people like sport.
  3. If you don't take part in sporting activities, you watch sport.
  4. The sport industry is simple.
  5. The ways to organize the sport industry are not the same as in other industries.
  6. Sport management is a new industry.
  7. It does not develop any more.
  8. Sport management structures are rare.
  9. They appear because the modern world is changing.
  10. They deal with many issues in sport industry in general.
  11. Sport managers need to do directly what is written in their contracts.
  12. Statistics illustrate that managers who are flexible are the most successful.

**Exercise 4. Find the English collocations to match the Russian ones. “0” is an example.**

- |  |   |                                       |
|--|---|---------------------------------------|
| выходные 0                                       |   | A to evolve                           |
| заниматься тем или иным видом спорта 1           | → | B weekend                             |
| популярный 2                                     |   | C the contemporary sport industry     |
| не проявлять интерес 3                           |   | D event                               |
| событие 4  |   | E all over the world                  |
| во всем мире 5                                   |   | F complex                             |
| современная индустрия спорта 6                   |   | G to take no interest                 |
| сложный 7  |   | H ways to organize                    |
| уникальная юридическая практика 8                |   | I to take part in sporting activities |
| способы организации 9                            |   | J issue                               |
| развиваться (постепенно) 10                      |   | K creative                            |
| структуры управления спортом 11                  |   | L to deal with                        |
| иметь дело, сотрудничать с кем-либо 12           |   | M successful                          |
| вопрос, проблема, дело 13                        |   | N sport management structures         |
| творческий, способный продуцировать идеи 14      |   | O flexible                            |
| гибкий, уступчивый 15                            |   | P unique legal practice               |
| легко приспособляемый и приспособляющийся 16     |   | Q adaptable                           |
| удачный, счастливый; удачливый, преуспевающий 17 |   | R popular                             |

## NOTES:

### *To take place – to take part in – to take (no) interest in*

Обратите внимание, что глагол **to take** обладает, помимо прямого значения «брать», значением «**начинать заниматься чем-то**». В комбинации с существительными образуются устойчивые сочетания, которые будут переводиться целиком. Так, **to take part in** – принимать участие в чем-либо, участвовать; **to take interest in** – (за)интересоваться чем-либо, проявлять интерес к чему-либо, **to take place** – проходить, случаться.

*We have come here to take part in a major game.  
They ran away and took no part in the battle.  
The 2010 World Cup will take place in South Africa.*

### *Contemporary - modern*

Обратите внимание, что оба слова переводятся на русский язык как «современный». **Contemporary** – «**существующий в одно время, в частности, в настоящее время**».

*The events of the first Olympic Games in Greece were recorded by a contemporary historian.*

*In sport today much depends on tension and complexities of our contemporary society.*

**Modern** – «**относящийся к современности; характеризующийся использованием последних технологий, тенденций, разработок и т.п.**»

*The pace of modern life is too quick for my granny.*

*They do not have modern weapons.*

*Matisse's contribution to modern art is great.*

### **To run – to run smth (sports)**

Обратите внимание на два значения глагола **to run**:

Бегать : *She runs every morning.* Она бежит каждое утро (по утрам)

Управлять, руководить : *She runs a cafe.* Она управляет кафе.

### **Exercise 5. Translate the sentences into English:**

- 1) Кто руководит этим современным заводом?
- 2) Кейт бежит в парке каждые выходные.
- 3) Майк участвует во всех международных чемпионатах.
- 4) Современные спортивные менеджеры совсем не интересуются национальными спортивными традициями.
- 5) Она побежала, но споткнулась и упала.
- 6) Современная спортивная одежда очень удобна и красива.
- 7) Матчи чемпионатов мира и олимпийских игр проходят на этом стадионе.

### **Exercise 6. Fill in the gaps with the following words:**

A. popular	D. successful	G. organization	J. manager	M. success
B. adaptable	E. creative	H. to deal with	K. unique	N management
C. flexible	F. issue	I. evolution	L. to evolve	O. to manage

- 1) He was \_\_\_\_\_ in achieving his goal.
- 2) \_\_\_\_\_ straws can bend without breaking.
- 3) He is an imaginative and \_\_\_\_\_ writer.

- 4) Flexibility makes you \_\_\_\_\_ to changes.
- 5) A \_\_\_\_\_ teacher is liked by all students.
- 6) Today there are many non-governmental sports \_\_\_\_\_.
- 7) The store \_\_\_\_\_ tells employees what to do.
- 8) This plan will slowly \_\_\_\_\_.
- 9) The old book was \_\_\_\_\_ and one of a kind.
- 10) Resort \_\_\_\_\_ is in charge of the hotel.
- 11) His \_\_\_\_\_ in that match gave him a change to go to the Alabama Club.
- 12) \_\_\_\_\_ is very slow change over time.
- 13) We have an important \_\_\_\_\_ to discuss.
- 14) Teachers can help children \_\_\_\_\_ their anger and uncontrolled emotions.
- 15) An athlete needs \_\_\_\_\_ his body and emotions to succeed at the competition.

**Exercise 7. Answer the questions on the text:**

- 1) What is the role of sport today?
- 2) What management practices does the contemporary sport industry have?
- 3) What are the sport management structures mentioned in the text?
- 4) What do they do?
- 5) Why do they appear?
- 6) What else do they deal with?
- 7) What does the evolution of the sport management structures illustrate?
- 8) What sport managers are the most successful?
- 9) To what changes should sport managers be adaptable?

**Exercise 8. Agree or disagree with the following statements, give your arguments and examples. Use the following collocations:**

That is really so...; I agree...; you are right; no doubt this is...;

This is true, but...; on the other hand...; it seems I take things a bit differently...;

- 1) An athlete who does not put out an honest effort is a spoilsport.
- 2) Disparities in sport are strong (e.g., among teams), giving some advantages over others.
- 3) Today in sport there are no rules limiting who is allowed to participate.

## Text 2

### On Sport Industry of Today: Commercial Aspect

Many sports in the 21st century have commercial characteristics. Sporting success is no longer the only goal of athletes, clubs or sporting federations. Modern sport depends on a complex relationship between financial and on-field success. Public interest successfully turned such sports as football, motor racing and cricket into commercially profitable activities.

Today there is no amateur sport. In the 20th century sport transformed into an important economic activity with large sums of money. The main sources to get money are the sale of television rights, and commercial exploitation of sporting brands and associated personalities.

But despite these changes, sport is still an important aspect of national and international cultural identity, as well as a leisure activity. The idea of 'sport for all' or 'sport in the community' is a new mantra of many governments.

*(based on The Regulation of Sport in the European Union, edited by B.Bogusz, A.J. Cygan, E.M. Szyszczak)*

## NOTES:

### To turn sth into – to transform sth into

Обратите внимание, что оба глагольных выражения имеют сходное значение: «превратить, трансформировать что-либо во что-либо». Обычно **to turn into** подразумевает быстрое изменение, в то время как **to transform** – более постепенное, но и более глубокое изменение:

*Their holidays turned into a nightmare. They tried to transform their house into a palace.  
He wanted to transform himself into a successful businessman. But he turned into a scoundrel!*

Обратите внимание, что существуют термины, значения которых в спортивном контексте не будут совпадать со значениями в других областях. Например, **draft** [dra:ft] в текстах неспортивной тематики может обозначать «чертеж», «призыв в армию», «вексель» и проч. В спорте **draft** – «a procedure whereby new or existing sports players are made available for selection or reselection by the teams in a league, usually with the earlier choices being given to the weaker teams».

**(Professional) tournament** ['tʌnəmənt] – a series of contests between a number of competitors, who compete for an overall prize.

**A single-elimination tournament**, also called a **knockout cup** or **sudden death tournament**, is a type of elimination tournament where the loser of each match is immediately eliminated (excluded) from winning the championship or first prize in the event. This does not always mean that the defeated competitor will not participate further in the tournament: in some such tournaments, consolation or "classification" contests are subsequently held among those already defeated to determine the awarding of lesser places, for example, a third place playoff.

**A round-robin tournament** or **all-play-all tournament** is a type of tournament where each competitor meets all other competitors in turn. In a single round-robin schedule, each participant plays every other participant once. If each participant plays all others twice, this is frequently called a double round-robin.

### playoff

- an additional game or period of play that decides the outcome of a tied contest.
- (playoffs) a series of contests played after the regular season by the top competitors to determine the winner of a championship, as between the leading teams in different divisions or leagues. The term and concept are most widespread in North America.

### club [klʌb]

an organization constituted to play games in a particular sport.

### league [li:g]

- a group of sports clubs that play each other over a period for a championship.
- the contest for the championship of such a league

**Exercise 9. Fill in the gaps with the sport terms: league, playoff, club, tournament.**

- 1) He was a member of a \_\_\_\_\_.
- 2) I play football for a youth \_\_\_\_\_.
- 3) The \_\_\_\_\_ is due tomorrow.

- 4) The college baseball team made it to the regional \_\_\_\_\_.
- 5) The home team lost the \_\_\_\_\_ game.
- 6) Triathlon is a relatively new \_\_\_\_\_. It now provides a program of training sessions.
- 7) The National Football \_\_\_\_\_ (NFL) \_\_\_\_\_ are a single-elimination \_\_\_\_\_ that determines the NFL champion. It ends with the Super Bowl, the championship game.
- 8) Gary Parrish takes a look at the top possible players for his \_\_\_\_\_ for the 2011 NBA \_\_\_\_\_.
- 9) We really can't wait until the NBA institutes a two-year minimum on its \_\_\_\_\_ eligible players.
- 10) The first true NFL \_\_\_\_\_ began in 1967, when four teams qualified for the \_\_\_\_\_.
- 11) There are many variants to determine the champion, the \_\_\_\_\_'s top winner.

**Exercise10.** *Mark the correct statements as «True». Correct the wrong ones («False»), using the text, and expand on the correct ones. Sentence «0» is the example.*

Use the following collocations:

*That is not really so...; That is true...; No doubt this is true/false...;*

*As it is stated in the text...; The idea in the text is as follows...*

*It seems in the text the arguments are a bit different...;*

*It is hard to agree/disagree with the statement...;*

0. In the nineteenth century many sports acquired commercial characteristics. -

*I'm afraid your information is not up to date. Many sports have acquired commercial characteristics in the twenty-first century. **False***

1. Sporting success is the only goal of athletes, clubs or sporting federations.
2. Modern sport depends on an on-field success.
3. Sports such as football, motor racing and cricket are very popular.
4. Public interest in football turned it into a financial success.
5. Such sports as football, motor racing and cricket are played by amateurs.
6. Sport is a very profitable activity.
7. Sport is no longer an important aspect of national and international cultural life.

**Exercise11.** *Answer the questions on the text:*

- 1) What happened to many sports in the twenty-first century?
- 2) What is the key to success in modern sport?
- 3) Why is sport no longer amateur?
- 4) What are the main sources of profit in sport?
- 5) Is sport only commercially profitable?

### **Cricket**

For the first time a game of “kreckett” was officially mentioned in England in the 16th century. Then the bat was more like a hockey stick and the ball was carried underarm.

Modern cricket rules and equipment go back to the 19th century. Today people play cricket in over 100 countries, and there is a men's and a women's World Cup. The International Cricket Council (ICC) is the sport's international governing body. Its many tasks include organizing the World Cups.

The two international forms of cricket are Test matches (which last 5 days) and limited-overs games, which are usually 50 overs per side. Only the best of more than 100 cricket-playing

nations compete in Tests. Today they are: Australia, England, Pakistan, India, Sri Lanka, South Africa, New Zealand, West Indies, Zimbabwe, and Bangladesh. Other forms include first-class club, indoor and beach cricket. The estimated television audience in India for some of the biggest games is 400 000 000 spectators. This is 40% of India's population.

**Exercise12.** *What sport terms from cricket do you know? Match the terms with their explanation. "0" is an example. Think of the Russian equivalents.*

Box 0	A) A player whose primary task is to stop the ball, and also take catches and effect run-outs and stumpings.
The pitch 1	B) Further from an imaginary line through the centre of the field of play and behind the batter.
Straight 2	C) A heart-shaped, hard plastic protector. It is worn inside the trousers to shield the genital area.
Wide 3	D) An official who watches a game or match closely to enforce the rules and arbitrate on matters arising from the play, a referee.
Square 4	E) The closely mown, even surface at the center of the field of play.
Batter 5	F) The player who tries to pitch the ball in an area from which the batter cannot easily score runs and is in danger of being dismissed. There are "striking" and "non-striking" ones.
Umpire 6	G) Further from an imaginary line through the centre of the field of play and in front of the batter.
Wicketkeeping 7	H) A player who strikes the ball with enough technical competence, timing and placement to score runs without being dismissed.
Bowler 8	I) When a batter is "out", it means that the player leaves the field and the next member of the batting side is "in".
Dismissal 9	J) Closer to an imaginary line through the centre of the field of play and in front of the batter.

**Exercise13.** *Cricket quiz. Answer the questions on cricket. You can then check your answers with the Tips on cricket:*

- 1) What is the color of the cricket ball?
- 2) What is the form of a cricket field?
- 3) How many players are there on the field at the beginning of the game?
- 4) How many umpires are there in cricket?
- 5) What is a "run" in cricket?
- 6) How many Laws are there to observe in cricket?
- 7) In how many ways can a batter be dismissed?
- 8) What are the rarest types of dismissal?
- 9) What is the length of a pitch?
- 10) What does the wicket consist of?
- 11) How many wickets are used in a match?
- 12) What is a "30-yard circle"?

### **Tips on cricket**

- Although the red ball is traditional, white balls are regularly used in limited-overs matches.
- Cricket is played on a large, flat oval or circular field with a pitch in the middle.
- There are two batters, the bowler, the wicketkeeper, and nine other fielders.

- There are two on-field umpires and the third (off-field) umpire, who usually helps using television replays.
- One run is completed if the striker and non-striker can run to the opposite end of the pitch and ground a part of their bat or person behind the popping crease before being “run out”.
- There are 42 Laws of Cricket.
- There are 10 ways, although it will be extraordinary if all were seen in a single match.
- The most rare are “Timed out” – if the incoming batsman takes more than three minutes to reach the pitch, and “Hit the ball twice” – when the batter strikes the ball twice.
- The length of a pitch is 20,1 m (22 yd). It is the distance between the two bowling crease, on each of them a wicket is placed.
- The wicket consists of three wooden stumps and two wooden bails. The bails sit on the stumps in shallow grooves cut along the top of each stump.
- Two wickets are used in a match – one at either end of the pitch.
- The field marking divides the infield from the outfield. In limited-overs cricket, a set number of fielders must remain within this circle for a fixed number of overs.

## GRAMMAR REVISION

### Образование конструкции **there is / there are**

Данная конструкция употребляется для обозначения наличия или отсутствия чего-либо.

С ней используется неопределенный артикль A/AN. В русском языке, в отличие от английского, обстоятельство места выносится в начало предложения:

### СРАВНИТЕ:

*Рядом с нашим домом есть (некий) стадион.*  
*There is a stadium near our house.*

*(Этот) стадион рядом с нашим домом.*  
*The stadium is near our house.*

Обратите внимание, что глагол «быть» в русском языке часто опускается:

*Рядом с нашим домом – стадион.*

Иногда конструкция **there is/there are** переводится с использованием глаголов предполагаемого действия:

*Рядом с нашим домом расположен стадион.*

*There are flowers in the vase.*

*В вазе цветы. = В вазе стоят цветы.*

### Exercise 14. Translate the sentences into English:

- 1) Нам повезло: в этой книге много информации о том, как организовать Олимпийские Игры.
- 2) Что там в коробке? – Я думаю, там уникальные документальные фильмы (documentaries).
- 3) К сожалению, в комнате никого не было.
- 4) Дальнейшей (further) дискуссии не будет.
- 5) Почему здесь так много людей? – Насколько я знаю, летом здесь всегда много туристов.
- 6) Здесь есть стоянка для машин (car parking)? – Да, есть. Есть парковка перед тем домом.
- 7) Эта проблема очень сложная. Но по сути, существует два способа ее решить (to resolve it).
- 8) Будет ли завтра организационное собрание?
- 9) Я уверен, что после лекции у вас вопросов не останется.
- 10) Сказать по правде, в этом городе нет гостиниц.

**Exercise15. Use the Past Continuous where possible. Pay attention to the verbs that cannot be used in the Continuous tense.**

1. Silverstone's owners (to consider) axing the British GP from 2019.
2. They (to want) to make the races in Western Europe as strong as they can be.
3. After a few days' rest, Konta (to plan) to play Fed Cup for Great Britain in Estonia.
4. I (to run) on the final bit of adrenaline left in my body.
5. We (to think) with every one of these races that we have an opportunity to make them bigger, broader, more exciting, more successful.
6. How could we prove that the president's reforms actually (to work)?
7. Saints (to have) an anxious moment in the second half when the goalkeeper dropped Can's shot behind him.
8. I (to see) him as a leader who set the bar very high.
9. I (to play) so good. I surprised myself.

**Exercise16. Put the verbs in the correct form: Past Continuous or Past Simple.**

1. In my role as captain, I (to want) to put out a good job for the team and when I (to see) the others placing well I had to bring it home for them.
2. I (to run) fast and I (to want) to keep it that way.
3. In November, Adams (to be) a guest on the show when she (to speak) of wanting to be the first female boxer to headline at Las Vegas and how the professional game "(to wait) for a big name to step in there".
4. She (to challenge) for world titles during that year. We (to want) to lead her to become a multiple world champion.
5. One night, she (to watch) highlights on her phone as she (to walk) to her car after a long day at the office.

**Exercise17. Make as many sentences as possible using Past Perfect Tense.**

e.g. *I have lived there for 20 years. – I didn't know you had lived there for 20 years?*

Did you say...?

I knew...

You mentioned...

She admitted...

We never claimed...

They said...

He announced...

1. I have seen you working out at the gym.
2. She graduated from the Nick Bollettieri Tennis Academy.
3. He has never cheated.
4. They have never planned to appeal.
5. We finished work on the Olympic facilities in time.
6. The media have put pressure on the organizers of sporting competitions to make the viewing experience better for TV audiences.
7. Sports Illustrated magazine has presented the Sportsman of the Year award.
8. Pele scored 1281 goals in 1363 games over his 22-year career.
9. Over the years, many Olympians and sports personalities have lent their name and time to support the UN family.

**Exercise18. Put the verbs in the correct form. Use the Past Perfect or Past Simple.**

1. The former technical director, who (to act) as a consultant to Liberty, (to be appointed) to lead the sporting and technical side of F1.
2. He (to joke) that he (to injure) himself taking part in mixed martial arts.
3. They later (to admit) that they (to discuss) the terms with the lawyer before signing the contract.
4. Jones only (to tell) him that they (to reappoint) him captain.
5. Reuters reported that the lab (to find) methylhexanamine in his A sample.
6. His record of 249 Manchester United goals (to stand) for 44 years until Rooney (to go) past it at the Britannia Stadium.
7. The referee explained that he (to be dismissed) for reacting angrily to a 93rd-minute penalty given to Burnley.
8. When asked about what (to lead) to his dismissal, he (to refuse) to comment.

**Exercise19. Put the verbs in the correct form. Use the Present Simple, Past Simple, Present Continuous, Past Continuous, Present Perfect, Past Perfect.**

**A**

Usain Bolt has been stripped of one of his nine Olympic gold medals following confirmation that his 4x100m relay team-mate Nesta Carter (to take) a banned substance at the Beijing Olympics. It (to mean) the legendary Jamaican sprinter can no longer claim to have done the “triple-treble” – gold in the 100m, 200m and 4x100m relay in the Games in 2008, 2012 and 2016.

The International Olympic Committee (to announce) the decision on Wednesday after a hearing in November to discuss Carter’s results following retests of 454 frozen blood and urine samples from the 2008 Games.

Bolt (not to comment) yet on the news but when traces of the banned stimulant methylhexanamine were found in Carter’s “A” sample in June last year he (to admit) he (to fear) the worst.

“It’s heartbreaking because over the years you (to work) hard to accumulate gold medals and work hard to be a champion – but it’s just one of those things,” he said. “Things (to happen) in life, so when it’s confirmed or whatever, if I need to give back my gold medal I’d have to give it back, it’s not a problem for me.”

Carter, the sixth fastest 100m runner of all time, (to help) Jamaica set a then-world-record time of 37.10sec in Beijing, as Bolt (to win) the first of the 100m, 200m and 4x100m treble. But under the rules of the IAAF, athletics’ governing body, all four members of Jamaica’s 4x100m squad in 2008, which was made up of Bolt, Carter, Asafa Powell and Michael Frater, will now lose their medals.

Carter (to be) currently in discussions with his legal team about whether to appeal to the court of arbitration for sport. He (to have) 21 days to do so.

The 31-year-old (to be) a vital member of Jamaica’s 4x100m relay team for nearly a decade, running the first leg as they (to win) gold medals at the 2008 and 2012 Games and the 2011, 2013 and 2015 world championships, but (to miss) the 2016 Rio Olympics.

The Russian Tatiana Lebedeva, who (to compete) in the women’s triple jump event and the women’s long jump event in which she (to rank) second (to be disqualified) also from the 2008 Games. Re-analysis of Lebedeva’s samples from Beijing 2008 (to result) in a positive test for the prohibited substance dehydrochlormethyltestosterone.

The 40-year-old already (to announce) plans to appeal. According to the Tass news agency, she also (to be suspended) from her position on the IAAF’s women’s committee.

## B

A few hours after Serena Williams, 35, (to join) her 36-year-old sister, Venus, in the women's final by trouncing the 34-year-old Mirjana Lucic-Baroni, Federer, 35, somehow (to conjure) some more retro magic to beat Stan Wawrinka, a mere 31, for the 19th time in 22 matches.

In so many ways, what Federer (to do) the past fortnight is beyond believable. Federer (to become) the oldest man to reach the final of any major since Ken Rosewall at the 1974 US Open, when the Australian (to be) 39. And the Swiss wizard (to do) it after six months off the Tour to recover from knee surgery. If he played on one leg, he could not amaze us much more. Federer (to take) a medical timeout between the fourth and fifth sets and the faithful must have wondered if maybe he (to come back) too soon. When he (to return) to the court, he (to allay) their fears, (to batter) Wawrinka and they (to rise) to acclaim him as of old.

"I (to have) a leg thing going on for the week," he said courtside. "I (to feel) it from the second game of the match. I never (to take) injury timeouts. I hope Stan wasn't mad." Before the match, the governor general, Peter Cosgrove, (to present) the nation's highest honour, the Companion of the Order of Australia, to Rod Laver in his eponymous arena. The old boy, who (to live) in the United States for many years, remains immensely proud of the country he was born in 78 years ago and (to come) home as often as he can.

If Federer's parents had gone through with plans to emigrate to Australia when he (to be) 13 the explosion of applause for him when he (to reach) the 28th slam final of his career, and his sixth in Melbourne, would have been heard in Perth – Scotland, that is.

There is, nevertheless, a lot of Australia in Federer. One of his earliest mentors was the South Australian Peter Carter, whose death in a 2002 car accident (to devastate) him. His tears after winning here in the past have roots deeper than an attachment to victory.

He has said more than once that he (to learn) respect and a work ethic from Carter, whose family he seeks out on his annual visits. When he (to go through) a trough a few years ago, he joked that he only (to get) them tickets for the quarter-final as he (not to be) sure he would progress much further.

It is interesting to speculate what Federer the Australian would have become. As a precocious teenager, he already (to move) – loudly and sometimes petulantly – towards a career in tennis. Might he also have tried cricket? He does like the game and almost certainly would have been a fine batsman.

But Switzerland (to remain) Roger's home. For years he (to live) in quiet, conservative Bottmingen in Basel-Land. In 2014, he and Mirka and their four children (to move) into a £6.5m mansion 70 miles away in Wollerau on the shores of Lake Zurich.

## UNIT 4. SPORT AND MEDIA

**Exercise 1. Translate the text, pay attention to the translation of the Past Simple forms and the degrees of comparison.**

Важную роль в популяризации спорта в XX веке сыграли СМИ. Они помогли преодолеть так называемый "психологический барьер" населения в отношении физической активности. В результате сейчас занятия физкультурно-спортивной деятельностью являются гораздо более важной частью культуры широких масс населения, чем даже пятьдесят лет назад. От СМИ зависит, какой вид спорта будет более популярным, а какой менее. Спорт всегда был лучшим, самым эффективным средством формирования жизненной позиции более молодого поколения. Ведь в спорте стремление быть первым так же важно, как и желание победить не только соперника, но и самого себя.

**Exercise 2. Look at the pictures, guess what media they illustrate and discuss with your group mate which of them you use more often, seldom, never.**





**Exercise 3. Ask each other the following questions, and then report to the group what you have found out:**

- 1) What makes media coverage today so widespread?
- 2) What can we gain from listening to sport broadcasts and watching TV sport programs?
- 3) What types of media coverage can you think of?

### **Text 1 Media Coverage of Sport**

The sporting world has never been so much in the media spotlight. Sporting events and sports personalities are bigger, brighter and have more sponsorship deals than ever before. Media coverage of sport is widespread. By listening to commentators and watching replays we improve our knowledge and understanding. Participation in sports covered by the media is always higher than for those that are not. TV and radio coverage takes many forms: live programs and highlights, documentaries, coaching series, schools programs and quiz shows about sports.

Cable and satellite TV show events on a pay-per-view basis. Ceefax\* and Teletext have up-to-date information about events in the world of sport. All teams and major athletes have their own websites on the Internet where you can find all kinds of information about the team/athlete/matches. Newspapers and magazines print predictions and results, as well as articles about athletes and clubs. Also, biographical books and films are big business for ex sports players. Today, social media is ubiquitous. Almost everyone is a member of at least one platform. Unlike the traditional media, they allow fans to have a direct connection to their favorite team, interact with players and club members as well as receive important news and updates. For example, Facebook makes it easy for followers to like and share game results, images and videos from competitions and messages from players, as well as trivia and polls.

Twitter is much more about immediacy: its users are on the lookout for events and news that are happening right now such as live updates from games and competitions. Besides it is a great tool for networking. It allows fans to join conversations and connect to athletes and other fans. YouTube allows spectators to watch practice videos, club events, game highlights, goals, player interviews and other interesting tidbits.

*(based on "Physical Education: Social and Cultural Factors Affecting Participation"  
[http://www.bbc.co.uk/schools/gcsebitesize/pe/participation/1\\_participation\\_socialcultural\\_rev1.shtml](http://www.bbc.co.uk/schools/gcsebitesize/pe/participation/1_participation_socialcultural_rev1.shtml) and "9 Effective Marketing Ideas for Sports Teams and Sporting Events" by Nick Schaferhoff)*

\*a British television information service provided by the BBC and offering many different types of information, e.g. weather reports, sports results and financial news.

**Exercise 4. Mark the correct statements as «True». Correct the wrong ones («False»), using the text. Sentence «0» is the example.**

0. *The sporting world has never been so much in the media spotlight. - No, it hasn't. The statement is true. According to the text, sporting events and sports personalities are more popular than ever before.*

1. By listening to commentators and watching replays we just spend our free time.
2. Participation in sports is not connected with the coverage of this sport.
3. TV and radio coverage take many forms.
4. All teams and athletes have TV coverage.
5. Newspapers and magazines do not print predictions and results of matches.
6. Biographical books and films can't help ex sports players earn much.
7. Social media have added a new dimension to fan-athlete relations.

**Exercise 5. Find the English collocations to match the Russian ones. "0" is an example.**

спортивный мир 0	A up-to-date information
в центре внимания средств массовой информации 1	B sporting world
спортсмены 2	C to watch replays
спортивные состязания 3	D to show events on a pay-per-view basis
контракт со спонсором 4	E to print predictions and results
слушать комментаторов 5	F to listen to commentators
освещение в средствах массовой информации 6	G to improve knowledge and understanding
посмотреть повтор кадра 7	H to have one's own websites on the Internet
лучше разбираться и понимать 8	I to be in the media spotlight
количество людей, занимающихся спортом 9	J sports personalities
вид спорта, освещаемый средствами массовой информации 10	K sports covered by the media
телевизионное и радио освещение событий 11	L sporting events
прямая радио-/телепередача 12	M TV and radio coverage
самые яркие моменты соревнований 13	N sponsorship deals
документальные фильмы 14	O quiz shows about sports
цикл обучающих передач 15	P participation in sports
спортивные викторины 16	Q media coverage of sport
кабельное и спутниковое телевидение 17	R major athletes
транслировать соревнования платно 18	S live programs
свежая информация 19	T highlights
ведущие спортсмены 20	U documentaries
иметь собственный сайт в интернете 21	V coaching series
публиковать прогнозы и результаты 22	W cable and satellite TV
статьи о спортсменах и спортивных клубах 23	X biographical books
биографические книги 24	Y big business
прибыльное дело 25	Z articles about athletes and clubs

## NOTES:

Обратите внимание на конструкцию, использованную в тексте.

*By listening to commentators and watching replays we improve our knowledge and understanding. – Слушая комментаторов и просматривая повторы кадров, мы начинаем лучше разбираться в спорте и понимать его.*

«**Listening**» и «**watching**» – герундий, неличная форма глагола, которая образуется от инфинитива при помощи окончания **-ing**:

to listen – listening, to watch – watching

В русском языке соответствующей формы нет, герундий переводится инфинитивом, существительным, деепричастием и т.д. Герундий с предлогом «**by**» передает образ действия, отвечает на вопрос «как?», «каким образом?».

*I can find out more about the match **by reading** the newspaper or watching TV news.*

*By watching coaching series on TV you can learn how a technique should be performed.*

*Media can encourage people to get involved in sports **by showing** more live programs and quiz shows.*

### Exercise 6. Translate the sentences into English:

- 1) Читая газеты, я узнаю о результатах теннисных матчей.
- 2) Газеты публикуют как результаты, так и статьи о спортсменах.
- 3) Средства массовой информации всегда освещают значимые спортивные соревнования, такие как кубок мира и олимпиада.
- 4) Сегодня газеты публикуют больше, чем когда-либо статей о спортсменах.
- 5) Судья может посмотреть повтор кадра, перед тем как принять решение.

### Exercise 7. Fill in the gaps with the following words: sponsorship deal, live, biographical books, big business, to coach, highlights, live coverage, teletext, replay

- 1) I saw a \_\_\_\_\_ program made at Wembley Arena.
- 2) Health and fitness have become \_\_\_\_\_.
- 3) The \_\_\_\_\_ of the World Cup was shown by all sports channels.
- 4) See if the results are on \_\_\_\_\_.
- 5) The \_\_\_\_\_ of the match will be shown later this evening.
- 6) We watched a \_\_\_\_\_ of the basketball match on DVD.
- 7) He \_\_\_\_\_ basketball and soccer.
- 8) He has a \$5 million \_\_\_\_\_ with Nike.
- 9) I always buy \_\_\_\_\_ written by ex - sports players.

*Eurosport is a European sports satellite and cable network, available in 59 countries and broadcasting in 20 different languages. It is the only pan - European sports channel and it offers viewers varied sports such as UEFA Champions League, UEFA Cup football, the Paris Dakar Rally, Monte Carlo Rally, the Olympics, cycling events such as Le Tour de France and Britain's Premier Calendar road racing series, tennis events including the French Open, World Championship Snooker, ICC Cricket World Cup, Australian Football League, winter sports, and youth sports like skating and surfing.*

*Sky Sports News (SSN) is a 24-hour sports news channel in the United Kingdom. The channel focuses predominantly on football but reports on a wide range of sports, such as Formula One and Baseball. The programming is presented by two reporters in the studio who read the news or introduce short clips featuring highlights and interviews covering a variety of topics. Tabs at the bottom of the screen give unrelated information on a wide range of sports, while a sidebar also shows unrelated league tables or other information.*

**Exercise 8. Answer the questions on Text 1:**

- 1) What forms does TV and radio coverage take?
- 2) Where can you find up-to-date information?
- 3) What can you find in newspapers, magazines and Internet websites?
- 4) What new opportunities do social media offer to sports fans?

*In British English, sporting activities are commonly denoted by the noun "sport". In all English dialects, "sports" is the term used for more than one specific sport. For example, "football and swimming are my favorite sports", would sound natural to all English speakers. In American English, "sports" is used more often, so "I enjoy sport" would sound less natural than "I enjoy sports" to North Americans.*

**Exercise 9. What you know about the importance of media coverage for the sport of today? Place the sentences into the appropriate column, work with your group mate:**

Positive effects of media coverage +	Negative effects of media coverage -

- a. Media companies pay for the rights to show a sporting event. Sports shown on TV generate more sponsorship.
- b. People learn the rules of the sport from watching it on TV.
- c. Sports personalities often complain of too much attention being paid to their private lives.
- d. Only the really popular sports get much attention on TV and in newspaper.
- e. Seeing good sports people on TV and in newspapers makes them a role model for people to look up to.
- f. Media can encourage people to get involved in sports.
- g. Watching professionals on TV can help you see how a technique should be performed.
- h. For matches that are shown on TV, ticket sales often drop.
- i. The media can put pressure on the organizers of sporting competitions to make the viewing experience better for TV audiences (e.g. to change event timings (day/night matches), playing season (e.g. rugby league), rules (e.g. badminton, tennis tie-breaks)

*Use the above arguments to discuss the influence of the media on sports. Work in small groups.*

**EXAMPLE**

Student A: How do you think the media affect sports?

Student B: I think (suppose, believe, am sure, don't doubt) **media can encourage people to get involved in sports.**

Student C: Oh yes, I quite agree with you/Yes, they certainly can, **especially television.** Just imagine...

Student D: Sorry, but I don't think so/ I don't agree with you. /I am afraid not. On the contrary, **television fans never go into sports themselves.** As statistics show...

## Text 2

### Impact of Media on Sport

Over the years, sport and the media have developed a self-interest relationship. Both industries gain some benefits: while sport provides valuable content and audiences for the media, the media is a revenue source and promotional tool for sport. The sale of exclusive live sports broadcasting rights is an important source of revenue for sports organizations and clubs (besides ticketing, marketing, etc.). Besides, a wide coverage through television, for instance, can result in significant exposure for sports leagues. Such exposure can increase revenue for the league and the clubs from sponsorship and attraction of new supporters. Without cameras, major sports events would have virtually no meaning at all whereas live sports content is decisive for media operators to create an attractive programming for their audience.

So far media have had a considerable impact on sport, including the change of schedules and rules in certain sports in order to accommodate the television viewing audience (therefore advertisers). Besides that, social media are changing the way sports stars, clubs and fans are interacting with each other. They are making it possible for fans to be more engaged, get news and commentary straight from the source and cheerlead from the webosphere. But on the other hand, social media platforms pose a minefield for some users; they make sporting professionals more accountable for their public comments. Sometimes posts and updates by sports officials and athletes can result in those individuals being questioned in the media and sometimes being reprimanded and penalised. For example, they may lose a valuable Jaguar sponsorship or be ejected from the Olympic Games for twitting inappropriate remarks.

*(based on “The Impact of Social and Digital Media on Sport” by Narrelle Harris, <https://nest.latrobe/the-impact-of-social-and-digital-media-on-sport/>, “The Media’s Influence on Sport”, <https://cyclingtips.com/2011/06/the-medias-influence-on-sport/> and New Media and Sport International Legal Aspects by K.Lefever)*

**Exercise 10. Find the English collocations to match the Russian ones. “0” is an example.**

an impact 0	А продажа прав на трансляцию
a revenue source 1	В влияние
a promotional tool 2	С источник дохода
the sale of broadcasting rights 3	Д наказать
live sports content 4	Е средство продвижения
to accommodate the television viewing audience 5	Ф отвечать за публичные высказывания
to be accountable for public comments 6	Г программы в прямом эфире
to reprimand 7	Н удалить
to penalize 8	И сделать выговор
to eject 9	Ж учитывать интересы телезрителей

**Exercise 11. Answer the questions on Text 2:**

- 1) What benefits do sport and media gain from each other?
- 2) How can traditional media affect sport?
- 3) Why can social media be called a minefield for sports personalities?

*Sports Illustrated* is an American sports magazine owned by media conglomerate Time Warner. It has over 3 million subscribers and is read by 23 million adults each week, including over 18 million men, 19% of the adult males in the United States. Since 1954, *Sports Illustrated* magazine has annually presented the Sportsman of the Year award to "the athlete or team whose performance that year most embodies the spirit of sportsmanship and achievement."

**Exercise 12.** Fill in the gaps with the following words: watch, sport, covered, viewer, most popular, participant, soccer match, play.

**Alan:** What's your favorite sport, John?

**John:** I prefer soccer, of course, but like most of us, I've become a \_\_\_\_\_ rather than a \_\_\_\_\_. I watch a \_\_\_\_\_ nearly every Saturday afternoon, both at the local stadium or on TV. What about you? Do you play football?

**Alan:** I'm afraid not. You know it's our \_\_\_\_\_ game, but I've never liked it, not even at school and do you watch the Cup Final and the big international matches?

**John:** Oh, yes, of course. But my favorite game is cricket I still \_\_\_\_\_ at the local club.

**Alan:** It's a very English game, isn't it?

**John:** Yes. Do you watch the Test Matches? They're very exciting.

**Alan:** Yes. I \_\_\_\_\_ them on TV like everyone else. I should say all sports events are widely \_\_\_\_\_ now.

**John:** Yes, \_\_\_\_\_ has become a world-wide activity.

**Exercise 13.** What football terms do you know? Match the terms with their explanation. "0" is an example. Think of the Russian terms.

The pitch 0	A) A player with good catching and kicking skills combined with considerable agility and sharp reflexes.
Forward 1	B) To throw, kick, or hit the ball to another player on one's own team.
Middlefielder 2	C) A flat, rectangular grass or artificial turf playing field.
Defender 3	D) A tactics of a defender to stay as close as possible to the player being marked and shadow the movements of an attacker.
Goalkeeper 4	E) Running with the ball under close control, mostly using the outside and top of the foot.
A penalty shoot-off 5	F) A player who provide the link between the defenders and the forwards. They can perform both defensive and attacking play.
A draw 6	G) A device usually made of plastic to protect the shins.
To score a goal 7	H) A method of determining a winner in sports matches when a single player takes one shot on goal from a specified spot, the only defender being the goalkeeper.
To pass 8	I) A player with effective tackle, and a powerful kick who assists the goalkeeper in protecting the goal.
To dribble 9	J) To gain a point in a competitive game like football.
Shinguards 10	K) Kicking the ball before it bounces. The kick is less easy to manage, but the ball is redistributed very quickly.
To tackle 11	L) A game that ends with the score even; a tie. It happens if neither team has scored, or if both teams have scored the same number of goals.
To mark 12	M) A player with excellent speed, good heading ability, skillful footwork, and an accurate shot. Also called striker.
A volley 13	N) To use the feet to take the ball away from a player.

**Exercise 14. Football quiz. First answer the questions on football, then check your answers with the Tips on football:**

- 1) Who sits in the “technical area”?
- 2) How many at a time people are permitted to shout instructions to the players from the technical area?
- 3) Can the goalkeeper hold the ball everywhere on the pitch?
- 4) Can a player once substituted rejoin the game?
- 5) What is a zone defense system?
- 6) How many referees are there during the match?
- 7) What are the key techniques of controlling the ball?
- 8) What are the types and consequences of committing a foul?
- 9) What is a set piece and what types of set pieces are there?

**Big things about football:**

- 1) *There are 265 million male and female players and five million officials.*
- 2) *The total number of people actively involved with football is 270 million – about per cent of the world’s population.*
- 3) *A midfielder runs approximately 11 kilometers during a game. Forwards – about 8 km, defenders – 7 km, and the goalkeeper – about 4 km.*
- 4) *Pele scored 1281 goals in 1363 games over his 22-year career. He earned 91 cups and scored 77 goals (a national record) for his country.*

**Tips on football**

- Technical area is one meter space where officials of a team, substitutes, and medical staff sit.
- One person at a time is permitted to shout instructions to the players from the technical area.
- A goalkeeper is the solo player allowed to handle the ball, but they can handle the ball only within the penalty area.
- Substitutes are permitted during a match, but once substituted a player may not rejoin the game.
- The zone defense system is one of defensive strategies when the defenders are assigned a set area in which to work and mostly move in relation to each other.
- There are three referees – one in control of the match from start to finish, executing the final authority during a match and acting as match timekeeper, and two assistant referees one patrolling each touch line. There is also a “fourth official” also to assist, for example, when substitutions are made.
- Key techniques of controlling the ball include kicking, passing, trapping, dribbling, shooting, tackling, and heading.
- Law 12 of 17 Laws of the Game provides the definitions of misconduct and the associated sanctions. They are: holding, dangerous play, obstruction, tripping. A direct free kick is awarded if a player kicks, trips, jumps, kicks, trips, jumps at; it also is appointed if a player handles the ball. An indirect free kick is awarded if a player impedes an opponent, for offside offence.

If the referee stops play for an infringement, or if the ball crosses a touch or goal line, a predetermined, fixed move executed by the attacking team follows. There are a free kick (direct and indirect), a throw in, a corner kick, and a penalty kick.

Modern football developed mainly in Britain over the last thousand years. Early football matches were sometimes an anarchic contest between two villages. In 1863 rugby with handling and running with the ball separated from football where handling the ball was prohibited.

Football has been officially known as «association football» since the formation of the **Football Association** in 1863. It is «association» that another (American) name for this game - «soccer» - is derived from.

The world governing body of football, **Federation Internationale de Football Association (FIFA)**, was formed in 1904 and has 208 member nations.

Today there are **World Cups** for men and women. Other famous international competitions include: **The European Football Championship, Copa America (South America), The African Cup of Nations, and the Asian Cup.**

Interclub competitions are also of great interest to the football fans. Such championships include **The Premier League (England), La Liga de Futbol Profesional (Spain), and Serie A (Italy).** The top club competitions of different nations play in such championships as **Copa Libertadores da America (South America) and the Champions League (Europe).**

Other versions of the game include beach football and indoor football (also known as «futsal»). The indoor football is played by 2 teams of five players over two halves of 20 minutes each.

## GRAMMAR REVISION

### Degrees of Comparison of Adjectives and Adverbs (Степени сравнения прилагательных и наречий)

	Positive (положительная)	Comparative (сравнительная)	Superlative (превосходная)
		- er	-est
Односложные и некоторые двусложные	big – <i>большой</i> bright high	bigger – <i>больше</i> brighter higher	biggest – <i>самый большой</i> brightest highest
		more	Most
Двусложные и многосложные	difficult widespread	more difficult more widespread	most difficult most widespread
Особые случаи	many much good well bad badly little old	more more better better worse worse less older elder	most most best best worst worst least oldest eldest

## Comparative Structures

Для сравнения двух предметов, которым в равной степени присуще одно и то же качество, употребляется **as ... as**, - так же... как, такой же ... как:

*This match is as interesting as the one we saw yesterday. – Этот матч такой же интересный, как тот, который мы видели вчера.*

Если первый из сравниваемых предметов уступает второму, то употребляется **not so/as ... as** - не так ... как, не такой же... как:

*Cricket is not as exciting as bungee jumping. – Крикет не столь захватывающий вид спорта, как тарзанка.*

При сравнении двух предметов одного качества употребляется союз **“than”**:

*Sporting events and sports personalities are **bigger and brighter than** ever before. –*

*Спортивные состязания и сами спортсмены выглядят более значительными и яркими, чем прежде.*

*Sports personalities have **more** sponsorship deals **than** ever before. – Спортсмены заключают больше контрактов со спонсорами.*

*Participation in sports covered by the media is always **higher than** for those that are not. –*

*Людей, занимающихся теми видами спорта, которые освещаются в средствах массовой информации всегда больше.*

*It is **much more interesting** to play team sports. – Командные виды спорта гораздо интересней.*

При сравнении более двух предметов употребляется превосходная степень:

*Wembley is one of **the most famous** stadiums. – Уэмбли – один из самых известных стадионов.*

### Exercise 15. Say and respond as in the model.

- I'm a **good** hockey player. But I'm not **as good as** my brother, he is a **better** player. He is **the best** player in our town.

(athlete, footballer, gymnast, swimmer, baseball/basketball player, jumper, skater, skier, etc; talented, fast, strong)

- Is swimming a **dangerous** sport?

- No, it is not. Alpine skiing is **more dangerous than** swimming. It's one of **the most dangerous** sports.

(road racing, baseball, rugby, American football, bungee jumping, badminton, table tennis, squash, fencing, boxing, etc.; interesting, popular, thrilling, spectacular, breathtaking)

- Is tennis **as popular as** netball?

- No, certainly not. Tennis is **much more popular**.

(UEFA Champions League, the Paris Dakar Rally, Monte Carlo Rally, the Olympics, Le Tour de France, the French Open, World Championship Snooker, ICC Cricket World Cup, Australian Football League)

**Exercise 16. Fill in the gaps with adjectives in the correct form, add an article if necessary:**

**Faster and stronger, but for how long?**

Since the ancient Greeks began the quest to find the world's \_\_\_\_\_ (fast) runner, mankind has been getting \_\_\_\_\_ (strong), \_\_\_\_\_ (fast) and \_\_\_\_\_ (fit). But the progress seems to be slowing down if the 100m, the gold standard of modern racing, is any indication. In 1968, US sprinter Jim Hines became \_\_\_\_\_ (fast) man on Earth when he lowered the 100m mark to 9.95s. The 22-year-old Jamaican was so \_\_\_\_\_ (close) to the previous record that his initial time was the same, only to be rounded down a few minutes after the race. That meant Powell was the 10th man to break it since Hines and he has vowed to break it again. But has man "hit the wall" in his \_\_\_\_\_ (prestigious) race? Not yet but he will soon, says British 200m record holder John Regis, who believes the 100m record will reach a point and almost stop. "I think in my lifetime it will break 9.70s, maybe 9.69, somewhere in that area. And once you start to get down there, there's not much room for improvement, unless in the future they're seven feet \_\_\_\_\_ (tall) with twice as \_\_\_\_\_ (much) muscle as us. So it won't go down much below that." The races will be no less \_\_\_\_\_ (competitive) as a result because athletes will still have an incentive to break the world record but it's unlikely to happen, he says. And the same pattern will be followed in the other track and field events. "There's more scope with the \_\_\_\_\_ (long) distances but eventually every event will get to a breaking point. In the 200m, Michael Johnson's 19.32 is out there, but in five years that record will go and at some point, someone will break 19 seconds, which will be the ultimate record."

**Exercise 17. Case Study.**

**EFFECTIVE PROMOTIONAL TOOLS**

**Profile**

Gold's Gym International, Inc. is one of the largest fitness club chains in the world, one of few global players in a highly fragmented market. The company operates primarily through franchising. Gold's Gym claims 2.5 million members worldwide, and some 600 gyms found in 27 countries. The chain began with a single establishment, which became the center of the sport of bodybuilding in the United States. Though Gold's was originally known as a no-frills gym for serious weightlifters, the chain has modified its image to appeal to a broader class of consumers. Gold's Gym offers classes such as group exercise, yoga, Pilates, and spinning, as well as personal training and pure weightlifting. The private company earns income through franchising, operating company-owned gyms, and through selling apparel and accessories licensed with the Gold's logo. The company was founded by Joe Gold in 1965. Gold sold the company in 1970, and it changed hands several times since then. In 2004 the firm was acquired by the Texas-based investment group TRT Holdings.

Loyal customers, dedicated staff and reliable suppliers, combined with a strong management have brought the company successfully through the past. However, Gold's Gym International plans to reinforce and expand upon this winning combination. New marketing under TRT's ownership concentrated on unifying an image for the franchisees. Advertising focused on stories of people who had successfully trained at Gold's, and the gyms' décor was to use historical photographs of famous Gold's patrons such Schwarzenegger and the early Venice Gold's of Muscle Beach. It is designing more innovative techniques, updating sport equipment and facilities, improving

services to current customers and developing new products. It is currently planning to launch a new fitness center in Irkutsk. Top management is meeting today to discuss and evaluate the effectiveness of the promotional efforts of the launch.

**Stage 1:** Working in pairs, complete the table of controversial opinions below. With your ideas. Consider the following items:

- Costs
- Audience size
- Credibility
- Efficiency
- Long term \ short-term effects

**Stage 2:** Working on your own, choose the three promotional tools you think appropriate and be ready to give reasons for your choices. Take a role that corresponds your views. Consider any possible disadvantages of other tools to be able to oppose your partners.

**Stage 3:** Meet in the group of four and agree on the four most appropriate communication tools.

**Top management roles:**

The Director of the PR Department

The Marketing Director

The Chief Executive Officer

The Advertising Director

**Controversial opinions**

	<b>CONS</b>	<b>PROS</b>
Advertising	Ignored by sophisticated general public. Traditional and not effective.	Produces massive increase in consumer awareness.
Work-out sampling		Ensures that potential customer will taste the product.
Sweepstakes	Not reliable, as customers are getting tired of product contests and they are used to their traditional brands.	
Presentation		
Lunch meeting	May not generate desired publicity. There is no guarantee that the product will be presented to the public in the way the company wants it to be.	May generate favorable media coverage including credible and motivating editorials.
Brochures	Directed to special interest groups.	Effective and useful as they list product features and highlight the value of the product.
Low price		

**Promotional tools:**

1. Organize an advertising campaign on TV.
2. Deliver samples.
3. Arrange sweepstakes.
4. Present the product at the annual meeting of....
5. Organize a lunch meeting for ....
6. Make a series of brochures.
7. Set low price for a limited period of time.

**Project**

Create a brochure of your fitness center \ sports club \ dance school \ etc.  
Make it as appealing as possible. Consider your target audience.



## UNIT 5. SPORT AND SOCIETY.

### Exercise 1. *Translate the text, pay attention to the translation of the Passive forms.*

Говорят, что в процессе занятий спортом или даже в процессе созерцания спортивных состязаний общественные ценности осознаются отдельным человеком как личностные. Например, основные ценности американского общества проявляются и в спорте. Историк Джон Беттс (J. Betts) пишет: "Спорт и капиталистический дух имеют много общего: дух инициативы, противоборства и соревнования". О положительной системе ценностей, которая в любом обществе (не только американском) может и должна создаваться через спорт, много говорят. Однако и негативные ценности также могут формироваться через спорт. Погоня за медалями и рекордами привела к возникновению таких негативных явлений в спорте, как допинг, ранняя специализация, жестокость, насилие и т.д. В XX веке спорт был коммерциализирован и профессионализирован. Необходимо признать, что система ценностей формируется исключительно в зависимости от того, каковы цели, для которых используется спорт в обществе. Сегодня существующий путь развития международного спорта активно критикуют, и особенно важно, чтобы были найдены новые модели соревновательной деятельности.

### Exercise 2. *Find out what your group mate thinks about these statements:*

"Sport is a language every one of us can speak."

(Ban Ki-moon – United Nations Secretary-General)

"A community that plays together stays together."

(Kofi Annan – former United Nations Secretary-General)

"The practice of physical education and sport is a fundamental right for all."

(Article 1 of the UNESCO International Charter of Physical Education and Sport)

"Sport helps us demonstrate, in our pursuit of the betterment of humanity, that there is more that unites than divides us."

(Adolf Ogl – Former Special Adviser to the UN Secretary-General  
on Sport for Development and Peace)

"Serious sport has nothing to do with fair play. It is bound up with hatred, jealousy, boastfulness, disregard of all rules and sadistic pleasure in witnessing violence."

(George Orwell. "The Sporting Spirit")

"Sport is a fantastic metaphor for life."

(Hugh McIlvanney – sports writer)

*Over the years, many Olympians, World Champions, elite athletes and sports personalities have lent their name and time to support the UN family. As Goodwill Ambassadors, Special Representatives, Champions for Sport these individuals help in educating and promoting various UN initiatives through their popularity and celebrity status. Sports celebrities have a wide range of talents and achievements, but they all share a commitment to improving the lives of people worldwide.*

### Exercise 3. *Ask each other the following questions, and then report to the group what you have found out:*

- 1) Can sport be a continuation of war?
- 2) Can sport be a weapon of peace?
- 3) What are the values of sport? Are they common everywhere?
- 4) How can sport celebrities help in promoting social ideals?
- 5) Have you heard of ping-pong diplomacy? Is sport a part of public diplomacy?
- 6) What are the negative sides of sport as a social phenomenon?

## Text 1

### Sport as a Mirror of Society

Sport as a universal language can be a powerful tool to promote ideals of peace, fraternity, non-violence, tolerance and justice by bringing people together across boundaries, cultures and religions. Its values, such as teamwork, fairness, discipline, respect for the opponent and the rules of the game, are understood all over the world. Mass sport is used to reach out to people in need, including refugees, child soldiers, victims of conflict and natural catastrophes, persons with disabilities, victims of racism and discrimination, persons living with HIV/AIDS, malaria and other diseases. Many athletes, such as Didier Drogba, Sergei Bubka, Ronaldo, David Beckham, Vyacheslav Fetisov, help in promoting these initiatives through their popularity and celebrity status. They were given the title of Goodwill Ambassador, Special Representative, or another status depending on the UN fund or programme that has appointed them. Recently players from Football Club Barcelona took time out of their training schedule to meet a group of children from the earthquake-affected region in China. In the 1970s a few weeks of ping pong diplomacy really helped to make a breakthrough in the relations between China and the USA. We can find similar examples as far back as the First World War, e.g. a Christmas Day football match between the trenches.

But sport is a mirror of society and can also have negative side effects such as violence, corruption, discrimination, hooliganism, nationalism, doping and fraud, e.g. violent confrontations among football players or spectators within and beyond the sporting venue. In 1969 the so called Football War broke out between Honduras and El Salvador over a World Cup qualifying match and killed about 3,000 people.

*(based on "Why Sport?" from <http://www.un.org/sport/content/why-sport/> and "Football War" from [http://www.en.wikipedia.org/wiki/Football\\_War](http://www.en.wikipedia.org/wiki/Football_War))*

**Exercise 4. Mark the correct statements as «True». Correct the wrong ones («False»), using the text. Sentence «0» is the example.**

0. *Sport can be a powerful tool to promote ideals of peace. - Yes, that's true. According to the text, sport promotes ideals not only of peace, but of fraternity, non-violence, tolerance and justice as well. It brings people of different nations, religions and nationalities together. True.*
1. Sport ideals are the same all over the world.
2. Sport is for the rich and wealthy.
3. Popularity and celebrity status help to popularize the values of sport.
4. The titles of Goodwill Ambassador and Special Representative were given because those who got them had won championships.
5. In the 1970-s ping-pong diplomacy led to war between China and the USA.
6. Sport can have negative side effects.
7. The Football War between Honduras and El Salvador took thousands of lives.

**Exercise 5. Find the English collocations to match the Russian ones. "0" is an example.**

сыгранность, работа в команде	0 → A	teamwork
уважение к сопернику	1	B mass sport
отборочный матч	2	C to promote ideals of peace
зрители	3	D to bring people together across boundaries
график тренировок	4	E fairness
посол доброй воли	5	F respect for the opponent
дипломатия пинг-понга	6	G to reach out to people in need
объединять людей в разных странах	7	H a sporting venue

честность	8	I	a qualifying match
при помощи своей популярности и статуса известной личности	9	J	doping test
достичь прорыва в отношениях	10	K	negative side effects
дисциплинированность	11	L	ping pong diplomacy
помогать людям, нуждающимся в помощи	12	M	to make a breakthrough in the relations
тест на допинг	13	N	discipline
люди с ограниченными возможностями	14	O	a training schedule
место проведения соревнования, стадион	15	P	through a popularity and celebrity status
отрицательные последствия	16	Q	spectators
распространять идеалы мира	17	R	persons with disabilities

*Sport had a political purpose as far back as Roman times when **panem et circenses** (bread and circus games) were used to keep the Roman public quiet. But Roman citizens often expressed their disapproval of “bad” emperors by booing the teams these emperors backed.*

### **Exercise 6. Translate into English:**

универсальный язык; распространять идеалы мира, братства, ненасилия, терпимости и справедливости; объединять людей в разных странах; такие качества как умение работать в команде, честность, дисциплинированность, уважение к сопернику; массовый спорт; беженцы; дети-солдаты; жертвы конфликтов и природных бедствий; люди с ограниченными возможностями; жертвы расизма и дискриминации; ВИЧ/ СПИД; содействовать этим инициативам при помощи своей популярности и статуса известной личности; посол доброй воли; специальный представитель; получить звание; выделить время из графика тренировок; встретиться с группой детей; пострадавший от землетрясения район; дипломатия пинг-понга; достичь прорыва в отношениях; рождественский футбольный матч на поле боя; зеркало общества; негативные последствия; насилие; коррупция; дискриминация; хулиганство; национализм; допинг; мошенничество; место проведения соревнования; так называемая футбольная война; война началась; отборочный матч кубка мира

***The Football War**, also known as the Soccer War or 100-hours War, was a four-day war fought by El Salvador and Honduras in 1969. It was caused by political conflicts between Hondurans and Salvadorans, namely issues concerning immigration from El Salvador to Honduras. But these tensions between the two countries coincided with the rioting during the second North American qualifying round of the 1970 FIFA World Cup. There was fighting between fans at the first game in the Honduran capital of Tegucigalpa, which Honduras won 1–0. The second game in the Salvadoran capital of San Salvador, which was won 3–0 by El Salvador, was followed by even greater violence. A play-off match took place in Mexico City on 26 June 1969. El Salvador won 3–2 after extra time. On 14 July 1969, the Salvadoran army launched an attack against Honduras.*

**Exercise 7. Fill in the gaps with the following words:**

- A. sporting venue      B. qualifying match  
C. doping test        D. training schedule  
E. depending on      F. including

- 1) A celebrated American long-distance runner, Ryan Hall gave a brief overview of how he planned a \_\_\_\_\_ for a marathon.
- 2) Yankee Stadium is the most celebrated \_\_\_\_\_ in the world.
- 3) You may spent from two to five hours a day exercising, \_\_\_\_\_ the sport you are training for.
- 4) Former Giro D'Italia winner Danilo Di Luca has been suspended for two years by the Italian Olympic Committee because of a positive \_\_\_\_\_ last year.
- 5) A football fan was killed by a flare after last night's World Cup \_\_\_\_\_ between Wales and Romania in Cardiff.
- 6) To succeed in sport you'll need a variety of skills, \_\_\_\_\_ teamwork.

*The 1936 Summer Olympics held in Berlin was used to strengthen the spread of the Nazi ideology through propaganda. When apartheid was the official policy in South Africa, many sports people, particularly in rugby union, decided that they should not appear in competitive sports there.*

*In the 1970s an exchange of table tennis players from the United States and the People's Republic of China led to a thaw in Sino-American relations that eventually led to U.S. President Richard Nixon's rapprochement with China.*

*In 1980, the Soviet invasion of Afghanistan led to a boycott of the Moscow games by a large part of the Western powers and their allies in protest of Russian actions. In the 1984 Los Angeles Olympics the Soviet Bloc led a boycott of the games in response to the American-led Moscow games boycott.*

**Exercise 8. Answer the questions on Text 1:**

- 1) What does sport help to promote?
- 2) How does it help to promote these ideals?
- 3) What are the values of sport?
- 4) Whom can sport help?
- 5) How do celebrity athletes help to solve problems?
- 6) Why did Football Club Barcelona go to the earthquake-affected region in China?
- 7) What did ping pong diplomacy help to do?
- 8) What negative side effects can sport have?
- 9) What countries took part in the Football War?

**Exercise 9.** *Tell the group what you know about the ways athletes may choose to help in solving social problems.*

**The fact file:** The Match Against Poverty has been held each year since 2003, at the initiative of star footballers and United Nations Development Programme Goodwill Ambassadors Zinedine Zidane and Ronaldo, to raise funds that support specific development projects selected by UNDP. Ronaldo and Zidane each captain an international side for this friendly match, which seeks to remind everyone that they are responsible for ensuring the achievement of the UN Millennium Development Goals, which were adopted in 2000 and re-affirmed by the leaders of 191 countries at the UN Summit in 2005. They seek to halve world poverty by setting targets for rolling back hunger, disease, illiteracy, environmental degradation and discrimination against women.

**Useful language**  
*to raise funds*  
*to make a personal contribution of \$....*  
*to sponsor a programme that provides sports and physical activities for youth*  
*to support health and education initiatives*  
*to contribute to ... activities*  
*to promote healthy lifestyles*  
*to support initiatives through one's popularity and celebrity status*  
*to finance youth-focused projects*  
*to lend one's name and time to support sb*

- 1) What initiative did Ronaldo and Zidane launch?
- 2) What was their aim?
- 3) When was the first Match Against Poverty played?
- 4) How do Ronaldo and Zidane participate in the Match?
- 5) What is the purpose of this initiative?
- 6) What are the problems that need to be tackled?

**Exercise 10.** *Place the sentences into the appropriate column; work with your group mate, follow the example pattern below.*

Positive effects of sport on society	Negative effects of sport on society
+	-

Use the above arguments to discuss the role of sport in modern society. Work in small groups.

**EXAMPLE**

*Student A* How do you think sport affects society?

*Student B* I think (suppose, believe, am sure, don't doubt) **sport unites people.**

*Student C* Oh yes, I quite agree with you/Yes, it certainly can, **especially the victory of the national team in the Olympics.** For example...

*Student D* Sorry, but I don't think so/ I don't agree with you./I am afraid not. On the contrary, **it divides people into winners and losers.** As a notorious incident shows...

## Text 2

### Sport and Conflict

Sports and regular activity are great for physical and mental health, learning leadership lessons, and engendering teamwork, but many modern sports are also dangerous and prone to conflict. It is not rare for boxers to deeply injure each other, hockey players to fight, etc.

Unfortunately, in the competitive quest for individual and team success, unsportsmanlike practices are pervasive. In hockey, many teams have a player called an “enforcer,” whose main job is to physically punish the opposing team. In American football, where every play features hard hits from players weighing 250 or (sometimes many) more pounds, the consequences have been more serious. A rise in injuries and attempts to reform the sport occur periodically and violence is openly discouraged. In baseball, for example, it was common for pitchers to deliberately throw at opposing batters’ heads (who had nothing for protection but a cloth cap), and retaliation was the norm. Today, a pitcher can be warned or ejected, fined, and suspended for doing this, and the managers also face discipline.

There are also fights that happen among fans and spectators, such as the English “hooligans” or numerous South American melees and car burnings that mar soccer matches. Sports are becoming increasingly violent and have even led to death.

Sports are a great way to establish a life-long pattern of exercise, which should be 60 minutes a day for children. Sports are a great vehicle for teaching kids collaboration, healthy competition, health, and discipline. However, too often sports teams emphasize or allow for the wrong character traits to develop (aggressiveness, unhealthy competition, bullying, violence, etc.). Parents and other adults should ensure that when sports are played, the rules are enforced with impartiality and that everyone behaves in a sportsmanlike way.

*(based on “Violence in Sports: Promoting Character Development in Youth Athletics” by S. Yanklowitz [http://www.huffingtonpost.com/rabbi-shmuly-yanklowitz/youth-athletics-sportsmanship\\_b\\_3351615.html](http://www.huffingtonpost.com/rabbi-shmuly-yanklowitz/youth-athletics-sportsmanship_b_3351615.html))*

**Exercise 11. Mark the correct statements as «True». Correct the wrong ones («False»), using the text, and expand on the correct ones. Sentence «0» is the example.**

Use the following collocations:

*That is not really so...; That is true...; No doubt this is true/false...;*

*As it is stated in the text...; The idea in the text is as follows...*

*It seems in the text the arguments are a bit different...;*

*It is hard to agree/disagree with the statement...;*

0. *Sports and regular activity are great for physical and mental health. – Yes, that is true. **Moreover, they are great for learning leadership lessons as well. TRUE***
1. Many modern sports are dangerous.
2. In modern sports unsportsmanlike practices are rare.
3. The main job of an “enforcer” is to physically hit the opposing players.
4. There have been no attempts to reform American football.
5. Only a player (for example, a pitcher) can be warned, ejected, or fined.
6. Fights that happen among fans and spectators occur quite often.
7. Soccer matches are never marred.
8. Sports are becoming increasingly violent.
9. Children should exercise 90 minutes a day.
10. Sports are a great way to teach kids collaboration and discipline.
11. Sports teams emphasize or allow such wrong character traits as aggressiveness, and unhealthy competition to develop.
12. The rules should not be enforced with impartiality.

### **Exercise 12. Answer the questions on Text 2:**

- 1) What unsportsmanlike practices are pervasive in sport? Name specific sports mentioned in the text.
- 2) What negative influence can sport have especially on children?
- 3) How can negative influence be staved off?
- 4) What kind of traits can sport develop?

### **Exercise 13. Here is an extract on football hooliganism. Cover one of the columns and translate from Russian into English and/or from English into Russian.**

#### **What is Football Hooliganism?**

"Hooliganism" is the term used to describe disorderly, aggressive and often violent behaviour perpetrated by spectators at sporting events.

In the UK, hooliganism is almost exclusively confined to football.

Disorderly behaviour has been common amongst football supporters since the birth of the sport, but it is only really since the 1960s that it began to be perceived as a serious problem.

In the 1980s, however, hooliganism became associated with English football supporters, following a series of major disturbances at home and abroad, which resulted in numerous deaths.

Vigorous efforts by governments and the police since then have done much to reduce the scale of hooliganism.

However, it still persists, albeit in new forms.

Today, in contrast to the more or less spontaneous upsurges of violence of the past, gangs of rival fans will frequently arrange to meet at specific locations, using mobile phones or the Internet, before and after matches to fight.

Furthermore, while England has the worst international reputation for hooliganism, a number of other countries have similar problems. Today, the highest profile hooliganism problems tend to occur in relation to international matches and events.

In all these countries, some gangs of hooligans share other characteristics, interests and beliefs that incline them towards violent conduct, including links to far-right and racist organisations.

Others, however, are apolitical, and are simply composed of men who enjoy fighting.

The term "hooligan" is generally accepted to have begun to appear in London police reports in 1898 in relation to violent street gangs.

*(based on "Football Hooliganism", <http://www.politics.co.uk/reference/football-hooliganism>)*

#### **Что такое футбольное хулиганство?**

«Хулиганство» - термин, которым описывают поведение зрителей спортивных мероприятий, которые нарушают общественный порядок, ведут себя агрессивно, а зачастую и применяют насилие. В Соединенном Королевстве хулиганство связано почти исключительно с футболом.

Беспорядки среди футбольных болельщиков были распространенным явлением с самого возникновения этого вида спорта, но только с 60-х годов это стало считаться серьезной проблемой. В 80-х годах после ряда серьезных инцидентов с многочисленными жертвами, имевших место в стране и за рубежом, хулиганское поведение стало ассоциироваться с английскими футбольными болельщиками.

Благодаря серьезным мерам, принимавшимся правительством и полицией, с тех пор размах хулиганства уменьшился.

Но явление продолжает существовать в новых формах.

Сегодня в отличие от импровизированных стычек прошлых лет, конкурирующие группировки фанатов зачастую договариваются по телефону или в интернете и встречаются в условленных местах, чтобы подраться до или после матча.

Кроме того, хотя Англия больше других известна своими хулиганами, в ряде стран наблюдаются схожие проблемы.

Сегодня самые известные случаи хулиганства чаще всего связаны с международными матчами и соревнованиями.

Во всех этих странах есть группировки хулиганов, которых объединяет нечто общее: интересы и взгляды, которые подталкивают их к агрессивному поведению, включая связи с крайне правыми и расистскими организациями.

Но есть и другие группировки, которые аполитичны и в них просто состоят те, кто любит подраться.

Принято считать, что слово «хулиган» появилось в отчетах лондонской полиции об агрессивных уличных бандах в 1898 году.

**Exercise 14. Match the terms with their explanation. Pair "0" is an example. Think of the Russian terms.**

The server	0	A	An aggressive volley played overhead. It requires good footwork to ensure that the ball is played down into the opponent's court.
Tie-break	1	B	A softly hit shot, usually with backspin just over the net, which drops abruptly to the ground. A good one travels such that the opponent is unable to run fast enough to retrieve it.
Hawk-eye	2	C	The player who puts the ball in to play.
Smash	3	D	The most used shot in tennis. A stroke played with the palm of the hand facing in the direction of the stroke.
Lob	4	E	A shot that is hit immediately after the ball bounces. It is sometimes called an "on the rise shot". It is a difficult shot to make. Often a player hits it only when forced by the opponent or caught out of position.
Drop-shot	5	F	The system used in tennis to determine a winner from among players or teams that are tied at the end of a contest, or a set of matches.
Half-volley	6	G	A shot that goes high in the air.
Volley	7	H	An instant replay of the contested point is shown on large screens allowing both the players and the crowd to see whether the ball was judged in or out by review technology.
Backhand	8	I	A strike or kick of the ball made before it touches the ground.
Forehand	9	J	A stroke played with the back of the hand facing in the direction of the stroke, typically starting with the arm crossing the body.

**Exercise 15. Tennis quiz.**

*First try to answer the questions on tennis, then check your answers with the **Tips on tennis**:*

- 1) What is the most used shot in tennis, and the one that most people learn first?
- 2) Why is a good server considered to have an advantage?
- 3) When do players change ends?
- 4) Where does the server play the ball from?
- 5) Does the server play the ball from one place throughout the game?
- 6) When and why did the Open Era of tennis begin?
- 7) What are the most known tours the players are split into?
- 8) What are the four Grand Slam competitions?
- 9) What are the surfaces they are played on?
- 10) What are the peculiarities of clay courts?
- 11) What are hard courts?
- 12) Why do players look to finish points as soon as possible at natural grass and artificial turf surfaces?

*The most common view is that it was a courtyard ball game invented by 11th or 12th century French monks. The name tennis comes from the French word «tenez», from the verb tenir meaning «to take». It means «take this», which the monks would yell as they served the ball with their hand.*

*In its modern form it dates from 1874, when the game was codified. Though the basic principles date back to the French jeu de paume (game of the palm) of the 13th century.*

*The sport that is usually called 'tennis' today is officially lawn tennis', while there are also 'real (royal) tennis', 'soft tennis' and 'table tennis' played.*

**Tips on tennis**

- It is the forehand. The shot is usually hit with topspin, but backspin, and sidespin can both be applied to the ball.
- This is partly because this player has two chances to get the ball in to play, and partly because the opponent doesn't necessarily know where the ball will go.

- The players change ends at the end of every odd-numbered game
- The server plays the ball from the right of the centre line, and from behind the baseline.
- The server plays the ball from alternate sides of the centre line, starting from the right.
- It began in 1968, when most world-class tournaments allowed professional players to enter the most prestigious tournaments.
- There are four categories: Grand Slams, ATP, Challenger Series, and Futures tournament.
- The four Grand Slam competitions are The Australian, French, and USA Opens, and Wimbledon.
- They are played on three different surfaces: hard-courts, clay, and grass.
- Clay surface means that the speed of the ball after the bounce is relatively slow. Players can also slide on clay, increasing their reach.
- Hard courts are concrete or asphalt coated with synthetic rubber. The top layer is reinforced acrylic paint mixed with sand. There are ‘rebound ace’ hard-court and ‘decoturf’ hard-court. They differ in the type of sand for top surface.
- Players look to finish points as soon as possible at natural grass and artificial turf surfaces because those courts are characterized by their low, skidding, and often irregular, bounce.

**Exercise 16. Insert the appropriate figures.**

Each player starts with “love”, that is \_\_\_\_\_ points. One point is called “\_\_\_\_\_”. Two points are “\_\_\_\_\_”. 40-all is known as “deuce”. After “deuce”, the player who wins the next point is said to have “advantage”. If they win the next point, the game is over. If they don’t, the score goes back to “deuce”. At this point, the game will only be won when one player has won \_\_\_\_\_ successive points. They are called “advantage” point and the “game” point.

In tennis, matches are the best of \_\_\_\_\_ or \_\_\_\_\_ sets. Women play the best of \_\_\_\_\_ sets. The first player to win \_\_\_\_\_ games wins the set. If the games go to 5-all, the set is extended to see if a \_\_\_\_\_-game margin can be achieved. If the score reaches \_\_\_\_\_ games apiece, the tie-break system might come into operation. During a tie-break game, points are scored “\_\_\_\_\_” to “\_\_\_\_\_”. The \_\_\_\_\_ player to win \_\_\_\_\_ points, provided there is a margin of \_\_\_\_\_ points, wins the game and set. The player whose turn it is to serve serves the \_\_\_\_\_ point, and the following \_\_\_\_\_ points are served by the opponent.

***The International Tennis Federation (ITF) is the rule maker and governing body of world tennis. Its membership comprises more than 200 national associations. It rules on which balls can be used for competition, and on which surface they can be used. It also governs the specifications of the tennis racket.***

***Tennis Europe, comprised of 49 European member nations, is the largest regional association of ITF. Based in Basel, Switzerland, the organization takes an active role in all aspects of the European game, executing tasks delegated by the ITF, and also by organizing a number of competitions and events independently from the ITF, such as European Tennis Championships.***

***The Association of Tennis Professionals (ATP) was formed in 1972 to protect the interests of male professional tennis players. The Women’s Tennis Association (WTA) launched in 1973.***

## GRAMMAR REVISION

### Passive Voice

#### (Страдательный залог)

Образуется с помощью вспомогательного глагола **to be** в соответствующем лице, числе и времени и **Past Participle** (причастия прошедшего времени) смыслового глагола, которое образуется путем прибавления окончания **-ed** к инфинитиву правильного глагола. Неправильные глаголы образуют причастие прошедшего времени иначе, их следует заучивать.

#### to be + Past Participle

*Its values **are understood** all over the world.*

*Его принципы понятны людям во всем мире.*

*Mass sport **is used** to reach out to people in need.*

*Массовый спорт используется для того, чтобы поддержать людей, нуждающихся в помощи.*

*They **were given** the title of Goodwill Ambassador, Special Representative and others.*

*Их наградили почетным званием посла доброй воли, специального представителя и др.*

*The country **was struck** by a devastating earthquake.*

*Страна пострадала от разрушительного землетрясения.*

The ball	is		hit	over the net	when you play volleyball.
The ball	is	being	hit	over the net	at the moment.
The ball	has	been	hit	over the net	already.
The ball	was		hit	over the net	a minute ago.
The ball	had	been	hit	over the net	before the referee blew the whistle.
The ball	will	be	hit	over the net	after the starting whistle.

**Обратите внимание** на перевод на русский язык следующих конструкций в страдательном залоге:

#### СРАВНИТЕ:

He is asked

Его просят (спрашивают)

I was told

Мне сказали

She has been warned

Ее предупредили

She will be sent

Его отправят

You are wanted on the phone

Вас просят к телефону

Глаголы give, tell, promise, allow, offer, show, bring, teach, send, lend и некоторые другие, требующие после себя беспредложного прямого и косвенного дополнений, могут употребляться в страдательном залоге в конструкциях двух типов.

#### Active

*His sports manager offered him a new contract.*

#### Passive

*He was offered a new contract.*

*A new contract was offered to him.*

**Обратите внимание** на употребление предлогов с глаголами в страдательном залоге:

### СРАВНИТЕ:

*The goal was scored by Ronaldo.  
The ball was hit with the racket.*

*Гол был забит Роналдо (кем?)  
Он ударил по мячу ракеткой (чем? при помощи чего?)*

### СРАВНИТЕ:

*A new referee will judge the match.  
The workers will build a new stadium.*

*The match will be judged by a new referee.  
A new stadium will be built..*

Дополнение с предлогом употребляется только в том случае, если необходимо сделать смысловой акцент на действующем лице.

Глаголы **say, know, believe, expect** и некоторые другие употребляются в страдательном залоге в безличных предложениях типа:

<i>It is said that</i>	<i>Говорят, что</i>
<i>It is known that</i>	<i>Известно, что</i>
<i>It is believed that</i>	<i>Полагают, что</i>
<i>It is expected that</i>	<i>Ожидают, что</i>

Переходные глаголы с предлогами look at, wait for, rely on, laugh at, listen to, send for, speak about, talk about, depend on и некоторые другие употребляются в страдательном залоге, причем предлог сохраняет свое место после глагола.

<i>This match is much spoken about.</i>	<i>Об этом матче много говорят.</i>
<i>This half-back can be relied on.</i>	<i>На этого полузащитника можно положиться.</i>

Ряд переходных глаголов, среди них такие, как have, lack, suit, fit, resemble, look like, как правило, не употребляются в страдательном залоге.

**Exercise 17. Practice the following sentences Make necessary changes according to the time signals.**

1. A boxing match is broadcast *every day* (*now, an hour ago, in five minutes time, just*).
2. The distance has been covered in good style (*usually*).
3. The track event was held last week (*a month ago, recently, next week*).
4. This tennis racket is broken (*yesterday, just*).
5. Sports personalities are usually much spoken about (*never, last week, always*).

**Exercise 18. Ask if the following is true. Disagree with the statement and develop the situation.**  
**Boxing match is broadcast every day**

*Student A: Is a boxing match broadcast every day?*

*Student B: No, it isn't. It is broadcast once a week.*

1. Swimming is practiced by every student in our school.
2. Tickets to all soccer matches are always sold several months in advance.
3. A puck is always made of wood.
4. A ball is used to play tennis and football.

5. First prize is won by the strongest sportsman.

**Exercise 19. Ask questions using the suggested words.**

1. The 2014 Winter Olympics will be held in Sochi. (where?)
2. He was invited to the team last year. (when?)
3. The match was lost because of the wrong strategy chosen by the coach. (why?)
4. First place should be won in the field event (where? what?)
5. The game is being watched with unusual interest. (how?)

**Exercise 20. Change the following sentences into their passive equivalents.**

a) using by-object

1. She made a personal contribution to the programme.
2. The UN will appoint her Goodwill Ambassador.
3. Zidane organized a football match to raise money for the poor.
4. El Salvador and Honduras fought the so-called Football War.
5. Roger Federer has won the Grand Slam 16 times.
6. He established the Roger Federer foundation to help the disadvantaged.

b) without using by-object

1. They have invited many players to the team.
2. People always criticize referees.
3. Police should control aggressive football fans.
4. Every sportsman should always observe the fair play principle.

c) using "it is said (known, etc)"

1. They know he is good at tiebreaks
2. Everyone expects she will win the second game too.
3. People say the club will be closed.
4. They believed that his genius will bring him a new victory.

d) using two kinds of passive constructions

*I've taught him a good lesson*

*1) He's been taught a good lesson.*

*2) A good lesson has been taught to him.*

1. Drogba gave an interesting interview to Fox News.
2. FIFA promised football fans new rules.
3. The athlete told a lie to the doping committee.
4. The club offered Beckham a more attractive contract.

**Exercise 21. Do you know what he/she/it is called?**

*the ball game that is played by two teams of 11 players*

*The ball game that is played by two teams of 11 players is called soccer.*

a hard flat rubber disc that is used as a ball in ice hockey; a frame with a net into which players must kick or hit the ball in order to score a point; a game played on ice, in which players use long sticks to hit a hard rubber disc into the other team's goal; a player who must stop the other team from scoring in games such as football, hockey; a man who judges a match; a player whose job is to stop the ball from going into his or her own team's; a piece of sports equipment used for hitting the ball in the games of tennis, squash; a racing sledge; an attacking player whose position is near the front of a team in some sports.

## UNIT 6. DOPING.

### **Exercise 1. Translate the text, pay attention to the translation of the Infinitive.**

Скандал с выдвинутыми против России обвинениями в поддерживаемой государством программе использования допинга является достаточно спорной темой для того, чтобы быстро затихнуть. В России считается, что допинг используют все, но обвинения были выдвинуты против российских спортсменов с целью устранения сильных конкурентов или вовсе унижить страну. Говорят, что это является недопустимым методом коллективного наказания. На что приводятся возражения: это делается для того, чтобы Россия осознала, что нельзя проводить поддержку использования допинга на государственном уровне. Российская сборная была в результате допущена на Олимпиаду частично, а от участия в Паралимпиаде российские спортсмены были полностью отстранены. Многие верят, что это было аморально в отношении людей с ограниченными возможностями. Надо отметить, что применение субстанций для улучшения показателей не является чем-то новым. Усиление контроля за допингом имело целью предотвратить смертельные исходы от употребления допинга среди спортсменов. Но использование препаратов, улучшающих природные способности, было широко распространено на протяжении всей истории спортивных состязаний. Некоторые спортсмены всегда готовы были жертвовать здоровьем, чтобы достигать все более высоких результатов, а для зрителей во все времена типично требовать зрелища, не заботясь о цене, которую может заплатить спортсмен. Почти все основные виды спорта во всем мире раньше или позже обязательно сталкиваются с допинг-скандалами. И вряд ли в ближайшее время ситуация изменится. Однако это еще не означает, что допинг следует разрешить. С допингом можно и нужно бороться.

### **Exercise 2. Read the extract from the article “Why Athletes Dope” by Michael Shermer (an adjunct professor at Claremont Graduate University, the publisher of Skeptic magazine and a monthly columnist for Scientific American) which offers the reasons why athletes dope. Do you agree with the author?**

“The overwhelming evidence leads me to conclude that many, perhaps most, professional athletes dope. It is time to move beyond if and ask why. The reason is threefold: (1) the drugs work, (2) the arms race between drug takers and drug testers is consistently won by the dopers, and (3) the athletes believe they have to dope to compete. Examining each of the three shows how the game matrix of sports changed from doping as cheating to doping as a rational choice.”

### **Exercise 3. Ask each other the following questions, then report to the group what you have found out from the partner, discuss the answers as a group:**

- 1) What is doping?
- 2) What types of doping do you know?
- 3) What effect can doping have on an athlete's health?
- 4) When was doping control first introduced and to what end?
- 5) What organizations oversee doping control?
- 6) What implications can doping use have for an athlete and their career?

#### **Useful language**

*As far as I know...*

*It seems to me that...*

*I guess it is ...*

*Probably...*

*In all likelihood...*

*Undoubtedly...*

*In my opinion/ In my view/ To my mind...*

*If I'm not mistaken...*

## Text 1

### What is Doping?

The word doping is believed to be derived from the Dutch word 'dop', the name of an alcoholic beverage made of grape skins used by Zulu warriors in order to enhance their prowess in battle. The term became current around the turn of the 20th century, originally referring to illegal drugging of racehorses. Nowadays 'doping' refers to an athlete's use of prohibited drugs or methods to improve training and sporting results. Steroids are the drugs that often come to mind when we talk about doping, but doping also includes an athlete's use of other forbidden drugs (such as stimulants, hormones, diuretics, narcotics and marijuana), use of forbidden methods (such as blood transfusions or gene doping), and even the refusal to take a drug test or an attempt to tamper with doping controls.

A substance or method meeting two of the following three criteria may be considered for inclusion on the prohibited list: performance enhancement; threat to an athlete's health and violation of the spirit of sport.

Doping, or using a substance to enhance performance, is nothing new. Contrary to romantic notions about the purity of Olympic sports, ancient Greeks ingested special drinks and potions to give them an edge. For most of Olympic history, using drugs wasn't considered cheating. Then, in the 1960 Olympics, Danish cyclist Knut Jensen passed out during a race, cracked his skull and later died. The coroner blamed the death on amphetamines, and the case led to anti-doping rules. Drug testing began with the 1968 Games, with a goal to protect athletes' health. In addition to short-term damage, certain drugs also appear to increase the risk of heart disease and possibly cancer.

The original intent of anti-doping rules was to prevent athletes from dropping dead of overdoses, but over the years the rules have come to focus just as intently on protecting the integrity of the Games. The complex task of upholding the standards falls to the World Anti-Doping Agency (WADA) established in 1999. This agency oversees drug testing and works with Olympic organizers to manage testing at the Games.

Previously, testing was carried out by Olympic Committees and cases were judged by each sport's governing body. But governing bodies promote their sports, solicit sponsorship money and help deliver the astounding performances that fans crave. No sport wanted a dirty reputation, and officials were reluctant to tarnish their stars.

WADA's prohibited list currently includes more than 200 banned substances and methods.

(based on *Doping and Related Issues. Anti-Doping Textbook*, <http://antidopinglearninghub.org/en>  
and "The Top Athletes Looking for an Edge and the Scientists Trying to Stop Them" by  
C.Aschwenden, <http://www.smithsonianmag.com>)

#### NOTES:

##### Обратите внимание:

- на образование и перевод грамматической конструкции **сложное подлежащее (Complex subject)**:

*The word doping is believed to be derived from the Dutch word 'dop'. - Считается, что слово «допинг» происходит от голландского слова «дор».*

*The athlete was rumoured to have used doping for many years. - Ходили слухи, что этот спортсмен употреблял допинг много лет.*

*Certain drugs appear to increase the risk of heart disease.- Определенные лекарства, по-видимому, увеличивают риск сердечных заболеваний.*

*Doping tests are sure to detect the use of performance-enhancing drugs.*

*Пробы на допинг обязательно выявят употребление лекарств, улучшающих показатели.*

**Exercise 4. Mark the correct statements as «True». Correct the wrong ones («False»), using the text, and expand on the correct ones. Sentence «0» is the example.**

0. *There are doubts as to the true origin of the word doping, but there is a generally accepted interpretation. – True. The word doping is believed to be derived from the Dutch word ‘dop’, which means it is just a suggestion. True*

1. Nowadays 'doping' refers to an athlete's use of prohibited drugs or methods to improve training and sporting results.
2. Doping is only about the illegal use of steroids.
3. A substance should meet three criteria to be included on the prohibited list.
4. Using drugs has been considered cheating since the original Games in Greece.
5. Drug testing began with the 1960 Games.
6. In addition to short-term damage, certain drugs also appear to increase the risk of chronic diseases.
7. Today anti-doping rules aim at preventing athletes from dropping dead of overdoses, as well as at protecting the integrity of the Games.
8. Testing at sports events, including the Olympics, is still carried out by local officials as it used to be.
9. Nobody wanted a tainted reputation, and officials didn't want to discredit their leading athletes.

**Exercise 5. Find the English collocations to match the Russian ones. “0” is an example.**

использование запрещенных препаратов и методов	0	A	anti-doping rules
улучшение показателей	1	B	use of prohibited/ banned/ forbidden drugs or methods
повышать эффективность тренировок и улучшать спортивные результаты	2	C	to judge doping cases
отказ сдать пробу на допинг	3	D	drug testing
попытка фальсификации процесса допинг-контроля	4	E	inclusion on the prohibited list
включение в запрещенный список	5	F	notions about the purity of Olympic sports
угроза здоровью спортсмена	6	G	to oversee drug testing
нарушение духа спорта	7	H	performance enhancement
взятие проб на допинг	8	I	refusal to take a drug test

увеличивать риск сердечных заболеваний и рака	9	J	short-term damage
кратковременные негативные последствия	10	K	to carry out testing
следить за соблюдением стандартов	11	L	a threat to an athlete's health
представления о чистоте олимпийских видов спорта	12	M	to give sb an edge
следить за осуществлением допинг-контроля	13	N	to improve training and sporting results
дать преимущество	14	O	to increase the risk of heart disease
организовывать допинг-контроль	15	P	to manage testing
проводить допинг-контроль	16	Q	to uphold the standards
Рассматривать в суде случаи употребления допинга	17	R	an attempt to tamper with doping controls
антидопинговые правила	18	S	violation of the spirit of sport

**Exercise 6. Translate into English:**

Повысить мастерство; стать распространенным; на стыке веков; относиться; пить особые настойки; удовлетворять критериям; нарушение; вразрез романтическим представлениям; упасть в обморок; следовательно; считать причиной смерти ч-л; защитить здоровье спортсменов; изначальная цель; не допустить смерти спортсменов от передозировок; внимательно; блюсти чистоту игр; учредить; продвигать интересы видов спорта; искать спонсорской поддержки; обеспечивать потрясающее зрелище, которого жаждут болельщики; плохая репутация; не хотеть; запятнать.

**Early Years of Doping.** Ancient Greek athletes are known to have used special diets and stimulating potions to fortify themselves. Strychnine, caffeine, cocaine, and alcohol were often used by cyclists and other endurance athletes in the 19th century. Thomas Hicks ran to victory in the marathon at the 1904 Olympic Games, in Saint Louis, with the help of raw egg, injections of strychnine and doses of brandy administered to him during the race.

**Exercise 7. A. Cover one of the columns and translate from Russian into English and/or from English into Russian.**

**The Code outlines the following anti-doping rule violations (ADRVs):**

Presence of a prohibited substance or its metabolites or markers in an athlete's sample.

Use or attempted use by an athlete of a prohibited substance or a prohibited method.

Evading, refusing or failing to submit to sample collection.

Any combination of three missed tests and/or filing failures, as defined in the International Standard for Testing and Investigations, within a twelve-month period by an athlete in a registered testing pool.

Tampering or attempted tampering with any part of doping control.

Possession of prohibited substances and prohibited methods.

Trafficking or attempted trafficking in any prohibited substance or prohibited method.

Administration or attempted administration to any athlete in-competition of any prohibited method or prohibited substance, or administration or attempted administration to any athlete out-of-competition of any method or substance that is prohibited out-of-competition.

Assisting, encouraging, aiding, abetting, conspiring, covering up or any other type of intentional complicity involving an anti-doping rule violation, attempted anti-doping rule violation or violation of Article 10.12.1 by another person.

Prohibited association, that is, association by an athlete or other person subject to the authority of an Anti-Doping Organisation in a professional or sport-related capacity with any athlete support person who has committed an ADRV.

(based on *Doping and Related Issues. Anti-Doping Textbook*, <http://antidopinglearninghub.org/en>)

**Кодекс выделяет следующие виды нарушений антидопинговых правил:**

Наличие запрещенной субстанции или ее метаболитов, или маркеров в пробе, взятой у спортсмена.

Использование или попытка использования спортсменом запрещенной субстанции или запрещенного метода.

Уклонение от взятия проб, отказ от взятия проб или неподчинение при взятии проб.

Любое сочетание трех пропущенных тестов и (или) случаев не предоставления информации о местонахождении спортсмена, входящего в группу спортсменов, подлежащих тестированию, в течение двенадцати месяцев, согласно определению Международного стандарта тестирований и расследований.

Фальсификация или попытка фальсификации любой части процесса допинг-контроля.

Хранение запрещенных субстанций и применение запрещенных методов.

Распространение или попытка распространения запрещенной субстанции или запрещенного метода.

Назначение или попытка назначения спортсмену запрещенного метода или запрещенной субстанции в период соревнований, а также назначение или попытка назначения спортсмену запрещенного метода или запрещенной субстанции вне периода соревнований.

Помощь, поощрение, содействие, подстрекательство, вступление в сговор, сокрытие или другой вид соучастия, в результате которого происходит нарушение антидопинговых правил, попытка нарушения антидопинговых правил или нарушение статьи 10.12.1 другим лицом.

Запрещенное сотрудничество, т.е. сотрудничество спортсмена или иного лица, находящегося под юрисдикцией антидопинговой организации, в профессиональном или связанном со спортом качестве, с любым представителем окружения спортсмена, совершившим какое-либо нарушение антидопинговых правил.

**B. Fill in the gaps in the extract describing an ADRV with any suitable word.**

“The Code outlines the following ADRVs:

- Presence of a \_\_\_\_\_ substance or its metabolites or markers in an athlete's sample.
- Use or \_\_\_\_\_ use by an athlete of a prohibited substance or a prohibited method.

- Evading, refusing or failing to submit to \_\_\_\_\_ collection.
- \_\_\_\_\_ with any part of doping control.
- \_\_\_\_\_ in any prohibited substance or prohibited method.
- Administration or attempted administration to any athlete \_\_\_\_\_ and \_\_\_\_\_ competition of any prohibited \_\_\_\_\_ or \_\_\_\_\_.
- Assisting, encouraging, aiding, abetting, conspiring, \_\_\_\_\_ or any other type of intentional complicity involving an anti-doping rule violation, attempted anti-doping rule violation or violation of Article 10.12.1 by another person.
- Prohibited \_\_\_\_\_, that is, association by an athlete or other person subject to the authority of an Anti-Doping \_\_\_\_\_ in a professional or sport-related capacity with any athlete support person who has committed an \_\_\_\_\_ identified in the \_\_\_\_\_.”

**Exercise 8. Fill in the gaps with the following words in the appropriate form, the words can be used more than once: anti-doping, to carry out, to enhance, to increase, prohibited, to promote, to protect, testing, substance, performance.**

- 1) An athlete is responsible for any \_\_\_\_\_ substance that is found in their body.
- 2) Anti-Doping Organizations can \_\_\_\_\_ testing in-competition and out-of-competition.
- 3) Gene doping has the capacity to \_\_\_\_\_ athletic performance.
- 4) Drug-\_\_\_\_\_ will always remain an important part of the anti-doping effort.
- 5) In 1998 a large number of \_\_\_\_\_ medical substances were found by police in a raid during the Tour de France.
- 6) The traditional strategy for combating doping in sport includes \_\_\_\_\_, research and education.
- 7) Why not just forget the \_\_\_\_\_ rules and allow doping?
- 8) Major event organizations \_\_\_\_\_ testing at their events.
- 9) The use of EPO \_\_\_\_\_ the risk of stroke and heart attacks.
- 10) As a result, gene doping was included on the 2003 \_\_\_\_\_ List of Substances and Methods
- 11) The \_\_\_\_\_ programs are designed to \_\_\_\_\_ the integrity of sport and clean athletes.
- 12) Steroids, amphetamines, growth hormones and erythropoietin have been widely used in sport to enhance athletic \_\_\_\_\_.
- 13) EPO was included in the IOC’s list of prohibited \_\_\_\_\_ in 1990.

**Exercise 9. Answer the questions on Text 1:**

- 1) What is the word “doping” believed to be derived from?
- 2) When did the term become current?
- 3) What does doping refer to nowadays?
- 4) What substance or method may be included on the Prohibited list?
- 5) How old is the phenomenon? How has the attitude to it changed over the years? Why?
- 6) What damage can doping do?
- 7) What was the original intent of anti-doping rules? What is it now?
- 8) What organization is responsible for upholding the standards? When was it established and why? What organizations had carried out testing before it was established?

9) How many substances and methods are there on the Prohibited list?

***First Attempts to fight doping***

*In 1928 the IAAF (athletics) became the first International Sport Federation (IF) to ban doping. Many other IFs followed suit, but restrictions remained ineffective as no tests were performed. Meanwhile the problem was made worse by synthetic hormones, invented in the 1930s and in growing use for doping purposes since the 1950s. The death of Danish cyclist Knud Enemark Jensen during competition at the Olympic Games in Rome 1960 (the autopsy revealed traces of amphetamine) increased the pressure for sports authorities to introduce drug testing.*

*In 1966 UCI (cycling) and FIFA (football) were among the first IFs to introduce doping tests in their respective World Championships. In the next year the International Olympic Committee (IOC) instituted its Medical Commission and set up its first list of prohibited substances. Drug tests were first introduced at the Olympic Winter Games in Grenoble and at the Olympic Games in Mexico in 1968. In the year before, the urgency of anti-doping work had been highlighted by another tragic death, that of cyclist Tom Simpson during the Tour de*

**Exercise 10. Tell the group what you know about the suggestions on changes in the anti-doping control system.**

You can compare the ideas of Dan Roan (*BBC* sports editor) in the article “Anti-Doping Leaders Demand Wada Overhaul With Clean Sport ‘at Crossroads’” and those of Michael Shermer (an adjunct professor at Claremont Graduate University, the publisher of *Skeptic* magazine and a monthly columnist for *Scientific American*) in the article «Why Athletes Dope?» quoted below.

**Answer the questions:**

- a. What changes have been proposed?
- b. What are they aimed at?
- c. Why have they been proposed?

**Discuss in pairs or teams whether in your opinion the changes will help to achieve the desired effect. Provide your arguments. Share the ideas with the other teams.**

Dan Roan: “An overhaul of the World Anti-Doping Agency (Wada) has been proposed in a bid to restore trust in international sport. The leaders of 17 national anti-doping organisations met at a special summit in Copenhagen this week. The group says the fight for clean sport is now "at a crossroads".

Damning reports into Russian state-sponsored doping, which led to a partial Rio Olympics ban, have shaken the anti-doping community. The country has been given a blanket ban from competing at the Rio Paralympics, which start on 7 September.

Among the range of reforms agreed was a demand that Wada becomes more independent. Under the proposals, Wada executives would not be able to simultaneously hold a policy-making position within another sports organisation. Wada president Sir Craig Reedie has been a vice-president of the International Olympic Committee (IOC), leading to criticism of a potential conflict of interest.

UK Anti-Doping chief executive Nicole Sapstead said: "Now is the time for the entire sporting community to come together to find a way forward and ensure that the right processes, funding and safeguards are in place to protect everyone's right to clean, fair and honest competition."

**Further proposals**

- separate investigatory, testing and results management functions from sports organisations "to prevent the inherent conflict of interest that exists when a sports organisation is tasked with both promoting and policing itself"

- amendment of the Wada code including the adoption of clear sanctions for large-scale subversions of the anti-doping system "with strong deterrent effect"
- increased capacity for Wada to investigate and impose proportionate sanctions for code non-compliance
- a strengthened Wada through increased investment.

The Nado leaders also backed calls for a public commitment from the IOC and Russia to assist in guaranteeing the safety, security and well-being of whistle-blowers Yuliya Stepanova and her husband Vitaly Stepanov, "without whom the state-supported system of doping would likely never have been exposed". Athlete Stepanova, 30, is in hiding with her family and has said she "fears for her life".

The proposals were written and endorsed by anti-doping leaders from Australia, Austria, Canada, Denmark, Finland, France, Germany, Ireland, Japan, Netherlands, New Zealand, Norway, Sweden, Singapore, Switzerland, United Kingdom, and the United States, as well as the Institute of National Anti-Doping Organizations (iNado).

Michael Shermer gives the following recommendations "to prevent professional sports from turning into a pharmaceutical competition."

"1. Immunity for all athletes pre-2009. Since the entire system is corrupt and most competitors have been doping, it accomplishes nothing to strip the winner of his title after the fact when it is almost certain that the runners' up were also doping. Immunity will enable retired athletes to work with governing bodies and anti-doping agencies for improving the anti-doping system.

2. Increase the number of competitors tested, in competition, out-of-competition, and especially immediately before or after a race to prevent counter-measures from being employed. Sport sanctioning bodies should create a biological baseline profile on each athlete before the season begins to allow for proper comparison of unusual spikes in performance in competition.

3. An X-Prize type reward to increase the incentive of anti-doping scientists to develop new tests for presently undetectable doping agents, in order to equalize the incentive for drug testers to that of drug takers. Money is a universal incentive.

4. Increase substantially the penalty for getting caught. So, with immunity for pre-2009 sporting events, implement starting today a new policy of one strike and you're out, forever. To protect the athlete from false positives or inept drug testers (both exist), the apparatus for arbitration and appeals must be fair and trusted by both sanctioning bodies and athletes, but once a decision is made it must be substantive and final.

5. A return of all salary paid and prize monies earned by the convicted athlete to the team and/or its sponsors and investors, and extensive team testing of their own athletes."

*(based on "Anti-Doping Leaders Demand Wada Overhaul With Clean Sport 'at Crossroads'" by D.Roan, <http://www.bbc.com/sport> and "Why Athletes Dope?" by M.Shermer, <http://www.huffingtonpost.com>)*

**Exercise 11. Suggest your counterarguments to the following:**

**Why not just forget the anti-doping rules and allow doping?**

It is sometimes suggested that it would be easier to just give up the fight against doping and allow athletes to take whatever they want. The arguments often offered by the proponents of this position are:

1. This would be fair – the same rules would apply equally to everyone. After all they are only hurting themselves.	
2. By disallowing doping, you are forcing athletes to resort to underground tactics. Doping under strict medical supervision is not dangerous.	
3. Doping regulations, testing procedures and whereabouts requirements are against the athlete’s right to privacy.	
4. Dopers will never all be caught. So why spend all these efforts and money into testing them only to catch a few?	

**Exercise 12. Read one of the texts, find answers to the questions. Working in a group sum up your text to the partners and answer their questions. Swap roles with the partners.**

**Text 2**

**Stages of Doping Control Process**

The doping control process includes athlete selection, athlete notification, sample collection, to delivery of samples to the World Anti-Doping Agency (WADA) accredited laboratory as well as the results management process.

**Student A: Types of tests and testing**

There are two types of biological material that are collected and analysed by WADA accredited laboratories for doping control purposes – urine and blood. Urine is usually collected to analyse for most prohibited substances, and blood is collected to detect certain substances such as human Growth Hormone (hGH) and CERA. Alcohol is prohibited in certain sports, namely air sports, archery, automobile, motorcycling and powerboating. Detection is done through the analysis of breath and/or blood.

Anti-Doping Organisations (ADOs) can conduct testing in-competition and out-of-competition. Athletes who compete at the international and national level may be tested anytime, anywhere.

In-competition testing is when an athlete is selected for testing in connection with a specific competition and is based on the regulations of the relevant International Federation (IF) or event ruling body. These criteria may include finishing position (e.g. top 4 places in an event), random selection, or a target test.

Out-of-competition testing is when an athlete is tested outside of an event and can take place at any time and at any place, with no advance notice to the athlete\*. This means that athletes may be tested at their home, training locations, work place or anywhere else they can be found. ADOs decide when and where the athlete will be tested. Some athletes are required to provide accurate and current Whereabouts information including a home address, work schedule, training venues and schedule, and competition schedule.

*\*with no advance notice to the athlete – without informing the athlete in advance*

- 1) What types of biological material are collected and analyzed? For what purposes?
- 2) In what sports is alcohol prohibited? How is it detected?
- 3) What types of testing are conducted? When are they conducted?
- 4) What criteria are used to select an athlete for testing?
- 5) Why are athletes required to provide accurate and current Whereabouts information?

### **Student B: Athlete notification**

Notification of an athlete's selection for doping control should occur as soon as possible either upon arrival of the DCO1 (doping control officer) at the venue for an out-of-competition test or after an athlete finishes their competition. The DCO (or chaperone<sup>2</sup>) should attempt to notify the athlete in private, away from public areas.

During notification, the DCO or chaperone must explain to the athlete that he/she must remain in sight of the chaperone or DCO at all times until the sample collection process is complete. The notification section of the doping control form must be completed, the athlete should read and sign the form. The athlete will be informed that he/she will be required to present identification at the doping control station and can be accompanied by a representative. The athlete must come to the doping control station immediately after notification, unless there are valid reasons for a delay. The DCO or chaperone will establish whether the athlete has any activities they must complete before coming to the doping control station (e.g. medal ceremony, media commitments, medical treatment, compete in another event, warm down<sup>3</sup> or obtain either an interpreter, representative, clothing or identification). Any reason for not reporting<sup>4</sup> to the doping control station immediately following notification will be indicated on the doping control form. The athlete will remain chaperoned from notification to the completion of the testing procedure. During media commitments or medal ceremonies, the chaperone will ensure that he/she is not visible so that it is obvious that the athlete has been selected for doping control. The DCO or chaperone will document any occasion where they lose sight of the athlete or if the athlete refuses to comply with<sup>5</sup> any of the requirements of the doping control process including remaining with the DCO or chaperone.

*1DCO - инспектор допинг-контроля, 2chaperone ['ʃæpəreɪn] – сопровождающий, 3warm down - exercises to help your body relax after a workout or competition, 4to report to the station=to come to, 5to comply with – to obey*

- 1) When and how should athlete notification be done?
- 2) What should an athlete be informed about by a DCO? What should an athlete present at the doping control station?
- 3) What should an athlete sign? What should an athlete sign?

- 4) What happens if an athlete doesn't report to the doping station immediately following notification?
- 5) What are valid reasons for athlete's not coming immediately on notification?

### **Student C: Sample collection**

A sample must be collected once the athlete has been notified. The athlete should have a choice of at least three collection vessels. The chaperone or DCO observing sample provision must be of the same gender<sup>1</sup> as the athlete. The athlete must wash his/her hands prior to providing a sample. The chaperone or DCO must have an unobstructed<sup>2</sup> view of sample provision. The athlete must be encouraged to empty his/her bladder when providing a sample. Following sample provision the lid should be placed onto the vessel to cover it. The athlete and DCO/Chaperone must then return to the processing area to complete the division and sealing of the sample. The athlete's sample should meet minimum volume requirements of 90 mL of urine. The athlete has a minimum of three sample collection kits to choose from. The athlete verifies that the A and B bottles and all other parts of the sample collection kit have the same sample code number. The minimum amount of 30 mL of urine is poured into the B bottle. The minimum amount of 60 mL of urine is poured into the A bottle. The A and B bottles are securely sealed. The details of the bottle number, volume and specific gravity<sup>3</sup> are recorded on the doping control form. All applicable areas of the doping control form are completed and a line is drawn through any non-applicable areas. The athlete is the last person to sign the doping control form. The information sent to the laboratory will be confidential and the WADA accredited laboratories must respect the International Standard for Testing and Investigations. The A sample will be opened and analysed, while the B sample will be stored in a cool and secure place. Results are sent to the ADO and WADA.

*1gender – пол, 2unobstructed – беспрепятственный, 3gravity – плотность*

- 1) What rights does an athlete have?
- 2) What is the role of a DCO/chaperone?
- 3) What are sample requirements?
- 4) What happens to samples?
- 5) Where are the results of the sample analysis sent?

### **Student D: Results management**

An athlete's sample is divided into two, the A sample and a B sample. The laboratory analyses the A sample and reports the results both to the ADO responsible for results management and WADA. If there is an adverse analytical finding<sup>1</sup> (AAF) on the A sample, the organization responsible for results management conducts an initial review<sup>2</sup>. If the initial review supports the AAF, the athlete is notified in writing of the results and the rights regarding the analysis of his/her B sample. If the B sample analysis confirms the A sample analysis, the responsible ADO proceeds with the results management process including the athlete's right to a fair hearing<sup>3</sup>. The hearing determines whether an anti-doping rule violation has occurred as well as determines what sanctions to impose. If the B sample analysis does not confirm the A sample analysis, no further action with the ADRV is taken. When an ADRV is found, the ADO that authorized the sample collection is responsible for initiating the results management process. An independent panel determines what sanctions apply to each individual case and an athlete is given the opportunity to

establish a basis for eliminating or reducing the sanction. Sanctions for violating anti-doping regulations may range from a warning to a lifetime ban. The period of ineligibility<sup>4</sup> may vary depending on the type of ADRV, the circumstances of an individual case, the substance, and the possible repetition of an anti-doping rule violation. For in-competition testing, this automatically includes disqualification of results obtained in that competition and forfeiture<sup>5</sup> of any medals, points, and prizes. All results of any competitions following collection of the sample may also be disqualified.

*1an adverse analytical finding – неблагоприятный результат анализа, 2an initial review – первоначальное рассмотрение, 3a fair hearing – беспристрастное слушание, 4period of ineligibility [m, elɪdʒə 'bɪlətɪ] – период дисквалификации, 5forfeiture [ 'fɔːfɪtʃə] – лишение*

- 1) To whom does a laboratory report the results?
- 2) What happens in case of AAF on the A sample?
- 3) What happens if the B sample analysis confirms/doesn't confirm the A sample analysis?
- 4) What right does an athlete have in case of AAF on both samples?
- 5) Who determines whether sanctions should be imposed and what sanctions? What does the severity of sanctions depend on? What sanctions can be imposed?

**Exercise 13. Mark the correct statements as «True». Correct the wrong ones («False»), using the text, and expand on the correct ones. Sentence «0» is the example.**

Use the following collocations:

*That is not really so...; That is true...; No doubt this is true/false...;*

*As it is stated in the text...; The idea in the text is as follows...*

*It seems in the text the arguments are a bit different...;*

*It is hard to agree/disagree with the statement...;*

0. *The doping control process includes athlete selection and athlete notification. – **False.** That is not completely correct. As it is stated in the text, the doping control process also includes sample collection, delivery of samples to the WADA accredited laboratory and the results management process, including hearing and imposing sanctions.*
1. There are two types of biological material that are collected and analysed by WADA accredited laboratories – urine and blood.
2. Alcohol is prohibited in all sports.
3. Only athletes who compete at the international level may be tested anytime, anywhere.
4. The only reason for in-field testing is finishing position.
5. Athletes are always notified in advance before testing.
6. Athletes are required to provide accurate and current Whereabouts information.
7. The athlete must remain in sight of the chaperone or DCO at all times until the sample collection process is complete.
8. The DCO should attempt to notify and chaperone the athlete in a discreet way.

9. The athlete is only chaperoned during the testing procedure.
10. The chaperone should be of the same gender with the athlete.
11. The athlete is the first person to sign the doping control form Laboratory analysis.
12. All samples are opened and analyzed.
13. Sanctions for violating anti-doping regulations may range from a warning to a lifetime ban.
14. For in-competition testing sanctions may include a lifetime ban from further competitions but the current results remain valid.

**Exercise 14. Translate the sentences into English:**

- 1) Процедура допинг-контроля включает отбор спортсменов, их уведомление, сбор проб, доставку проб в аккредитованную ВАДА лабораторию и обработку результатов.
- 2) В настоящее время аккредитованные ВАДА лаборатории проводят сбор и анализ биологического материала двух типов — мочи и крови.
- 3) АДО проводит тестирование как во время соревнований, так и во внесоревновательный период.
- 4) Отбор спортсменов для соревновательного тестирования происходит по правилам соответствующей международной федерации или оргкомитета спортивного мероприятия.
- 5) Внесоревновательное тестирование проводится в период между соревнованиями, причем без предварительного уведомления.
- 6) В целях внесоревновательного тестирования некоторые спортсмены обязаны предоставлять точные и актуальные сведения о своем местонахождении.
- 7) Спортсмен, отобранный для прохождения допинг-тестирования, должен быть уведомлен об этом как можно раньше, либо сразу после прибытия ИДК на место внесоревновательного тестирования, либо после завершения соревнования, в котором спортсмен принимает участие.
- 8) ИДК (или сопровождающий) должен принять разумные меры, чтобы уведомить спортсмена в конфиденциальной обстановке.
- 9) ИДК или сопровождающий поясняют спортсмену, что тот обязан находиться в поле зрения сопровождающего или ИДК с момента уведомления и до окончания процедуры взятия пробы.
- 10) После уведомления о необходимости сдачи пробы спортсмен обязан незамедлительно явиться на пункт допинг-контроля.
- 11) Отсрочка возможна только при наличии уважительных причин.
- 12) Спортсмену на выбор предоставляется не менее трех емкостей для взятия пробы.
- 13) Сопровождающий или ИДК, под чьим наблюдением производится сдача пробы, должен быть одного со спортсменом пола.

- 14) Спортсмену предоставляется на выбор не менее трех комплектов для хранения и транспортировки проб.
- 15) Информация, отправляемая в лабораторию, является конфиденциальной.
- 16) Проба «А» вскрывается и подвергается анализу, а проба «В» хранится в надежном прохладном месте.
- 17) Результаты анализа передаются в АДО и ВАДА.
- 18) По получении неблагоприятного результата анализа пробы «А» организация, ответственная за обработку результатов, проводит первоначальное рассмотрение.
- 19) Независимая комиссия определяет санкции в отношении каждого отдельного случая.
- 20) Санкции за нарушение антидопинговых правил могут варьироваться от предупреждения до пожизненной дисквалификации.
- 21) Если спортсмен нарушил антидопинговые правила во время соревнований, его результаты на данном соревновании автоматически аннулируются, а сам он лишается медалей, призов и заработанных очков.

**Exercise 15. Fill in the gaps with the most suitable word.**

If in doubt, consider the collocations from the list: *during and out of, invalidated, suspension, fixed period of ineligibility, additional sanctions, doping violations, effective anti-doping enforcement, first offence, bodies, severe, guilty, an athlete is believed to be responsible, positive sample, fault, in the first instance, negligence, banned, modified, doping substances, provision, prohibited, avoid, eliminate or reduce, criteria, clean, specific.*

The sanctions which apply to (нарушения антидопинговых правил) \_\_\_\_\_ will be imposed in the framework of controls both (во время соревнований, так и вне соревновательного периода) \_\_\_\_\_ competition. The minimum required sanction for major (допинговых веществ) \_\_\_\_\_ or prohibited methods shall be a (временное отстранение) \_\_\_\_\_ of the athlete from all competition for a period of two years, for a (за первое нарушение) \_\_\_\_\_. However, based on (определенных) \_\_\_\_\_, exceptional circumstances to be evaluated (в первой инстанции) \_\_\_\_\_ by the competent IF (органами) \_\_\_\_\_, there may be a (основание) \_\_\_\_\_ for a possible modification of the two-year sanction. (дополнительных санкций) \_\_\_\_\_ or measures may be applied. More (строгие) \_\_\_\_\_ sanctions shall apply to coaches and officials (виновным) \_\_\_\_\_ of violations of the Olympic Movement Anti-Doping Code.

The World Anti-Doping Code adopts the rule of strict liability. Under the strict liability principle, (считается, что спортсмен несет ответственность за) \_\_\_\_\_ for any (запрещенная) \_\_\_\_\_ substance that is found in their body. If the (положительная проба) \_\_\_\_\_ came from an in-competition test, the results of that competition are automatically (аннулируются) \_\_\_\_\_. However, the athlete then has the possibility to (избежать, отменить или смягчить) \_\_\_\_\_ sanctions if the athlete can demonstrate that he or she was

not at fault or significant fault. Sanctions may be (изменены) \_\_\_\_\_ based on specified (критерии) \_\_\_\_\_. This provides a reasonable balance between effective (принуждением к соблюдению антидопинговых правил) \_\_\_\_\_ for the benefit of all (честных) \_\_\_\_\_ athletes and fairness in the exceptional circumstance when there is no or no significant (вины) \_\_\_\_\_ or (халатности) \_\_\_\_\_ on the athlete's part. The imposition of a (фиксированного срока дисквалификации) \_\_\_\_\_ is not automatic. Individual athletes or teams may be (отстранены) \_\_\_\_\_ from competing, as it happened with the Russian competitors barred from the Rio Paralympics 2016.

**Exercise 16. What doping terms do you know? Make a list to share with the others. Match the terms with their explanation. Pair "1" is an example. Think of the Russian terms.**

A Sample	1.	A	The second half of a specimen that is tested for drugs.
B Sample	2.	B	Substances that increase alertness and energy, and elevate blood pressure, heart rate, and respiration. Common examples include caffeine, amphetamines, cocaine, and ephedrine.
Stimulants	3.	C	The first half of a specimen that is tested for drugs.
Strict Liability <sup>3</sup>	4.	D	Permission to use medications prohibited by the WADA Code given to athletes that need them for medical reasons.
Testosterone	5.	E	The practice of increasing the number of red blood cells by blood transfusion or by taking erythropoietin (EPO).
Therapeutic Use Exemption (TUE)	6.	F	The principle that an athlete is fully responsible, for any substance found in his or her body and will be sanctioned for an adverse analytical finding whether or not the athlete intentionally used a banned substance, even if it can be proven to have entered his or her body without the athlete's knowledge.
Blood Doping	7.	G	The primary male sex hormone that promotes the development of male characteristics. Present in females as well. Also influences muscle development, metabolism, and reproduction.
Anabolic Steroids	8.	H	Drug test result that indicates either evidence of a banned substance, or evidence of the use of a prohibited method.
Adverse Analytical Finding	9.	I	The act of compelling something to happen by threat or pressure; forcing someone to do something against his or her will
Coercion	10.	J	Synthetic versions of testosterone, the primary male sex hormone; chemically manufactured and taken orally or by injection to build muscle, increase speed, or recover from injury more quickly.
Beta-Blocker	11.	K	A hormone produced by the kidney that stimulates red blood cell count, and which may improve the ability of the body to transport oxygen to the muscles.
PEDs	12.	L	The process of sample collection and handling, laboratory analysis and testing, results management, and hearing and appeals that is

		enacted to enforce an anti-doping program.
Doping Control	13. M	The use of a prohibited substance or method in an attempt to gain an advantage in athletic competition
Doping	14. N	A class of drugs used to lower blood pressure and decrease the heart rate. In sports, they can help to calm anxiety
Gene Doping	15. O	Having performance-enhancing qualities
Ergogenic <sup>4</sup>	16. P	A hormone produced by the pituitary gland <sup>5</sup> that is important for growth and development, used as a performance enhancing drug because it promotes muscle growth and increases energy.
Erythropoietin (EPO)	17. Q	Changing DNA through genetic manipulation by injecting genes into muscle or bone cells.
Human Growth Hormone (HGH)	18. R	A type of drug that is prohibited not because it is performance enhancing, but because taking it may help to hide the present of performance enhancing drugs.
Juice	19. S	Common abbreviation for performance enhancing drugs; refers to substances taken to improve athletic performance.
Masking Agent	20. T	Slang term referring to steroids used as performance enhancing drugs.

3 объективная ответственность, 4 повышающий работоспособность, 5 гипофиз

**Exercise 17. Doping quiz. Answer the questions on doping. You can then check your answers with the Tips on fight against doping:**

- 1) What bodies and organizations are involved in the international, regional and national fight against doping in sport? What are their responsibilities?
- 2) What major international documents regulate fight against doping? When did they appear?
- 3) What organizations are responsible for results management, sanctions in particular?
- 4) How is WADA funded?
- 5) What is an athlete's biological passport? What does it mean to reveal?
- 6) What is a TUE? Who grants it and on what basis?

**Tips on fight against doping**

- There are many players in the fight against doping in sport: WADA, UNESCO, national international and Olympic and Paralympic committees, national and international sports federations, the Court of Arbitration for Sport, event organizers, laboratories, national and regional anti-doping organizations, governments.
- The World Anti-Doping Agency is the international, independent organization, recognized by public authorities and the Olympic Movement, monitoring the global fight against doping in sport and the custodian of the World Anti-doping Code (Code). WADA oversees and works in cooperation with a network of stakeholders.
- The World Anti-doping Code, which entered into force on 1 January 2004, is a set of rules, which establish the fundamental principles on which all efficient anti-doping policies should be based, for adoption and implementation by sports governing bodies. It includes the Prohibited List and other International Standards for testing, Therapeutic Use Exemptions (TUEs), laboratory procedures and privacy protection.

- The United Nations Educational, Scientific and Cultural Organization (UNESCO) is responsible for the development and implementation, alongside national governments, of the International Convention against Doping in Sport (Convention).
- The International Convention against Doping in Sport is the first universal treaty against doping in sport; it entered into force in February 2007. Governments are now ratifying it individually. Many governments cannot be legally bound by a non-governmental document such as the Code.
- The International Olympic Committee (IOC) and the International Paralympic Committee (IPC) are responsible for the testing process, based on the Code, during the Olympic and Paralympic Games respectively, as well as sanctioning those who commit ADRVs during the Games. The IOC, on behalf of the sports movement, provides half of WADA's budget.
- To be compliant with the Code, International Sports Federations (IFs) must undertake three steps: Code acceptance, implementation, and enforcement. Activities required of IFs by the Code include conducting testing at their competitions, having education and out-of-competition testing programs; and sanctioning those who commit anti-doping rule violations, as outlined in the Code.
- The Court of Arbitration for Sport (CAS) is an institution independent of any sport organization that provides services to facilitate the settlement of sport-related disputes, through arbitration or mediation, by means of procedural rules adapted to the specific needs of the sport world.
- As governing bodies for major sporting events, such as continental games and international multi-sport events, Major Event Organizers are expected to implement anti-doping programs in line with the Code. These organizations have jurisdiction over their event and are responsible for having Code-compliant antidoping rules and policies, including establishing test distribution plans. In addition, Major Event Organizers are responsible for results management of potential ADRVs at their event, including potential sanctions relating to the event. Examples of such Major Event Organizers include the Commonwealth Games Foundation (CGF), the International World Games Association (IWGA), The International University Sports Federation (FISU), etc.
- WADA accredited laboratories that are able to analyze doping control samples under the Code must achieve and maintain accreditation from WADA, according to the criteria established in the International Standard for Laboratories (ISL) and its related technical documents.
- National Anti-Doping Organizations (NADOs) are responsible for testing national athletes in- and out-of-competition, as well as athletes from other countries competing within that nation's borders; adjudicating ADRVs; and anti-doping education.
- Regional Anti-Doping Organizations (RADOs) are responsible for anti-doping in its respective grouping of neighboring countries. RADOs fulfill a similar role to that of a NADO for their member countries.
- Government responsibilities in anti-doping are many. They facilitate doping control and support national testing programs; encourage the establishment of 'best practice' in the labeling, marketing, and distribution of products that might contain prohibited substances; withhold financial support from those who engage in or support doping; take measures against manufacturing and trafficking; encourage the establishment of codes of conduct for professions relating to sport and antidoping; and fund anti-doping education and research. National governments are also responsible for ratifying, accepting, approving or acceding to the UNESCO Convention and implementing it on its territory. Governments are expected to pay its share of dues to WADA, representing 50% of its total funding.
- IOC and IPC rules require that National Olympic Committees (NOCs) and National Paralympic Committees (NPCs) agree to implement the Code. In the absence of a NADO,

the NOC must fulfill the role of a NADO in its country. In addition, according to the Code, IF rules should include the requirement that National Federations (NFs) be Code-compliant, and that these rules are enforced. Each may act as an intermediary between athletes and their IF and/or NADO on anti-doping matters.

- The Athlete Biological Passport (ABP) is based on the monitoring of selected parameters which indirectly reveal the effects of doping and intra-individual variability over time. Biological tracing throughout an athlete's sporting career should make any illegal preparation far harder to implement.
- The World Anti-Doping Code (Code) provisions on Therapeutic Use Exemptions (TUEs) recognize the right of athletes to medical treatment. If the medication or method an athlete needs to treat an illness or condition (as prescribed by a health care professional) is included on the Prohibited List, a TUE will constitute the authorization required by the athlete to use the otherwise prohibited medication.
- All International Federations (IFs) and National Anti-Doping Organizations (NADOs) are required to have a process in place whereby athletes with documented medical conditions can apply for a TUE. Applications are to be appropriately dealt with by a panel of independent physicians called a TUEC. IFs and NADOs, through their TUECs, are then responsible for granting or declining such applications. TUEs granted by NADOs are valid for national level competitions and TUEs granted by IFs are valid for international level competitions. Major Events Organizations may also grant or deny TUEs for their specific events however the decision made by the Major Events Organization is only valid for that specific event.

## UNIT 7. WRITTEN BUSINESS COMMUNICATION.

### Lesson 1. Style and Register.

In any language, different styles of expression are appropriate in different situations. We can go from the formal to the informal, the written to the spoken, from technical language (or jargon) to slang.

There are no "rules" as such; nevertheless, there are plenty of features which distinguish formal styles from informal styles. Here are some of them.

#### Principles of English written style:

*Note:* these are principles, they are by no means to be considered as "rules".

- a. The more formal a document is, the more it will use inanimate nouns as subjects of a sentence.
- b. The more formal language is, the more it is likely to use passive structures.
- c. The more formal language is the more verbal nouns it will use.
- d. The more formal a document is the more words of Latin origin it will use.

*Conversely:*

- a. The more informal or spontaneous language is, the more it will use humans as the subjects of sentences.
- b. The more informal a text is, the less it will use passive structures,
- c. The more informal a text is, the more it will use verb structures (where a choice is possible) instead of verbal nouns.
- d. The more informal or spoken a text is, the more words of Germanic origin it will use.

Here are some examples; in each case, the same idea is expressed using three different levels of formality. Look at the different changes that occur, as we move from a formal style to an informal one.

1. *The inclement climatic conditions obliged the President to return earlier than scheduled.  
The president was obliged to return earlier than planned due to poor weather conditions.  
The president had to go back sooner than planned because the weather was so bad.*
2. *Please await instructions before dispatching items.  
Please wait for instructions before sending items off.  
Don't send anything off until you're told to do so.*
3. *Essential measures should be undertaken at the earliest opportunity.  
One should undertake any necessary measures at the earliest opportunity.  
You should do whatever you have to as soon as you can.*
4. *Prior to the discovery of America, potatoes were not consumed in Europe.  
Before America was discovered, potatoes were not eaten in Europe.  
Before they discovered America, Europeans didn't eat potatoes.*

### **From written to spoken styles:**

Written and spoken versions of a language use different styles, different registers. To talk in "written English" may be no more appropriate than to write using a "spoken" variety of English. Generally speaking, written English is always more formal than spoken English. Nevertheless, there are informal forms of written English (notably in fiction and in the popular press), and formal styles of spoken English, in particular "discourse", or prepared speech.

In the following examples, the same message is expressed in five different styles, from an extremely formal written style, to the very informal spoken style.

Note in particular how the color coded word groups evolve.

(The information expressed in the following examples is necessarily quite technical, as formal jargon levels of expression are totally inappropriate for nontechnical communication).

#### *Example 1:*

a) **Jargon, very formal.** This is the style of language used in official reports, technical studies, etc. It is exclusively a style of written English, full of verbal nouns, technical words and passives.

*Consequent to the appreciation in the exchange value of Sterling against other currencies, necessary fiscal measures were introduced by the government in order to reduce the likelihood of an import-led consumer spending surge.*

b) **Written, formal, clear.** This is clear, written English, as found in the press or in documents aimed at ordinary educated readers.

*After the international value of Sterling rose, the government was obliged to take fiscal measures to reduce the likelihood of a surge in consumer spending led by cheaper imports.*

c) **Written style** for the general public, discourse, scripted radio or TV news style.

*As the value of Sterling increased compared to other currencies, the government was forced to take tax measures to head off a rapid increase in consumer spending spurred on by cheaper imports.*

d) **Formal spoken style** - radio, seminar, talk.

*As Sterling's international value went up, the government had to take tax measures to head off a consumer spending boom spurred on by cheaper imports.*

e) **Relaxed, informal spoken style: discussion.** There is plenty of use of prepositional verbs. All actions are now expressed through verbs, not verbal nouns

*As Sterling went up in value, the government had to put up taxes to stop consumers splashing out on too many cheap imports.*

f) **Relaxed, simplified, chat, very informal spoken style;** Note the addition of repetition and fillers.

*And you see, Sterling went up and up in value, so as a result, the government had to go round putting up taxes, you see, to stop everyone going out and splashing out, spending all their cash on cheap imports.*

Example 2:

Considering the gravity of the economic recession, it was suggested that the Directors should take immediate damage limitation measures, including, should it be necessary, a substantial reduction in the workforce.

**Exercise 1. Try rephrasing the sentence above in at least two less formal styles.**

**Exercise 2. The following murder mystery in ten short texts is an exercise in recognizing register.**

**Identify the origin of each text by writing the letter A-J by the descriptions of the texts.** (Some of the descriptions do not correspond to any text given.) What aspects of each text helped you to decide?

Business letter _____	Back cover of a novel _____
Tourist brochure _____	Informal telephone conversation _____
Newspaper review of restaurant _____	Advertisement _____
Spoken: job interview _____	Love letter _____
Short newspaper report _____	Police officer's report _____
Spoken: polite conversation _____	Recipe _____

- a) Main courses at Maximilien's range from duck in raspberry vinegar sauce to a really excellent hare, still shedding its short-gun pellets, and presented as a Gaudiesque tower: slices of marvelously tender saddle on top of the braised leg (a little overdone), itself resting on buttery noodles. Another specialty of the house is the Andalucian rabbit with wild mushrooms.
- b) *Return the rabbit to the pan. Cover with the vine. Season. Add the fresh thyme and simmer for 30-40 minutes with the lid on. Add the mushrooms and stir well.*
- c) "Tell me, Miss Lee, do you have any previous experience as a waitress?"  
"Well, I did silver service at the Royal Hotel in Bognor for five years. That was before coming to Leicester. But since I've been here I've been assistant chef in the canteen at International Defense Systems."  
"And why have you given in you notice at I.D.S.?"  
"Well, to tell you the truth, it was some pictures I saw on the TV. And I realized that if it wasn't for the weapons we were selling then."
- d) *Dear Mr. Ball,*  
*We were most impressed by your plans, which were received last week.*  
*Our representative in Europe, Colonel Lamont, will be contacting you upon his arrival in London.*
- e) How much did you say? This must be a bad line, I thought you said 5,000! ... Sounds like an awful lot of money for a tummy ache! Foreigners, were they? Wouldn't trust 'em if I were you. Just you make sure you get the money up front in cash ... Here, you don't think they're trying to do him in, do you? ... That'd be worth 50, not five ... tell you what, try some on Henry Hungerford first and see what happens.

f) 'Wonderful restaurant, Stefan. Do you know, I think this is possibly the best hare I've ever eaten. And as for the St. Emilion: I doubt you'd find as good a bottle as this anywhere in Paris. How are you getting on with the rabbit?'

g)

## Arms bass poisoned

Mr. Stefan Ball, managing director of the Leicester company, International Defense Systems, died in hospital at midday yesterday. He had complained of stomach pains after eating in a restaurant on Monday evening, and was rushed to hospital after being found unconscious in the morning. Mr. Kevin Truckle, a waiter at the restaurant where Mr. Ball had eaten, was also admitted to hospital with suspected food poisoning, but has now been discharged.

i) *Words cannot describe how I feel when I think back to Friday night. And I do think of it, all the time, and of the look in your eyes when we said goodnight. Oh, Stefan, say we can meet again soon! But we must be very careful, darling. My husband must never find out. Max has such a fiery temper and so many sharp knives in the kitchen!*

i) HAVING ASCERTAINED THAT THE DISEASED HAD BEEN SEATED AT TABLE 13, A WINDOW SEAT EQUIDISTANT BETWEEN THE KITCHEN DOOR AND THE LADIES' TOILETS, I PROCEEDED TO QUESTION THE MANAGER ABOUT THE WAITING STAFF. HE REPLIED THAT MR. BALL'S TABLE HAD BEEN ATTENDED BY MR. TRUCKLE, AND THAT IN THE NORMAL COURSE OF EVENTS NEITHER OF THE TWO WAITRESSES, MISS LEE AND MISS FOX, WOULD HAVE HAD CAUSE TO SERVE AT THAT TABLE. HE SUGGESTED THAT I QUESTION THE WAITRESSES THEMSELVES, BUT REGRETTED THAT MR. TRUCKLE WAS UNAVAILABLE, HAVING PHONED IN TO SAY HE HAD TO TAKE HIS DOG TO THE VET.

j) It's a recipe for murder when the sinister Colonel Lamont dines with brilliant young scientist Stefan Ball. But which of his many enemies puts paid to Stefan's career on his own expense account? And who is the mysterious Henry Hungerford? Stefan won't be eating at Maximilien's again, but Holmes finds this menu very much to his taste, and presents the solution on a plate.

**Exercise 3. With the teacher fill in the table below, revealing the characteristics of formal and informal styles.**

Formal	Informal

**Vocabulary:**

Why are some English word considered to be more polite or refined, whereas others which mean the same thing are thought rude or vulgar?

English vocabulary comprises words taken from many languages, particularly Anglo-Saxon, French and Latin. In 1066 the Anglo-Saxon inhabitants of Britain were conquered by the French-speaking Normans. As French was the language of the ruling classes (and Latin the language of education), words derived from French or Latin have been considered more formal than those derived from the language of the Anglo-Saxons.

The table below compares relatively formal words of Latin / French origin with their less formal alternatives, many of Anglo-Saxon origin.

**Exercise 4. Supply the missing words.**

<b>Formal</b>	<b>Informal</b>	<b>Formal</b>	<b>Informal</b>
<u>Verbs</u> To depart To retain To cease To function To masticate To demonstrate To reside	To go          To seem To shorten To end To help To begin To want To get To free To eat	<u>Nouns</u> Carnivore Putrefaction Deficiency Vision Residence Respiration Somnambulist Comprehension Perspiration	Meat-eater
<u>Adverbials</u> Subsequently Principally	Next/later   So At first In the end	<u>Adjectives</u> Incorrect Amiable Vacant Insane Inexpensive	Wrong     Lively Better Childish Enough Whole Older

Phrasal verbs and single-word verbs

Killing a parrot (a true story)

**Exercise 5A.** *Mr. Lamprey and Mr. Pear are neighbors. Mr. Pear and his wife keep parrots. The noise made by the parrots has finally made Mr. Lamprey so angry that he has broken down the fence between their two gardens and strangled one of the parrots. You are the lawyer defending Mr. Lamprey, who is being sued by Mr. Pear for the damage done to his property. The following is how your client describes the events to you.*

“This has been going on for three years, ever since the Pears *came along* and brought their infernal parrots into the neighborhood. The noise of the birds *got on my nerves* from the very start so I did use to complain a bit. I **finally** *gave up hope* of *getting* used to it when in the middle of the night, I heard someone calling out my name. It was a trick he'd put one of his parrots up to, just to *wind me up!* In the morning I had it out with him, **but** he had the cheek to say that the bird wasn't saying my name at all, **and** it wasn't his fault if the bird's love call sounded a bit like “Herbert”.

“I didn't know what to do. I *talked it over* with my mates at work, who suggested I *get in touch with* the City Council **and** maybe *put in* a formal complaint. **So** I rang them up **and** they *put me through* to the Social Services. The woman there said she'd come and *check out* the parrots the next week, **but** she never *turned up*. **So** we *fixed up* another time, **and** she stood me up again. They kept on *putting it off* till one day, out of the blue, a bloke *showed up*. He left after five minutes, saying he'd *pass the matter on* to the Environmental Health Department.”

*Now you are speaking in court, before a judge and jury. Note that your account appears more concise and less emotive than your client's. Fill the blanks by replacing the phrasal verbs and phrases with get in the original (in italics) with a single-word verb selected from the list below. Put the verb into the appropriate tense.*

<i>lodge</i>	<i>irritate</i>	<i>despair</i>	<i>arrive</i>
<i>contact</i>	<i>refer</i>	<i>postpone</i>	<i>visit</i>
<i>become</i>	<i>discuss</i>	<i>provoke</i>	<i>investigate</i>
<i>connect</i>	<i>arrange</i>	<i>come</i>	

‘Ever since the Pears (1) \_\_\_\_\_ in the neighborhood three years ago my client, Mr. Lamprey, has been (2) \_\_\_\_\_ by the birds. He finally (3) \_\_\_\_\_ of (4) \_\_\_\_\_ accustomed to the noise the night that one of the birds started to call out his name. Mr. Pear would appear to have taught the bird to say the name “Herbert” with the sole intention of (5) \_\_\_\_\_ my client.

‘Having (6) \_\_\_\_\_ the problem with his colleagues, my client (7) \_\_\_\_\_ the City Council with a view to (8) \_\_\_\_\_ a complaint. The switchboard (9) \_\_\_\_\_ him to the Social Services Department, where a woman promised to (10) \_\_\_\_\_ the matter the following week. The woman never (11) \_\_\_\_\_. Another time was (12) \_\_\_\_\_, but again the woman failed to appear. In fact, this initial visit was continually (13) \_\_\_\_\_ until six months later, when a council officer finally (14) \_\_\_\_\_. After a brief inspection, the officer said he would (15) \_\_\_\_\_ the case to the Environmental Health Department.’

**Exercise 5B.** Now, reverse the process. The rest of the story is in your words. Read it, then complete Mr. Lamprey's more informal version by filling each gap with a phrasal verb selected from the list below, or with the verb *get*.

The prospect of another six months waiting *angered* my client. He told the council officer he was no longer prepared *to tolerate* the situation; **moreover**, he felt it was the Council's job *to restore* peace and quiet to the neighborhood. **Nevertheless**, in the twelve months that have *elapsed* since the officer came, the Council has *taken no further action*.

'Matters *deteriorated* **recently** when Mr. Pear's wife Dolores *entered the quarrel*. My client had previously *enjoyed good relations* with Mrs. Pear, **but** *all good will ended* when it *transpired* that Mrs. Pear had been phoning the police, *claiming* that the Lampreys had threatened to kill the birds.'

*make out*

*turn out*

*fall out*

*go by*

*bring back*

*join in*

*get on with*

*put up with*

*get*

'Well I don't mind telling you that I (1) \_\_\_\_\_ pretty angry. I told him that if he thought I was going to (2) \_\_\_\_\_ another six months of being messed about by the City Council and taunted by screaming parrots he had another think coming. I told him it was his job to (3) \_\_\_\_\_ peace and quiet to the neighborhood. Well, 12 months have (4) \_\_\_\_\_ now and the council hasn't (5) \_\_\_\_\_ anything done about it.

'Recently, things (6) \_\_\_\_\_ worse when Mrs Pear (7) \_\_\_\_\_ we used to (8) \_\_\_\_\_ her OK, but then we (9) \_\_\_\_\_ when it (10) \_\_\_\_\_ she was the one that kept phoning the police about us, (11) \_\_\_\_\_ we had threatened to kill the birds ...'

**Exercise 5C.** Look back at the connecting words in bold in the boxed parts of the story (beginning with 'so I did use to complain'). What is the difference between the connecting words in the formal speech and those in the informal spoken English?

**QUIZ: Formal vs Informal Vocabulary**

For each of the six questions choose the one correct answer.

1. Dear Mr Smith, We are sorry to \_\_\_\_\_ that...

- a) say you            b) let you know            c) inform you            d) explain you

2. Thank you for bringing this \_\_\_\_\_ to my attention.

- a) thing            b) matter            c) stuff            d) items

3. I am extremely \_\_\_\_\_ the service I received...

- a) dissatisfied with    b) dissatisfied from    c) cross about    d) cross for

4. Hi John, how's it going? \_\_\_\_\_ my holiday in Spain.

- a) I am writing to give you some details regarding...    b) I intend to describe...

- c) I want to tell you about...    d) I'd like to say you...
5. As you will see from my CV, I have \_\_\_\_\_ experience in this area.
- a) masses of    b) a considerable amount of    c) loads of    d) great
6. That's all for now. See you tonight! \_\_\_\_\_, Mary xxxx
- a) Yours faithfully    b) Yours sincerely    c) Best wish    d) Love

## **Grammar:**

### *Impersonal constructions*

One of the most common register mistakes made by inexperienced writers involves using too personal a manner in a piece of formal writing. A chatty style, characterized by the use of the words *I* and *you*, could be inappropriate and even offensive in a formal letter or a magazine article.

#### 1. ME, MYSELF, I

Everybody likes to talk about themselves, but when (for example) you're reviewing a film, you should be talking about the film and not about yourself.

**Exercise 6. Rewrite these three passages so that the writers are no longer talking about themselves.**

*Example:*

In my opinion, this is a highly amusing film. - *This is a highly amusing film.*

- a. I would say that the host place to spend an autumn afternoon in Paris is probably the Jardins de Luxembourg.
- b. The actress playing his lover is Juliette Binoche, and although I personally don't like her very much I must admit that her performance is very good.
- c. From my point of view, this guidebook is very helpful. It tells me about many little-known places and, as I'm not the kind of person who likes to be part of a crowd of tourists; I think this is the right guidebook for me.

#### 2. THE INFORMAL YOU

The way the word *you* is used in informal speech ('You should have seen it!' 'If you know what I mean') is not appropriate in formal writing. At best it sounds chatty and informal; at worst, disrespectful or even offensive. The word *you* points a finger at the reader. But the readers are not friends of yours, and you have no right to make assumptions about them. Consider the following sentence from a film review written by a student.

*The film is about what happens when you become middle-aged: you comb your hair over the bald patch; ...*

A man reading this will be offended because you accuse him personally. A woman might say you are talking nonsense. What the student meant was:

*The film is about what happens to **a man** when **he** becomes middle aged: **he** combs . . .*

***Who exactly are you referring to?***

***To yourself?***

This book convinces you of the advantages of vegetarianism, and after reading it you never want to eat a dead animal again.

*This book convinced **me** of the advantages of vegetarianism, and after reading it **I** never wanted to eat a dead animal again.*

***To a specific person or group of people?***

If your house is burgled, you can feel violated.

**Victims of a burglary** can often feel violated.

***Or to people in general?***

This film makes you meditate on the meaning of life and reconsider your attitude to religion.

This film makes **one** meditate on the meaning of life and reconsider **one's** attitude to religion.

(Use one only in formal written English, and don't use it to refer just to yourself.)

**Exercise 7. Rewrite the following sentences without using the word you, as if you were writing a fairly formal article or review in a newspaper or magazine.**

- a. If you marry now, in the '90s, you only stand half a chance of staying married for a lifetime.
- b. You easily forget how different life was 50 years ago.
- c. It's incredible when you hear about how much they spend on the army, especially when you think of all the poor and homeless people.
- d. The Happy Kitten Beginners Picture dictionary is a good way of improving your vocabulary.
- e. As you read this book, you gradually become less ignorant about what it is like to belong to an ethnic minority that suffers from racial discrimination and abuse.
- f. The open fire and the dogs roaming around the restaurant will remind you of home.
- g. This book tells you everything you need to know about banking.
- h. Focusing on the problems faced by working class people in the States today, this is a film that really makes you think.
- i. In my home town, you're always seeing violence in the streets, but you soon learn to turn a blind eye.
- j. In my country there are few jobs for school leavers, but when you're desperate you'll do anything to get ahead.

When the word *you* would sound unnecessarily direct and even aggressive, it can often be avoided by use of the passive.

*Example:*

You didn't send us the cassettes we ordered, and we've paid you for them.

*We have not yet received the cassettes, which were ordered and paid for.*

**Exercise 8. Rewrite the following sentences, replacing the personal construction with a passive.**

- a. What I don't like about your club is that you don't offer enough activities for your people.
- b. You must do something about these problems.
- c. If you want to keep your customers happy, you shouldn't break the promises you make in your brochure.

#### THE USE OF SIMPLE PAST AND PRESENT PERFECT IN BUSINESS LETTERS

**Try to choose the right options in the following letter.**

Dear Mr Jameson,

As you know, we **have bought/bought** two photocopiers from your company and been quite satisfied with their performance. We **have even recommended/even recommended** your photocopiers to our partner company. Recently, however, the standard of your maintenance service **has got/got** much worse. Our 230 CS photocopiers **have been installed/were installed** in 1999 and your maintenance service **has kept/kept** them in perfect working order. When there **has been/was** a breakdown, your company **has used to/used to** send a mechanic at 24 hour notice. Since March 2000 the situation **has become/became** worse and the mechanic promises to come in about 3 or 4 days and is unable to tell us when exactly he will be arriving. Last week he **has arrived/arrived** at 4 pm on Friday afternoon and our secretary **has been/was** unable to leave work until your man had finished.

Let me say that we are not satisfied with the quality of the services your company **has provided/provided** since last March. We **have already spoken/already spoke** with your mechanic about that, but there has been no change so far.

We look forward to hearing from you and hope that you can promise the immediate improvement in your maintenance services.

Yours sincerely,

#### Present Perfect Tense

In business letters we use Present Perfect

- **to describe finished actions that are important now (the exact time is not given)**

*Our firm has bought 2 PCs from your company and been satisfied with them.* (The firm still owns the PCs and is still satisfied)

- **to describe actions that represent new information to the recipient of the letter (the exact time is not given)**

*We have been recommended to your company by one of our clients.*

- **with time words, e.g. ever, never, before, recently, often, already, yet, since.**

*Our partner has already used your products.*

### **Simple Past Tense**

In business letters we use Simple Past

*- to describe finished actions, mostly with time expressions referring to a finished time, e.g. last Monday, last week, yesterday, a week ago etc. (the exact time is given)*

*We received your letter on 12 January.*

*Your technician arrived yesterday, but was unable to repair our fax machine.*

***never** is also used in sentences describing finished actions*

*The photocopiers we received in 2000 never worked correctly.*

### **Try one more:**

Dear Ms Whitcombe,

We **have received/received** your July shipment of ND 750 fax machines and a statement for 11,910 GBP, but noticed that several errors **have been made/were made** by your company.

1) Wrong type connecting cords **have been delivered/were delivered**.

2) Invoice No. XZ 9872 for 5,780 GBP **has been debited/was debited** twice.

3) You **have charged/charged** us 350 GBP for a delivery of 2 modems, invoice No. BT 4570, but we **have never ordered or received/never ordered or received** them. Could you check your delivery book?

4) The delivery **has been made/was made** on 23 January 2001 instead of 5 January 2001.

We would welcome the delivery of correct cords within 14 days. We **have also deducted/we also deducted** 6,130 GBP from your statement. We hope that such errors will not occur in the future. Otherwise our company would no longer be able to comply with the terms of the mutual contract.

Yours sincerely,

### **Exercise 9. REGISTER TRANSFER**

*Read the following piece of informal, spoken English in which someone describes a job advertisement to a friend, and then use the information in it to complete the numbered gaps in the job advertisement itself. Use not more than two words for each gap. The exercise begins with an example (0). The words you need do not occur in the informal, spoken English. See p. 6 for information and advice.*

‘There's an advert here in the paper for a job that might interest you. Maria. A young airline executive wants a Personal Assistant. The money's not bad - £1,300 a month – but the job's only temporary. The person who normally does the job is off for six months, having a baby.

‘Actually, the job sounds right up your street. You've only got to know how to use a word processor and be a bit of a linguist: they're asking for good English and at least one other European language. And you mustn't mind working overtime.

The other thing they say is that they want to give the job to somebody who's got "good interpersonal skills". I'm afraid that means being charming, sociable and articulate. (Never mind. I'm sure they'll accept a rude, sulky delinquent if she's good enough at bluffing her way through interviews!) Oh yes, and you've got to be good on the telephone.

If you're interested in the job, you've got to phone to get an application form. The woman you speak to will also be able to tell you more about it. Then you've got to fill out the form and send it off by the end of February, otherwise you'll be too late. Doesn't give us much time to work on your "interpersonal skills", does it?’

**RICHTHOFEN AIR**

*Personal assistant (based in Manchester)  
Fixed term contract  
Salary £1,300 per month plus paid overtime.*

A young airline executive (0) \_\_\_\_\_ **requires** a Personal Assistant for six months while the present postholder is on (1) \_\_\_\_\_.

The successful (2) \_\_\_\_\_ should have word processing (3) \_\_\_\_\_, a good (4) \_\_\_\_\_ of the English language and a keen interest in air travel. Fluency in one or more European languages is highly (5) \_\_\_\_\_, as is a willingness to work overtime.

The person (6) \_\_\_\_\_ would also be expected to (7) \_\_\_\_\_ good interpersonal skills and an excellent telephone (8) \_\_\_\_\_.

Application forms and (9) \_\_\_\_\_ information concerning the post are (10) \_\_\_\_\_ from Sue Murphy (phone 0171 606 9999).

(11) \_\_\_\_\_ application forms must be returned by February 28th. No applications will be (12) \_\_\_\_\_ after that date.

**Exercise 10.** *Nicole Renault works in Public Relations in Lille, where she shares a flat with Jane, an English secretary. Unfortunately, Nicole doesn't seem to understand the difference between a formal letter and a personal note: the result of her confusion may amuse her flat mate, but is likely to offend the important Japanese client. Work in pairs. Students A rewrite the note below as a letter and Student B rewrite the letter as a note. Then compare your pieces of writing with the original message.*

Mon. 10am

Miss Akiko Kurosawa,

Thanks for the letter. Actually, I've already got something on for Thursday – there's business lunch, and then I've got to go to the dentist – so I won't be able to meet you at the airport. But me and the others are dying to get to know you, so perhaps we could get together as soon as possible after you get here? Why don't we come over to your hotel at eight, and take you out for a bite to eat? Give us a ring and say if that's OK.

*Nicole Renault*

p.p. Jean Emar, Export Manager.

37 Rue du Vieux Faubourg  
59002  
Lille  
April 4th

Dear Jane,

I write with reference to your phone call of April 1st.

I sincerely regret that I shall be unable to be present at our shared residence at the moment of your return from your vacation: unfortunately, I have previous commitments, namely a luncheon engagement and a dental appointment.

Nevertheless, please allow me to assure you that not only myself but also a number of my colleagues are very much looking forward to obtaining more information concerning your recent travels and, in particular, concerning Adonis. In view of this, might I suggest a meeting at your earliest convenience? We could perhaps meet at 6pm for an aperitif in the Cafe des Sports, followed by dinner at one of the more inexpensive restaurants in town? I should be very grateful if you would phone 10 confirm.

I look forward to hearing from you.

Yours sincerely,

*Nicole*

### **Cohesion:**

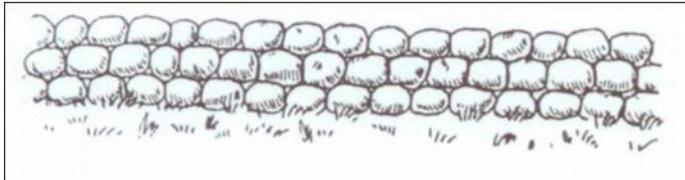
What is the difference between a pile of stones and a stone wall? between lines of words and a good piece of written English?

The answer to both these questions is **organization** and **cohesion**: the way things are ordered and joined together. Like a stone wall, a good piece of writing is carefully constructed and all the parts are properly linked not just put next to each other. Phrases are connected to form sentences; sentences are joined to make paragraphs; paragraphs are linked together to build a text.

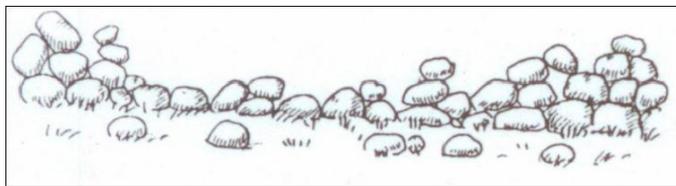
**Exercise 11.** *Here are two versions of a fable from Aesop, one well written and the other badly written. In terms of organization and cohesion, what four things does the good writer do that the other doesn't?*

A vixen<sup>1</sup> who had four young cubs was walking down a road one day when she met a lioness with her cub. The vixen started to boast about her family, saying that she had four cubs, whereas the poor lioness only had one.

'Only one.' replied the lioness, 'but he's a lion!'



A vixen was walking down a road one day and had four young cubs and a vixen met a lioness with a cub and a vixen started to boast about a vixen's family and said a vixen had four cubs and a lioness only had one cub and a lioness said a lioness only had one cub but one cub was a lion.



**Exercise 12A.** *A bed with a view*

*This is the first part of a story - but the narrative lacks cohesion. Each idea is written in a short, isolated sentence which does not connect to the sentence before or after it. Rewrite each one as a single sentence; sometimes it will be necessary to add a connecting word. Divide those six sentences into four paragraphs.*

- Mick and Keith were two bed-ridden old men. Mick and Keith were sharing a room in an old people's home.
- Mick had the bed next to the window. Mick used to describe in loving detail to his friend the children playing in the sunshine, the dogs running in the park and any really nasty street fights.
- Keith loved the descriptions. Keith soon became sick with jealousy.
- This went on for years. One night Mick was very ill. Mick called out, 'Please, Keith, ring for the nurse. I don't think I'll last the night.'
- His friend reached for the alarm. His friend thought, 'If he dies, I'll get the bed next to the window.'
- He ignored the calls. He pretended to be asleep.

**Your narrative will start like this:**

---

<sup>1</sup> vixen - female fox

Mick and Keith were two bed-ridden old men sharing a room in an old people's home.

**Exercise 12B.** *Here is the final paragraph of the story. Some of the words that contribute to the cohesion have been left blank. What are they? Write one word in each blank.*

Sadly, (1) \_\_\_\_\_ the morning, the nurse found Mick dead, (2) \_\_\_\_\_ she reassured Keith that he would soon have some more company. (3) \_\_\_\_\_ hearing this, Keith was quick to insist that it was his turn to have the bed by the window. (4) \_\_\_\_\_ first the nurses tried to tell him why it would be easier if he stayed where he was, but he became (5) \_\_\_\_\_ angry that they finally carried him across to the other bed. He lay still for a while, waiting to be alone. Then, as (6) \_\_\_\_\_ as the nurses had gone, he lifted himself up expectantly (7) \_\_\_\_\_ peered through the window - to see a solid brick wall.

### **Linking words:**

#### Conjunctions and sentence adverbials

A conjunction connects two clauses in the same sentence.

*I have been watching television **since** I got home at six o'clock.*

A sentence adverb (or adverbial phrase)

- can connect a sentence with another sentence.  
*I got home at six o'clock. **Since then**, I have been watching television.*
- can connect a sentence with the whole text.  
*... and then I went to bed. **All in all** I had a very, boring evening.*
- can signal the writer's attitude to what they are saying.  
***Frankly**, I wish I didn't have a television.*

The lists on the next pages group these words according to their function (for example, to indicate a relationship of time). Note that a few conjunctions can also be used as sentence adverbials. But note also that the practice of beginning a sentence with *and*, *but* or *or*, though common today - even among good writers - is often thought incorrect.

**Exercise 13.** *These sentences focus on the distinction between conjunctions, in the a sentences, and sentence adverbials. Using the lists on the next page, fill the gaps in the b sentences with a sentence adverbial, so that the two sentences have the same meaning. The first has been done as an example.*

#### *Time*

- 1a (conj) Silvia went for a swim *after* she had done her homework
- 1b (adv) Silvia did her homework. *Afterwards*, she went for a swim.
- 2a She was dying for a swim *by the time* she had finished studying.
- 2b She studied till midday. \_\_\_\_\_, she was thing for a swim.
- 3a *While* she was swimming, I continued to study.
- 3b I continued to study. \_\_\_\_\_, she was swimming.

*Reason and result*

- 4a The Addams live in a strange house, *so* they don't get many visitors.
- 4b The Addams live in a strange house. \_\_\_\_\_, they don't get many visitors.
- 5a *Since* she had promised to visit him, she went there the next day.
- 5b She had promised to visit him. \_\_\_\_\_, she went there the next day.

*Contrast and concession*

- 6a A lot of men are uncomfortable with Morticia, *even though* she has a sweet nature.
- 6b Morticia has a sweet nature. \_\_\_\_\_, a lot of men are uncomfortable with her.
- 7a The English eat potatoes, *whereas* the Chinese eat rice.
- 7b the English eat potatoes. The Chinese, \_\_\_\_\_, eat rice.

*Addition*

- 8a *Not only* does Marcel play the trumpet, *but* he can *also* juggle.
- 8b Marcel plays the trumpet. \_\_\_\_\_, he can juggle.

**Conjunctions (and prepositions):**

Most of the words in this table are junctions and join two clauses. The words marked (P), however, are prepositions, and are followed by either a noun or a gerund (-ing form).

<b>Time</b>	<b>Contrast,</b>	for	<b>Manner</b>
after	<b>Concession,</b>	in case	(just) as
after which	<b>Alternatives</b>	in view of the fact	as if
and	although	that	as though
as	apart from (P)	just in case	in a way
as long as	but	on account of (P)	like
as soon as	despite (P)	seeing as	much as
at which (point)	even if		
before	even though	<b>Purpose</b>	<b>Addition</b>
by the time	except that	in case	and
hardly	in spite of (P)	in order that	as well as (P)
no sooner	or	in order to	besides (P)
now (that)	much as	so	in addition to (P)
once	nor	so as to	not only
since	not that		
then	though	<b>Conditional</b>	<b>Giving examples</b>
till / until	whereas	as long as	For instance (P)
when	while	even if / if	For example (P)
whenever	whilst	on condition that	In particular (P)
while	yet	provided that	
		so long as	
<b>Result</b>	<b>Reason</b>	unless	
and	as	whether ... or	
and so	as a result of (P)		
(or) else	because of (P)		
otherwise	considering		
so that	due to		

The sentences below illustrate many of the linking words in the table. Note that many conjunctions can be used either in the middle of a sentence:

*I wouldn't have told the police **even if** I had known.* (sentences 1-9),

or at the beginning:

***Even if** had known, I wouldn't have told the police.* (sentences 10-12)

**Exercise 14. Complete the sentences by adding any appropriate word or phrase: note which conjunctions are used with commas in the examples.**

1. We are advised to do this exercise very
  - a. carefully, otherwise we will make a lot of \_\_\_\_\_.
  - b. carefully(,) while our teacher \_\_\_\_\_.
  - c. carefully, even though it looks \_\_\_\_\_.
2. My weeks in captivity weren't too
  - a. unpleasant(,) considering the terrible reputation of my \_\_\_\_\_.
  - b. unpleasant once I got used to \_\_\_\_\_.
  - c. unpleasant, even if the \_\_\_\_\_ was terrible.
3. The tigers ran away from the
  - a. Englishwoman *as if* she \_\_\_\_\_.
  - b. Englishwoman *the way* \_\_\_\_\_ run away from a \_\_\_\_\_.
  - c. Englishwoman *the moment* they saw \_\_\_\_\_.
4. Her Olympic gold medal was
  - a. remarkable, *through* many people \_\_\_\_\_.
  - b. remarkable, *not that* she didn't deserve \_\_\_\_\_.
  - c. remarkable *in view of the fact that* she had just \_\_\_\_\_.
5. His clothes smells of
  - a. Chanel Number 5, *just as* \_\_\_\_\_ had expected.
  - b. Chanel Number 5, *besides which* he had lipstick on his \_\_\_\_\_.
  - c. Chanel Number 5 *now that* he was going out with \_\_\_\_\_.
6. I'll look after your crocodiles while you're on
  - a. holiday *provided* that you look after \_\_\_\_\_.
  - b. holiday *as though* they were my \_\_\_\_\_.
  - c. holiday(,) *as well as* watering the \_\_\_\_\_.
7. I told him I had decided to break off our
  - a. engagement, *much as* I regretted losing \_\_\_\_\_.
  - b. engagement, *whereupon* he started to \_\_\_\_\_.
  - c. engagement, *so* he made me \_\_\_\_\_.
8. The FBI took the
  - a. photographs *so that* they could put pressure on \_\_\_\_\_.
  - b. photographs *in case* evidence against \_\_\_\_\_ was needed
  - c. photographs *in spite of* \_\_\_\_\_ asking them not to.
9. I've decided to do two hours of aerobics every
  - a. day *in order to* lose weight and \_\_\_\_\_.

- b. *day as soon as* I can afford \_\_\_\_\_.
- c. *day as long as* \_\_\_\_\_ comes with me.
10. a. *By the time* we arrived in Barbados, I was sorry I had \_\_\_\_\_.
- b. *No sooner* had we got to Barbados than I discovered \_\_\_\_\_.
- c. *Whenever* I return to Barbados, I am filled with \_\_\_\_\_.
11. a. *Hardly* had Ana entered the room when everyone started to\_\_\_\_.
- b. *As a result* of Ana's recent \_\_\_\_\_, everyone wanted to meet her.
- c. *Despite* her reputation, Ana didn't seem to \_\_\_\_\_.
12. a. *Not only* was their relationship happy, but it also produced \_\_\_\_\_.
- b. *Since* she has been with Bruno, she has forgotten \_\_\_\_\_.
- c. *So as* to celebrate their anniversary, they returned to \_\_\_\_\_.

### Sentence adverbials:

Sentence adverbials frequently appear at the beginning of a sentence, and are followed by a comma. Many of them can, however, be used in other positions. The numbers (2, 3, 4) in the table below indicate some of the other positions where the adverbial frequently appears. If no number is written, the adverbial normally appears in position (1). These are suggestions for guidance only and by no means a set of rules.

The following sentence will illustrate the 4 positions.

(1 )The snake (2)(3) ate the mouse(4).

- 1 Capital letter followed by a comma  
*In the meantime*, the snake was eating the mouse.
- 2 Mid position (before the verb), no comma.  
*The snake eventually ate the mouse.*
- 3 Mid position, in parenthesis (between two commas).  
*The snake, in the meantime, was eating the mouse.*
- 4 End position.  
*The snake has eaten 12 mice so far.*

Other notes:

F = formal

INF = informal

\* = when these adverbials are used in position 1, they are not followed by a comma.

<b>Time</b>	At the same time	More importantly	In other words (1,4)
After a while	Be as it may be	Moreover (F)	Rather
After that	Better still	Next	That is (to say)
Afterwards (1,2,4)	But*	On the top of that	To put it another way
As yet (1,4)	By comparison (1,3)	What is more	
At first (1,2,4)	By contrast (1,3) (F)		<b>Changing subject;</b>
At last (1,2,4)	By the same token	<b>Concluding;</b>	<b>referring to subject</b>
At once	Conversely (F)	<b>summarizing;</b>	Anyhow (INF)
At present (1,3,4)(F)	Despite this	<b>generalizing</b>	Anyway (INF)

At the moment	Equally (1,2)	all in all	As far is... concerned
At the same time	Even so	altogether	As for... / as to...
Before that / then	However (1,3)	as a rule	As regards
Beforehand	In comparison (1,3)	basically (1,2)	At any rate (1,3, INF)
By then / that time (1,3,4)	In spite of this	broadly speaking (1,3)	By the way(1,3, INF)
Earlier (1,4)	In the same way	by and large	Incidentally (1,3)
Eventually* (1,2,4)	Instead (1,4)	essentially (1,2)	Now for...
Ever since (1,3,4)	Likewise (1,2)	generally (1,2)	Regarding...
Finally* (1,2)	Mind you (INF)	in brief (1,3)	Speaking of...
First*	Nevertheless (F)	in conclusion (1,3)	Talking about... (INF)
From then on (1,4)	Of course (1,3)	in general (1,3)	That brings me on to ... (F)
Hitherto (1,4) (F)	On the contrary	in other words (1,3)	That reminds me (INF)
Immediately (1,2,4)	On the one hand	in short (1,3)	To turn to...
Initially (1,2,4)	On the other hand (1,3)	mostly (1,2)	With reference to (F)
In no time	Or*	on average (1,3)	
Instantly (1,2,4)	Similarly (1,2)	on balance (1,3)	<b>Cause &amp; effect;</b>
In the end (1,3,4)	Still	on the whole (1,3)	<b>reason &amp; result;</b>
In the meantime (1,3,4)	Then again	overall	<b>inference</b>
Lastly	Though (3,4)	so* (INF)	Accordingly (F)
Later on	True	then (3)	As a result
Meanwhile	Yet*	to some extent (1,3)	Because of this
Next*		to sum up	Consequently (F)
Now*	<b>Ordering points;</b>	ultimately (1,2)	For this reason
Previously (1,2,4)	<b>adding information</b>		Hence* (F)
Simultaneously	Above all	<b>Giving examples;</b>	if not
Since then (1,3,4)	Additionally	<b>focusing</b>	If so
So far (1,2,4)	Again	Among others (1,3)	In that case
Soon (1,2,4)	Also	For example (1,3,4)	Otherwise
Subsequently (1,2,4)	And* (INF)	For instance (1,3,4)	So* (INF)
Suddenly (1,2)	And then* (INF)	In particular (1,3,4)	That's why*
Then*	As we shall see later	Mainly (1,2)	Then* (1,3)
Until then (1,3,4)	As well (4)	Particularly (1,2)	Thus* (F)
Within minutes	As well as that	Primarily(1,2)	Therefore* (F)
	Besides	Principally(1,2)	
	Firstly / Secondly	Specifically (1,2)	
<b>Comparing &amp; contrasting; alternatives; concessions</b>	First of all		
Admittedly	Finally	<b>Reformulating;</b>	
All the same (1,3)	For one / another thing	<b>clarifying</b>	
Alternatively	Furthermore (F)	Actually (1,4)	
And yet*	In addition	At least	
	In the first place (F)	I mean (INF)	
	Lastly	Indeed	
		In fact (1,2,3)	

## Reference:

The use of words to refer back to things already mentioned or to refer forwards is a key area of cohesion.

Here are some of the devices that contribute towards reference.

### **DETERMINERS**

a, an, the (articles)

\* my, your, his, her, their, one's, its, our  
(possessive adjectives)

this, that, these, those (demonstrative adjectives)

## PRONOUNS

- \* I, you, one, etc.; me, her, it, etc. (personal)
- mine, yours, his, hers, its, theirs, ours (possessive)
- \* this, that, these, those (demonstrative) .
- \* who, which, where, when, that (relative)

### ***This and that***

Both *this* and *that* can be used to refer to something that has been mentioned before. *This* is preferred when talking about something you are close to (in time as well as space), while *that* refers to something more distant.

*Helen says she's fed up with her job. **This** doesn't surprise me.*

*Helen said she was fed up with her job. **That** was the last time I saw her.*

*This* but not *that* can be used to refer to something that has not yet been mentioned.  
*You 're never going to believe **this** – Helen's got a new job!*

### **Words that can be used as pronouns**

*My brothers are very successful, but **both** have a girlfriend problem. Kev hasn't got **one**, and Julian has **too many**.*

### **Words that can replace adverbs**

*I thought the atlas was on the bookshelf but I can't find it **there**.*  
*I used it on Saturday, but I haven't seen it **since then**.*

### **\*So**

*I'm not very tidy; I'll have to be **more so** in future.*  
*I don't believe my brother is especially clever, but he certainly thinks **so**.*

### **Ellipsis**

*They want me to join the army, but I'm not going **to**.* (i.e. to join the army.)  
*\*I don't think I'll be sent to prison, but I **might**.* (i.e. be sent to prison)

### **Repetition**

*\*Use Halo washing powder. **Halo** washes whitest.*

### **Synonyms and near-synonyms**

*I started reading a novel last night; at dawn, **the book** was still in my hands.*

### **\*General words**

*I first visited San Sebastian in '89, and I've loved **the city** ever since.*  
*The boys were being unnaturally helpful and polite. I wondered whether they were planning to trick me, but I kept **my suspicions** to myself.*  
*A man bumped into me in the market this morning. I thought nothing of **the incident** till lunchtime, when I found that my wallet had been stolen.*

### **The former and the latter**

*The former* refers to the first of two things or people mentioned while *the latter* refers to the second.

*Neither Reagan nor Bush could deny knowing about this plan: **the former** had thought it up, while **the latter** had actively supported it.*

## **He /she /they**

Compare the following sentences:

- a. *If you find a good teacher, could you give me **his** address?*
- b. *If you find a good teacher, could you give me **his/her** address?*
- c. *If you find a good teacher, could you give me **their** address?*

All the above sentences are grammatically correct, but: sentence **a** assumes that the teacher will be a man. As the systematic use of male pronouns to refer to either a man or a woman has negative consequences for women, this practice is now widely avoided.

Sentence **b** is a non-sexist alternative, but this style - and the usage *s/he* or *(s)he* - can be rather clumsy. Sentence **c** is another non-sexist alternative, less clumsy than **b**, and now in common usage.

*They* can be used to refer to one person.

*Someone knocked at the door, but when I opened it **they** had gone.*

*The next time I see a doctor, I'll ask **them** about your problem.*

*If any student wishes not to have **their** exam results sent to **their** home, could **they** please have a word with the school secretary?*

Alternatively, the problem can be avoided by using a plural noun.

*If any **students** wish not to have **their** exam results sent to **their** homes, could **they** please have a word with the school secretary?*

## **It**

These sentences, written by students, all include reference mistakes: they all use the word *it* inappropriately.

**Exercise 15.** *In each sentence, replace it with an appropriate word or words. They may not be pronouns: it might be appropriate to use repetition, a synonym or a general word.*

- a. Male employees in Japanese companies are usually willing to be sent to another branch, but Japanese women often refuse **it**.
- b. When democracy fails, the people's last weapon is civil disobedience. **It** means actions that disobey the authority of the state, for instance illegal demonstrations and refusing to pay taxes.
- c. There are one or two details I'm not entirely happy about. **It** concerns the office furniture and the heating.
- d. She spent years researching the causes of cancer. I think **it** is very necessary.
- e. I'm very satisfied with the atmosphere in the office, my workload and the salary, but I feel, however, that there are some ways in which **it** could be improved.
- f. Every beach in my country has "lifeguards in case you need **it**."
- g. Increasingly, a university degree is essential. For those who have **it**, there is plenty of work.

## Lesson 2. Business Letter format.

### Length:

All correspondence should be long enough to explain exactly what the sender needs to say and the receiver needs to know. You must decide how much information you put in the letter.

Consider the three examples of business letters below. They are written by different people in reply to the same enquiry from a Mr. Arrand about their company's products.

### *Letter #1*

<p><b>Too long</b></p> <p>There are a number of things wrong with this letter. Though it tries to advertise the products, and the company itself, it is too wordy. There is no need to explain that stores are buying in stock for Christmas – Mr. Arrand is aware of this. Rather than drawing attention to certain items he might be interested in, the letter only explains what he can already see, that there is a wide selection of watches in the catalogue covering the full range of market prices. In addition, the writer goes on unnecessarily to explain which countries the company sells to, to give its history, and to quote its rather unimpressive motto.</p>	<p>Dear Mr. Arrand,</p> <p>Thank you very much for your enquiry of 5 November which we received today. We often receive enquiries from large stores and always welcome them, particularly at this time of the year when we know that you will be buying in stock for Christmas.</p> <p>We have enclosed our winter catalogue and are sure you will be extremely impressed by our wide range of watches. You will see that they include ranges for men, women and children, with prices that should suit all your customers, from watches costing only a few dollars to those in the luxury bracket priced at several hundred dollars. But whatever price bracket you are interested in, we guarantee all our products for two years.</p> <p>Enclosed you will also find our price list giving full details of prices to the USA (inclusive of cost, insurance, and freight) and explaining our discounts, which we think you will find very generous and which we hope you will take full advantage of.</p> <p>We are always available to offer you further information about our products and can promise you personal attention whenever you require it. This service is given to all our customers throughout the world, and as you probably know, we deal with countries from the Far East to Europe and Latin America. This fact alone bears out our reputation, which has been established for more than a hundred years and has made our motto "Time for everyone" – familiar worldwide.</p> <p>Once again, may we thank you for your enquiry and say that we look forward to hearing from you in the near future.</p> <p>Yours sincerely,</p>
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## Letter #2

<p><b>Too short</b></p> <p>There are a number of problems with this letter:</p> <ol style="list-style-type: none"><li>1. It should have begun <i>Dear Mr. Arrand</i> and ended <i>Yours sincerely</i> as the writer knew Mr. Arrand's name from his letter of enquiry.</li><li>2. Neither the date nor the reference number of the enquiry is quoted.</li><li>3. Ideally, a catalogue about a company's products should be enclosed with a reply to an enquiry or indication of a website if the company has one.</li><li>4. When a catalogue is sent, attention should be drawn to items which might be of particular interest to the enquirer. New products should also be pointed out.</li><li>5. A price list should be included if prices are not given in the catalogue. Any discounts should be quoted and, if possible, delivery dates.</li></ol>	<p>Dear Sir,</p> <p>Thank you for your enquiry. We have a wide selection of watches which we are sure you will like. We will be sending a catalogue soon.</p> <p>Yours faithfully,</p>
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## Letter #3

<p><b>The right length</b></p> <p>Here is a more suitable letter. It is neither too short or too long. It provides all the relevant information Mr. Arrand might need, and draws his attention to some specific products which may be of interest to him.</p>	<p>Dear Mr. Arrand,</p> <p>Thank you for your enquiry of 5 November.</p> <p>We enclose our winter catalogue and a price list giving details of US prices, discounts and delivery dates.</p> <p>Though you will see we offer a wide selection of watches, may we draw your attention to pp. 23-28 and pp. 31-36, where there are styles we think might suit the market you describe. On page 25 you will find our latest designs in pendant watches, which are already selling well.</p> <p>All our products are fully guaranteed and backed by our worldwide reputation.</p> <p>If you need any further information, please, contact us. We look forward to hearing from you soon.</p> <p>Yours sincerely,</p>
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## Order and Sequence

<p>As well as containing the right amount of information, your letter should also make all the necessary points in a logical sequence, with each idea or piece of information linking up with the previous one in a pattern that can be followed. Do not make a statement, switch to other subjects, and then refer back to the point you made a few sentences or paragraphs before, as in the example. This letter is difficult to understand because there is no clear sequence or logical order.</p>	<p>Dear Sir / Madam</p> <p>We are interested in your security systems. We would like to know more about the prices and discounts you offer.</p> <p>A business associate of ours, DMS (Wholesalers) Ltd, mentioned your name to us and showed us a catalogue. They were impressed with the security system you installed for them, so we are writing to you about it. Do you give guarantees with the installations?</p> <p>In your catalogue we saw the Secure 15 which looks as though it might suit our purposes. DMS had the Secure 18 installed, but as we mentioned, they are wholesalers, while we are a chain of stores. We would like something that can prevent robbery and shoplifting, so the Secure 15 might suit us.</p> <p>How long would it take to install a system that would serve all departments? Could you send an inspector or adviser to see us soon?</p> <p>If you can offer competitive prices and guarantees we would put your system in all our outlets, but initially we would only install the system in our main branch.</p> <p>We would like to make a decision on this soon, so we would appreciate an early reply.</p> <p>Yours faithfully</p>
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<p>Here is a better version of the same letter, in which the ideas and information are in a logical order.</p>	<p>Dear Mr Jarry</p> <p>We are a chain of retail stores and are looking for an efficient security system. You were recommended to us by our associates, DMS (Wholesalers) Ltd, for whom you recently installed the Secure 18 alarm system.</p> <p>We need a system which would give us comprehensive protection against robbery and shoplifting throughout all departments, and the Secure 15 featured in your current catalogue would appear to suit us. However, it would be helpful if one of your representatives could visit us so that we can discuss details of the available systems.</p> <p>Initially we would test the system we select in our main branch, and, if it proves satisfactory, install it throughout our other branches. Our choice would, of course, be influenced by a competitive quotation and full guarantees for maintenance and service.</p> <p>Please reply as soon as possible as we would like to make a decision within the next few months.</p> <p>Yours sincerely</p>
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## **Planning:**

The way to make sure you include the right amount of information and in the right order is by planning. Ask yourself what the purpose of your letter is, and what response you would like to receive. Note down everything you want to include before you start writing, then read your notes to check that you have included all the necessary information, that it is relevant, and that you have put it in the right order. Here, for example, is the plan for the letter to Mr. Arrand (see above).

*1<sup>st</sup> para. Acknowledge enquiry*

*2<sup>nd</sup> para. Enclose catalogue, price list*

*3<sup>rd</sup> para. Draw attention to watches suitable for Arrand, and latest designs*

*4<sup>th</sup> para. Mention guarantees and reputation*

*5<sup>th</sup> para. Encourage further contact*

## **First paragraph**

The opening sentence or paragraph is important as it sets the tone of the letter and creates a first impression. Generally speaking, you would thank your correspondent for their letter (if replying to an enquiry), if necessary introduce yourself and your company, state the subject of the letter, and set out its purpose. Here are some examples of opening paragraphs:

- *Thank you for your letter of 8th March 2012, in which you ask...*
- *I write with reference to our telephone conversation yesterday regarding the above matter.*
- *We are writing in connection with...*
- *We are happy to inform you...*
- *We are sorry to have to remind you...*
- *Please accept our apologies for...*
- *With reference to your letter of 8 June, I ... .*
- *I am writing to enquire about ... .*
- *After having seen your advertisement in ... , I would like ... .*
- *I received your address from ... and would like ... .*
- *We/I recently wrote to you about ... .*
- *Thank you for your letter regarding ... .*
- *In reply to your letter of 8 May, ... .*

## **Middle paragraph**

The main part of your letter will concern the points that need to be made, answers you wish to give, or questions you want to ask. The contents of this part depend on the type of the letter that you are writing (this is going to be the topic of later units). In the middle paragraphs planning is most important to make sure your points are made clearly, fully, and in a logical sequence.

While writing the body of the letter it is necessary to observe some rules:

- Be clear about your goal and communicate it
- Explain what you want the person receiving it to do
- Explain the benefits for responding as requested
- Establish credibility and show respect for the reader
- Choose an appropriate communication method.

Below each is explained in more detail.

Tip 1: Be clear about your goal and communicate it

First, you must know your goal in writing to someone. What are you trying to achieve by the communication?

- Do you want someone to do something for you?
- Do you want them to take a specific action in response to your message?
- Do you want to pass along information where the receiving person does not need to reply?
- Do you want to discuss a subject and exchange views with someone else?

State your goal clearly in your message.

Example: Writing to a stranger when you want them to do something for you.

Bad Example: This e-mail was received recently (the spelling and the original punctuation have not been corrected or changed):

*Hi I 'm looking for some information about managing change. What this?How it works?Could you also give me some examples about that topis and a small texr dealing about that? Thanks in advance.*

Does that message inspire someone to help? It was responded to at all!

Good Example: someone who explained clearly what they wanted and their reasons for asking for something:

*Dear Barbara and Michael,*

*I was looking at your website and thought you might be interested in submitting an article, 500-700 words, for our new online newsletter, Working Spirit: for those of us who are unwilling to "leave our souls in the parking lot" during the work week.*

*The first issue of Working Spirit is slated to be delivered to over 10,000 CEOs, managers and HR people in corporations all over the country in early September. We intend to introduce principals of spirituality and values-based management techniques to CEOs, HR people, and other corporate professionals. Suze Orman is the featured interview for the first issue.*

*Working Spirit is produced by Brush Dance, Inc. We are a leading publisher of greeting cards, journals, calendars, and gift items for the Mind, Body, Spirit community. Currently, Brush Dance products are sold in 2,000 stores throughout the United States, including national outlets such as Barnes & Noble (our cards are the number one seller in Barnes and Noble nationwide), Bed Bath & Beyond, Whole Foods, Papyrus and Borders.*

*I hope to hear from you soon regarding the newsletter and article possibilities. Perhaps you'd like to exchange links as well.*

*Sincerely,*

*Randy Peyser Editorial Director, Brush Dance, Inc.*

#### Tip 2: Explain what you want the person to do

In the bad example, the writer stated what they wanted. However, the topic "managing change" is so large and the message so poorly written that it did not inspire to take any action at all. It is similar to many requests that are gotten and stay unanswered.

In the good example, the writer clearly states what they would like us to do — write an article and respond to the e-mail message.

In addition, they specified the size of an article, the intended audience and gave information about the timing of their first issue. That provides more detailed information so we can better evaluate whether we can do what they ask.

#### Tip 3: Explain the benefits for responding as requested

In the bad example, no explanation was given about any benefits to us for responding.

In the good example, the writer provided information about the intended audience of their newsletter and how many people it would reach. In addition, the subject matter is one that we are interested in, which the writer clearly referenced. The benefit to us was implied — a larger audience for a subject we support.

#### Tip 4: Establish credibility and show respect for the reader

In the bad example, no credibility was attempted. Because it was so poorly written, the writer has no credibility with us. Nor did they respect our time by sending a message that was already answered by our website's Frequently Asked Questions page.

In the good example, the writer provided information about their job function, the company behind the newsletter, their other products and services, their audience and their distribution outlets. He showed respect by taking the time to make sure we were interested in his subject.

In any business communication, be careful about spelling, grammar and punctuation. Errors in typing are much more tolerated in e-mail messages than in business letters, because people usually understand they are written quickly. However, be aware that many people are offended by sloppiness so always re-read your message before sending it.

#### Tip 5: Choose an appropriate communication method

E-mail is quickly replacing formal business letters in many situations because of the faster turn-around time. When writing to strangers, the techniques described above apply equally to e-mail or to formal business letters. When writing to someone you don't know, take the time to compose your message as you would a formal business letter for greater effectiveness.

## **Final paragraph**

At the end of your letter, if it is a reply, and you have not done so at the beginning, you should thank your correspondent for writing. If appropriate, encourage further enquiries or correspondence, mentioning that you look forward to hearing from them soon. You may want to restate briefly one or two most important points you made in the main part of your letter. Here are some examples of final paragraphs:

- *If you require any further information, feel free to contact me.*
- *I look forward to your reply.*
- *I look forward to hearing from you.*
- *I look forward to seeing you.*
- *We look forward to a successful working relationship in the future.*
- *Should you need any further information, please do not hesitate to contact me.*
- *Once again, I apologize for any inconvenience.*
- *We hope that we may continue to rely on your valued custom.*
- *I would appreciate your immediate attention to this matter.*
- *Your prompt reply would be appreciated.*

## **Simplicity:**

Commercial correspondence often suffers from an old-fashioned, pompous style of English which complicates the message and gives readers the feeling that they are reading something written in an unfamiliar language. In the letter below, all the writer is trying to do is explain why he delayed paying his account but, because of the style, it is too long and is difficult to understand.

Dear Sir / Madam

I beg to acknowledge receipt of your letter of the 15th inst. in connection with our not clearing our account, which was outstanding as of the end of June.

Please accept our profuse apologies. We were unable to settle this matter due to the sudden demise of Mr Noel, our Accountant, and as a result were unaware of those accounts which were to be cleared. We now, however, have managed to trace all our commitments and take pleasure in enclosing our remittance for £2,120, which we trust will rectify matters.

We hope that this unforeseen incident did not in any way inconvenience you, nor lead you to believe that our not clearing our balance on the due date was an intention on our part to delay payment.

We remain, yours, etc ...

Here is the simpler version of the letter. Mr. Aldine will be satisfied with it because it tells him – simply and clearly – what he wants to know. First, his customer uses his name. Second, he has apologized. Third, Mr. Aldine knows his was not the only account that was not paid when due, and knows why. Finally, he has his check.

Dear Mr Aldine

I am replying to your letter of 15 July asking us to clear our June balance.

I apologize for not settling the account sooner, but due to the unfortunate death of Mr Noel, our Accountant, there have been delays in settling all of our outstanding balances.

Please find enclosed our cheque for £2,120, and accept our apologies for any inconvenience.

Yours sincerely

**Courtesy:**

Your style should not, however, be so simple that it becomes rude like in the following example.

Dear Mr Rohn

I've already written to you concerning your debt of £1,994. This should have been cleared three months ago. You seem unwilling to co-operate in paying us. We'll sue you if you do not clear your debt within the next ten days.

Yours, etc.

In the version of the same letter notice the stylistic devices that are used to make it more polite: complex sentences, joined by conjunctions, rather than short sentences; the use of full rather than abbreviated forms; and the use of passive forms and indirect language that avoid sounding aggressive.

Dear Mr Rohn

I refer to our previous letter sent on 10 October in which you were asked to clear the balance of £1,994 on your account, which has been outstanding since July. As there has been no reply, I shall have to consider handing over the matter to our solicitors.

However, I am reluctant to do this and am offering a further ten days for the account to be settled.

Yours sincerely

## Idioms and Colloquial Language

It is important to try to get the right ‘tone’ in your letter. This means that you should aim for a neutral tone, avoiding pompous language, on the one hand, and language which is too informal or colloquial, on the other.

You may set the wrong tone by using the wrong vocabulary or idioms, or using short forms inappropriately. Here are a few examples together with a preferred alternative.

### Inappropriate form

*You’ve probably guessed*

*You’ll get your money back*

*Prices are at rock bottom*

*Prices have gone through the roof*

### Preferred alternative

*You are probably aware*

*The loan will be paid*

*Prices are very low*

*Prices have increased rapidly*

On the whole, it is better to avoid using colloquial language or slang. Apart from the danger of being misunderstood if your correspondent’s first language is not English, they may think you are being too familiar.

## **Remember:**

### **Informal**

He’s going to the dance tonight.

George received the letter.

She wore the hat I gave her.

You want to go to the park?

Please don’t smoke.

You must follow these guidelines.

### **Formal**

He is going to the dance tonight.

George has received the letter.

She wore the hat that I gave her.

Do you want to go to the park?

Please refrain from smoking.

You must adhere to these guidelines.

### **Comments**

no contractions

use the present perfect more often

keep the relative pronoun ‘that’

do not delete words

## Clarity:

Your correspondent must be able to understand what you have written. Confusion in correspondence often arises through a lack of thought and care, and there are a number of ways in which this can happen.

## Abbreviations and Initials

Abbreviations can be useful because they are quick to write and easy to read. But both correspondents need to know what the abbreviations stand for.

The abbreviations CIF and FOB, for example, are incoterms which mean, respectively, Cost, Insurance and Freight and Free On Board. But can you be sure that your correspondent knows that *p&p* means *postage and packing*?

There are universal, international abbreviations accepted in correspondence worldwide:

PLC – Public Limited Company (GB)	Rd – Road
Ltd – Limited	St – Street
Corp. – Corporation (US)	Ave – Avenue
Inc. – Incorporated (US)	Sq. – Square
UN(O) – the United Nations Organization	# - Number (US)
GATT – General Agreement on Tariffs and Trade	No – Number (GB)
CEO – Chief Executive Officer	p.p. – per pro (on behalf of)
VAT – value added tax	Enc(l). – enclosures
FYI = For Your Information	c.c. – carbon copy
P&L = Profit & Loss account / statement	Attn (of) – Attention of
KPI = Key Performance Indicators	c/o – care of
RRP = Recommended Retail Price	
CFR - cost and freight	
COD - cash on delivery	
pdd - probable date of delivery	

### **Numbers:**

Sometimes the use of figures instead of words can create problems. For example, it is better not to use figures for the months in the dates: 11.03.12 means 11 March 2012 in British English, where the sequence is *day-month-year*, but 3 November 2012 in American English, where the sequence is *month-day-year*. It is acceptable to write the date with or without the abbreviations *-th* and *-nd*, e.g. *24<sup>th</sup> October* or *24 October*, and to transpose the date and the month, e.g. *October 24*.

Another tricky thing with numbers is decimal point. In British and American usage it is a full stop, but a comma is used in most continental European countries. So, a British or American person would write 4.255, whereas a French person would write 4,255 (which to a British or an American person would mean *four thousand two hundred and forty-five*).

So, how do you express numbers in your writing? When do you use figures (digits) and when do you write out the number in words (letters)? There are eight general rules:

1. If there is a possibility of confusion, write the expression in both figures and words.
2. Spell small numbers out such as whole numbers smaller than ten. Any one-word number should be written out; two-word numbers should be expressed in figures. That is, you should write out *twelve* or *twenty*, but *24*.
3. Don't start a sentence with a numeral. Make it "Fourscore and seven years ago," not "4 score and 7 years ago." That means you might have to rewrite some sentences: "Fans bought 400,000 copies the first day" instead of "400,000 copies were sold the first day."
4. Centuries and decades should be spelled out. Use the Eighties or nineteenth century.
5. Percentages: with everyday writing and recipes you can use digits, like "4% of the children" or "Add 2 cups of brown rice." In formal writing, however, you should spell the percentage out like "12 percent of the players" (or "twelve percent of the players").
6. If the number is rounded or estimated, spell it out. Rounded numbers over a million are written as a numeral plus a word. Use "About 400 million people speak Spanish natively," instead of "About 400,000,000 people speak Spanish natively."
7. Two numbers next to each other: it can be confusing if you write "7 13-year-olds", so write one of them as a numeral, like "seven 13-year-olds". Pick the number that has the fewest letters.

8. Ordinal numbers and consistency: don't say "He was my 1st true love," but rather "He was my first true love." Be consistent within the same sentence. If my teacher has 23 beginning students, she also has 18 advanced students, not eighteen advanced students.

### **Prepositions:**

Special care should be taken when using prepositions. There is a big difference between:

*The price has been increased **to** \$450.00,*

*The price has been increased **by** \$450.00, and*

*The price has been increased **from** \$450.00.*

### **Accuracy:**

Careless mistakes in the letter can give readers a bad impression. Spelling, punctuation and grammar should all be checked carefully. Use the correct titles in the address and salutations. Spell your correspondent's name correctly. Quote all the references, prices and measurements correctly. Make sure that you enclosed or attached the right documents.

**Exercise 1. Typical sentences: sort out the jumbles words below to make six sentences typical of business correspondence. Add capital letters and punctuation as necessary.**

1. grateful/ soon/ a/ as/ we/ for/ would/ possible/ reply/ as/ be
2. for/ find/ please/ check/ \$49.50/ a/ enclosed
3. further/ please/ if/ us/ information/ you/ any/ contact/ need
4. april/ your/ you/ letter/ thank/ 5/ of/ for
5. you/ we/ forward/ to/ from/ look/ hearing
6. pleasure/ price list/ enclosing/ have/ a/ catalogue/ our/ I/ spring/ and/ in

**Exercise 2. Courtesy: rewrite the following request for payment in a more polite form.**

Dear Sir

You have owed us £567.00 since February, which means you haven't paid us for three months.

We have written to you twice and you haven't bothered to answer us, yet you've been a customer for years. Anyway, we're not going to put up with this, so if you don't tell us why you haven't paid, or send the money you owe us in ten days, we'll sue you. After all, we've got bills to pay too, and besides we explained our rules for giving credit, i.e. payment on due dates, some time ago.

Yours, etc.

R. Lancaster (Mr)

**Exercise 3. Summarizing:** below is a reply to the letter in task 18. It was opened by Mr. Lancaster's secretary, who saw straight away that the letter is wordy and contains a lot of irrelevant information. Pretend you are a secretary and write Mr. Lancaster an e-mail summarizing the letter's contents. Try to make your summary no longer than seventy-five words.

Dear Mr Lancaster

I am writing to you in reply to your letter dated 9 May, which we received on 10 May, in which you reminded us of our outstanding balance, which now amounts to the sum total of £567.00.

I should like to offer my humblest apologies for our failure either to settle the account, or to reply to your two previous communications. However, I feel that I must explain the cause. We have been the unfortunate victims of a tragedy. Two months ago, our premises were almost completely destroyed by fire. Although I am happy to report that we sustained no casualties, all our records, stock, orders ready for despatch and so on, were consumed by the flames.

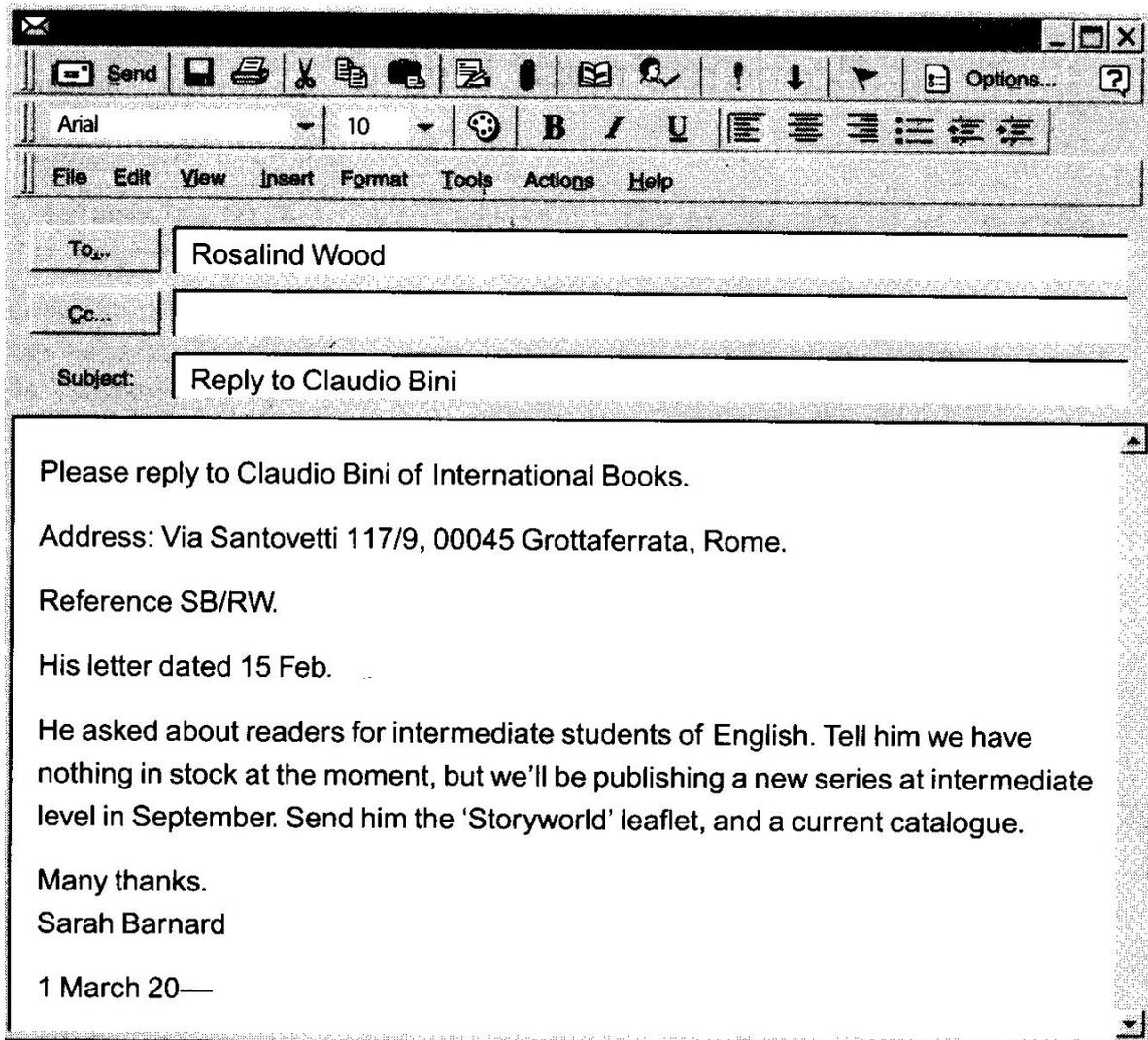
Now, at last, our fortunes are beginning to rise again, and our insurance company will shortly be releasing funds to facilitate our recovery. Let me assure you that you will be remunerated in full as soon as possible. In the interim, I would be grateful if you would accept a small sum towards the settlement of our account, with my personal promise that the remaining amount will be forwarded to you as soon as it becomes available.

Please find enclosed a cheque for the sum of £55.00, and once again, I beg you to accept my deepest apologies for any inconvenience caused.

Yours sincerely

**T. D. Games (Mr)**

**Exercise 4. Basing a letter on notes:** below is an e-mail from Sarah Barnard, Sales Manager of Barnard Press to Rosalind Wood, her secretary. Follow the instructions in the e-mail, and write a letter of reply, setting it out in the spaces provided on the opposite page.





Barnard Press Limited

183-7 Copwood Road  
North Finchley  
London N12 9PR  
Telephone: +44 (0)20 8239 9653  
Facsimile: +44 (0)20 8239 9754  
Email: [barnards@barnardpress.co.uk](mailto:barnards@barnardpress.co.uk)  
[www.barnardpress.co.uk](http://www.barnardpress.co.uk)

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## BUSINESS LETTER FORMAT

Another important issue about writing business letters is knowing how to format them correctly.

The main formats for business letters in the US are called *full block format* and *modified block format*.

- Full block format means that all the elements of the letter are left-justified so that the start of each line is at the left-hand margin. This is the more formal style, so use it if you're unsure which to go for.
- Modified block format means that some elements of the letter are shifted over to the right. Nowadays, this style is appropriate in most contexts.

Here's a full block format letter:

123 Acacia Avenue  
Portland, OR 97205

July 21, 2008

Mr. Bob Jones  
Widgets Inc.  
987 Straight Road  
Springfield, OR 97477

### Full block format

Dear Mr. Jones:

#### REQUEST FOR JOB APPLICATION PACK

I am writing to ask for a job application pack for the role advertised on your website.  
Please find my address details above.

Thank you for your time.

Yours faithfully,

*Tom Smith*

Tom Smith

And a modified block format one:

123 Acacia Avenue  
Portland, OR 97205

July 21, 2008

Mr. Bob Jones  
Widgets Inc.  
987 Straight Road  
Springfield, OR 97477

## Modified block format

Dear Mr. Jones:

### REQUEST FOR JOB APPLICATION PACK

I am writing to ask for a job application pack for the role advertised on your website.  
Please find my address details above.

Thank you for your time.

Yours faithfully,

*Tom Smith*

Tom Smith

As is seen from the above examples, the basic features of a simple business letter are:

1. Sender's address
2. Date
3. Inside address
4. Salutation
5. Subject
6. Body of the letter
7. Complementary close
8. Signature
9. Enclosures

Let's consider each part closely.

1. **Sender's Address** (also known as "your address", or "return address").

Your return address should be positioned:

- On the left-hand side if you're using full block format
- On the right-hand side (tab across, rather than right-aligning) if you're using modified block format.

(Note that this applies when using standard plain paper. If you have **letter headed** paper, you should omit sender's address.) Punctuation is rarely used in addresses these days. For abbreviations use in the addresses see below.

## 2. The Date

Directly beneath your address, put the date on which the letter was written:

May 15, 2012

You can use contracted forms for the names of the months which are universal: Jan, Feb, Apr, Sept, Dec, etc.

To avoid any confusion, especially if you are writing to a business abroad, it is best to put the date in word rather than number form (see Unit 2).

The date should be positioned on the left-hand side, for full block format **and** for modified block format.

## 3. Inside Address (Recipient's Address)

Beneath the date, you should put the name and address of the person you're writing to, just as it would appear on the envelope. If you're using a window envelope, this should be aligned on the page to show through the window – but even if it won't be visible until the letter is opened, it should still be included.

If you know the name of the person you are writing to, write it as the first line of the address. Include the person's initials, or the first name and the title or position in the company:

*Mr. J. Rocks, Manager*

*Dr. E. Smith*

*Prof. R. Jones*

If you don't know the name of the person you are writing to, but know their job title, you can use that:

*The Sales Manager*

*The Finance Director*

An alternative to including the recipient's name or job title in the address is to use an **attention line**:

*Huston Hightech Inc.*

*59, Green Ave*

*Chicago, Illinois*

*USA*

*Attention of Mr. T. Reed*

You can use the name of the company in the first line if you address the letter to the company directly or you know nothing about it:

*Compuvision Ltd*

*SP Wholesalers PLC*

*F. Lynch & Co. Ltd*

Alternatively, you can address your letter to a particular department of the company:

*The Sales Department*

*The Accounts Department*

You can also address the letter to the secretary of the company if you are not sure who deals with your matter:

*The Secretary  
Black and Co. Inc.*

Sometimes you may need to write a letter to a person whose address you don't know, but you know that he cooperates with a certain company. In this case you should use the abbreviation *c/o* (meaning "care of") under the name of the company:

*Mr. E. Black  
c/o Western Wheat Co. Plc  
64 Dawning Rd  
Portland, Oregon  
USA*

Order of inside address:

After the name of the person and / or the company receiving the letter, put:

- Name of house or building
- Number of building and name of street, avenue, road, etc.
- Name of town/ city and postcode
- Name of country

The recipient's name and address should be positioned on the left-hand side, for **both** formats.

#### **4. Salutation**

*Dear Sir* opens a letter to a man whose name you don't know.

*Dear Sirs* is used to address to a company (In American English use *Gentlemen*).

*Dear Madam* is used to address to a woman (single or married) whose name you don't know.

*Dear Sir or Madam* is used to address a person when you do not know their name or sex.

When you know the person you are writing to, use the title and the surname: *Dear Mr. Smith*. If you know the person very well, it is possible to address by first name: *Dear John*.

In British English a comma is usually used after the salutation (*Dear Mr. Smith,*); in American English a colon is more usual (*Dear Mr. Smith:*).

#### **5. Subject**

Optionally, you may wish to include a subject for your letter. This is becoming more common, perhaps as people have become used to the subject lines of emails. If you do put a subject line, it should be in uppercase, directly below the "*Dear name:*" It provides a further reference, saves introducing the subject in the first paragraph, immediately draws attention to the topic of the letter.

The subject (if you include one) should be left-aligned for full block format, but can be either left aligned or centered for modified block format.

## 6. Body of the letter

The text of the letter should have:

- Single-spacing between lines
- A blank line (NOT an indent) before each new paragraph.

As a rule, a letter consists of three parts: introduction, main part and conclusion.

Introduction makes 1-2 sentences in which you point the reason of writing the letter, make reference to the former correspondence or telephone conversation, or express your attitude to the subject of the letter (see Unit 2 for useful expressions).

In the main part of the letter it is better to touch upon only one issue, as different departments can deal with different issues that you include in the letter.

The letter should be clear, brief, polite and friendly. Before writing it's better to work out a plan and make a draft. Avoid repetition, unnecessary details and extra, unimportant information. Be logical, use transition words (see Units 1 and 2).

If your letter includes several pages, they should be numbered; and if you use letter headed paper, use it only for the first page – the rest should be written on plain paper.

In the conclusion, the author summarizes the idea, expresses his expectations regarding the subject of the letter and points the actions he expects from the recipient (see Unit 2 for useful expressions).

## 7. Complementary Close

After the body of text, your letter should end with an appropriate closing phrase and a comma. There are certain correlations between the salutation and the closing:

Dear Sir / Sirs, Dear Madam, Dear Editor / Sales Manager /

Professor

Yours faithfully

Dear Mr / Mrs / Ms White,

Yours sincerely

Gentlemen ,

Yours truly

Dear Ronald,

Best wishes / Sincerely

Dear Elizabeth,

Cordially / Regards

The safest option is “Yours faithfully” (when you don't know the name of the person to whom you are writing, i.e. when you began “Dear Sir/Madam”) or “Yours sincerely” (when you do know their name). If you are already acquainted with the recipient, it may be appropriate to use a phrase such as “Best regards”, “With warmest regards”, or “Kind regards”.

The closing should be:

- Left-aligned for full block format
- On the right (tab across so it matches up with your address) for modified block format. Americans tend to close even formal letters with *Yours truly* or *Truly yours*.

No matter which variant you choose, avoid closing with old-fashioned phrases, e.g. *We remain yours faithfully*, *Respectfully yours*.

## 8. Signature

Put several blank lines after the “Yours sincerely,” or “Yours faithfully,” then type your name. Always type your name and the job title below your hand written signature.

e.g.: *Yours sincerely*,

*(Signature)*

*M. Green, HR Officer*

Your name and signature should be:

- Left-aligned for full block format
- On the right (tab across so it matches up with your address) for modified block format.

### 9. Enclosures

If there are any documents enclosed with a letter, although these may be mentioned in the body of the letter, it is also common to write *Enc(l)*. below the signature block. If there are a number of documents, these can be listed:

*Enc.*

*Bill of landing (3 copies)*

*Insurance certificate (1 copy)*

*Certificate of origin (1 copy)*

*Bill of exchange (1 copy)*

When copies are sent to people other than the named recipient, *c.c.* is added:

*c.c. Mrs Poole & Jackson Ltd, Solicitors*

The final mark that is usually done on the envelope is the peculiarity of the letter. It is usually done in the up right corner under the stamp:

EXPRESS (DELIVERY)

URGENT

REGISTERED

POST RESTANT/ TO BE CALLED FOR

PRIVATE

(STRICTLY) CONFIDENTIAL

**QUESTIONER: Use the list of word choices to answer the following questions.**

salutation	closing	signature
date	complimentary	inside address
return address	writers typed name	body

1. \_\_\_\_\_ is the place for the writer to handwrite their name.
2. The recipient's name, company name, and address are called the \_\_\_\_\_.
3. The purpose of the letter is included in the \_\_\_\_\_.
4. Yours truly, is an example of a \_\_\_\_\_.
5. The last line in a business letter is the \_\_\_\_\_.
6. The \_\_\_\_\_ is when the letter is written.
7. The \_\_\_\_\_ is the address of the letter writer.
8. Dear Mr. Johnson is a \_\_\_\_\_.

**Exercise 5. Choose the appropriate Greeting and Closing for each inside address below.**

- |  |   |
|--|---|
| 1. The Manageress<br>Restaurante Buena vista<br>Mar Bella<br>Mexico<br>Dear _____<br>Yours _____ | 3. Western Computers Corp.<br>17 king Towers<br>Hong Kong<br>_____<br>_____ |
|--|---|

2. Prof. John Harrison  
Feets College  
33 Hanover Street  
Glasgo EH5 7LM  
GB

---

---

4. Ms tutor  
New Business Consultants  
Ave de la Conquista 367  
Mexico, DF

---

---

**Exercise 5. Correct the errors in the letter layout.**

**ORIENTAL TRADING COMPANY LTD**  
526 Hatton Avenue, Singapore,  
Tel. 376098; Telex 6758

Mr Ronald Hock, Managing Director,  
The Western Wheat Co. Plc,  
64, Darwin Road, Liverpool, NW16,  
England

2nd february, 1999

Dear Sir

We thank you for the hospitality provided to Mr. Cruss and myself during our visit to your company. We are satisfied with the results of the talks we had at the headquarters of Western Wheat Co. Plc. and hope our relations will continue to the mutual benefit of our companies.

I hope I shall have an opportunity to return your hospitality during your visit to Singapore.

Cordially,  
General Manager  
J. Long

**Exercise 6. You are given introductions and conclusions of the letters. Match the pairs and put them into the letters (1-4).**

1. We are looking forward to hearing from you soon.
2. We acknowledge with thanks receipt of your letter of September 23.
3. We are interested in the automobiles manufactured by your company and advertised in the latest issue of The Driver.
4. We have taken steps to ensure that this will not occur again.
5. Further to our telephone conversation yesterday, I am writing to confirm our order for 10 printer machines Epson LX-100.
6. I am writing to inform you about some alterations In the arrangements for your visit to our company.
7. Thank you for your help.
8. Could you please confirm if these arrangements are acceptable. I am looking forward to seeing you at the headquarters of G.R.F.

*Letter #1*

Dear Ms Drake

.....

I am afraid I will not be able to meet you myself at the airport due to urgent talks with our suppliers. So I am sending my personal assistant, William Reck. He will meet you and take you to your hotel. Owing to the unforeseen meeting with the suppliers our meeting at the headquarters of G.R.F. is postponed for two hours. The rest of your itinerary remains without any changes.

.....

Yours sincerely

*Letter #2*

Dear Sir,

.....

We very much regret that through a typing error the flight number was indicated in the confirmation of the reservation as AF-333 instead of AF-334. We thank you for pointing out this mistake to us.

.....

Yours faithfully,

*Letter #3*

Dear Sir

.....

Please send us your latest catalogues and price lists for the latest models. We would be much obliged if we could have them by return.

.....

Yours faithfully

Dear Mr Duck

.....

We agree to the prices and terms of payment stated in you price list. I would be grateful if you could deliver them within 20 days.

.....

Yours truly

**Exercise 7. Checking Written Work:** *The spellchecker on your computer won't help with the mistakes in this letter. Choose the right word from each pair.*

Dear Chris

Sorry I couldn't right/write before. I've been off work with flu/flew and I have never felt so ill in my-live/life! I still feel really weak/week. For the first too/to/two days, I had a terribly sore/soar throat and I thought I was going to loose/lose my voice. Jane said at least it would/wood be nice and quite/quiet in the house! She tried to wring/ring you but she couldn't get threw/through/thorough. Was there/their a problem with your phone? Perhaps we can meat/meet next weekend. Would you like to come to diner/dinner on Sunday?

Love

Angela

**Exercise 8.** *There are four kinds of mistake in the following text, and there are three of each kind: three spelling mistakes, three mistakes with verb forms, three grammatical mistakes and three cases with the wrong word.*

According to an article I readed in the newspaper, actually in Britain there is a new fashion for afternoon tea. Of course, this is not really a new trend, but an old tradition that is becoming more popolar again. I was interesting in these informations because before I came to Britain, I thinked that it was normal for everyone to have tea at 5 o'clock, but when i got nere all I finded were coffee shops!

It's not the case that people have stoped to go to restorants, but more and more people are opting at afternoon tea as a special treat. Getting a table is very difficult - at expensive hotels in London, you have to do a reservation weeks in advancel

**Exercise 9. Letter editing: Edit this letter so that it makes sense.**

Poole Leisure & Health Club  
The Parks, Poole, DR89 E43  
Tel: (01234)987789  
E-mail: sales@leisureconnection.com

---

Mr F Perks  
Managing Director  
Perks & Shelley Engineering PLC,  
Hollows Farm Industrial Estate  
Poole  
DK23 L56.

Dear

further to your telephone Conversation this morning with Mr Ramsay I have pleasure in confirming your appointment on friday 22<sup>nd</sup> november 2002 at 11.00 am.

Mr Ramsay will be pleased to show you the you wide range of facilitys that Poole Leisure & health has to offer the club was extensively refurbished last year and in addition to the gymnasium and swimming Pool are members now enjoy the sauna suii te a hairdressing sSalon and aromertherapy.

wee offer very favourable terms for company membership and I enclose a leaflet giving full details

Mr Ramsay hopes that you will be able to join him for lunch in the restaurant you will then be able to experience the the high quality fair prepared by our award winning chef geoff deans in the meantime if you have any queries please feel free to contact us.

Yours

Paula Smith (Mrs)

enc

**Exercise 10. A Jumbled Letter. The following text makes up a letter when sorted into the correct order. Rearrange the paragraphs and lay the letter out correctly.**

I look forward to hearing from you in the near future.

Yours faithfully

I purchased a whizzy wonder mobile phone from you in November of last year at a cost of £150. The phone has never worked properly and I have taken it back to Dixet many times for repair.

The Manager, Dixet Electricals, East Road, Sudnorth, Suffolk IP54 6ED

Smith Phone number 01787 546987

I am writing to complain about my mobile phone.

Dear Sir

I would like to receive a full refund of the cost of this phone or a new replacement. I do not want a further repair.

John A. Smith

Each time the phone has been brought back to you it has been impossible to trace the fault, although your staff agree that it does not work properly.

7 West Street, Sudnorth, Suffolk IP34 7ER

## Lesson 3. TYPES OF BUSINESS LETTERS

Business letter is an old form of official correspondence. A business letter is written by an individual to an organization or an organization to another organization. Business letters are written for various purposes. One writes a letter to enquire information, apply for a job, acknowledge someone's work, and appreciate one's job done, etc.

As the motive of writing the letter is different, the style of the letter changes and you get different types of business letters. The various types of business letters are used by different people to serve their purpose of sending the message across.

Let's take look at the most common types of business letters:

**Request (Inquiry) Letter:** The letter of request/ inquiry is written to inquire about a product or service. If you have ordered a product and yet not received it then you can write a letter to inquire when you will be receiving it.

**Apology Letter:** An apology letter is written for a failure in delivering the desired results. If the person has taken up a task and he fails to meet the target then he apologizes and asks for an opportunity to improve in this type of letter.

**A confirmation** letter is written to acknowledge and confirm details. These letters can be effectively used to put oral agreements in written form. This type of letter is used to inform an individual about his/her confirmation in service, confirming the receipt of files, reports, confidential documents, etc. All your travel and hotel reservations, appointments and meetings should be confirmed with a letter. A confirmation letter is a good business gesture and helps in strengthening professional relationships.

**Thank you letters** are used in different situations for acknowledging someone's assistance, job offer, help or donation. Most of the times, a thank you letter is written by an employee to the hiring employer for offering a job. Many hiring managers like these thank you letters from a new employee, and they appreciate these courtesies.

**A letter of invitation** is written to people inviting them for a special occasion or event in your personal and professional life. An invitation letter is written for business events as well as for personal occasions like birthdays, family reunion, etc.

**A congratulation letter** is used for praising a person on his success. This letter is a great gesture to maintain personal as well as professional relationships. Through this letter, one can talk about the exemplary qualities that helped a person to achieve his/her goals in life. Such a letter makes the recipient proud of his/her success. The letter should be full of enthusiasm and happiness. The letter has to tell how much happy you are on hearing the news of their success.

**Complaint Letter:** A complaint letter is written to show one that an error has occurred and that needs to be corrected as soon as possible. The letter can be used as a document that was used for warning the reader.

### **Letter concerning arrangement of a business trip**

**Letter of Recommendation (Reference letter) :** This type of letter is written to recommend a person for a job position. The letter states the positive aspects of the applicant's personality and how he/she would be an asset for the organization. Letter of recommendation is even used for promoting a person in the organization.

**Resignation Letter:** This type of letter is written to express your gratitude towards everyone in your company at the time of your resignation. After leaving a company for certain reasons, you have new choices, opportunities and perspectives, and that makes you happy, but you also feel bad for losing your co-workers. A letter of support is the best way to express how you enjoyed your work. You can write some of your good experiences while working in that company.

### Letter Asking for a Pay Raise

### Media Advisory vs Pitch Letter

**Exercise 1.** *Read the two PR samples below and name some differences and similarities between them.*

<b>Media Advisory</b> <b>U.S. Consumer Product Safety Commission</b>	
Office of Information and Public Affairs	Washington, DC 20207
<b>FOR IMMEDIATE RELEASE</b> May 19, 2003	<b>CPSC Media Contact: Scott Wolfson, (301)504-7051</b>
<b>CPSC Launches “Don’t Swim With Shocks” Campaign</b> <i>News Conference Highlights Pool Safety</i>	
Attention Assignment Editors/Consumer Reporters & Producers:	
With Memorial Day Weekend right around the corner, swimmers across the country will be heading out to backyard, community and public pools, hot tubs and spas. When it comes to pool safety, drowning is often the first concern that comes to mind; but, the U.S. Consumer Product Safety Commission (CPSC) and The American Red Cross are warning of another hidden danger to swimmers: electrocution. CPSC’s “Don’t Swim With Shocks” press event will provide swimmers and pool owners with safety tips to avoid electrical hazards in and around pools, hot tubs, and spas, and information on how to safely rescue someone suffering a shock.	
<b>What:</b> U.S. Consumer Product Safety Commission news conference to launch a new campaign on electrical safety around swimming pools.	
<b>When:</b> Tuesday, May, 20, 2003, at 10:30 a.m.	
<b>Where:</b> Truro Community Pool 4146 Elizabeth Lane Fairfax, Va.	
<b>Who:</b> CPSC Chairman Hal Stratton American Red Cross Spokesman Greg Stockton (both be available for interviews following the press event)	

PITCH LETTER

January 25, 2003

Mr. David Johnson  
Local Arts Reporter  
Zork Press  
123 Main Street  
Zork, USA

Dear Mr. Johnson:

Many people these days are avid shoppers for arts and crafts for their own use and enjoyment or to give as gifts to others. That’s why I thought you might be interested in hearing a presentation by noted artist and art festival organizer Paul Marvel and reporting his insights to your readers.

Marvel will be the featured speaker at the Wednesday, January 31 meeting of the Local Arts Council at Zork Community Hall. He will speak, beginning at 7.p.m., on “Promoting Your Art with a Smile.” Beverages and snacks will be served.

We would be pleased to have you as our guest. I will call you to confirm your attendance. In the meantime, if you have any questions please call me at 222-838-0000.

Sincerely,

Sally Smith  
Publicity Chairman  
Local Arts Council

**Exercise 2. Media Advisory (MA) and Pitch Letter (PL), different as they are, have some common basic features. Study the guidelines below and find examples for items 4 to 8 in VA and PL.**

1. Keep it short and concise.
2. Make it newsworthy.
3. Keep its advertising and promotional content low.
4. Address it to a concrete person(s). (PL)
5. State the purpose in a concise manner.
6. Target it at an audience.
7. Fit it with the forthcoming event\scheduled story topic. (MA)
8. Include your contact information.

**Exercise 3. Study the pitch letter of the American Kennel Club given below and complete the five-w-&-h pattern:**

Who.....  
What.....  
When.....  
Where.....  
Why.....

## PITCH LETTER SAMPLE

June 28, 2002

Mr. John Doe  
Local Business reporter  
Daily Herald  
123 Main Street  
Big Town, USA

Dear Mr. Doe:

The sport of purebred dogs, once a pastime of the privileged, has become as American as baseball. The unique character of the sport, that sanctions competition between amateur and professional, youngsters, men and women, also brings a very positive economic impact to local communities on a regular basis.

The American Kennel Club (AKC) registers more than one million dogs each year, many that participate in sports including dog shows and agility trails. Each year, there are approximately 15,000 of these events, with two million dogs entered each year, and the number continues to grow steadily.

On average, a local economy will benefit by nearly \$300,000 when a dog show comes to town. An analysis conducted by the AKC shows that people who participate in a dog show spend money locally on car rentals, dog supplies, entertainment, gasoline, lodging and meals. At nearly 1,500 AKC all-breed shows each year, the benefit to American communities is nearly a half billion dollars annually. This analysis does not include more than 14,000 other AKC sanctioned events held each year throughout the country. Clearly there are no economic dog days when this sport comes to town!

We trust a story on the economical benefits of dog shows in your local community will engage your reader, as our local Canine Kennel Club's annual event is scheduled for August 15<sup>th</sup>. We expect the show to draw nearly 1,000 entries and twice that many out-of-town travelers.

Thank you for your consideration. I will be in touch shortly to discuss this with you.

Sincerely,

Jane Dombay  
President, Canine Kennel Club  
212-696-8350

**Exercise 4.** Compare this pitch letter with the one given in Exercise 11. Analyse their structure and make a pitch letter model. Then visit <http://www.aboutpublicrelations.net/ucochmana.htm> , find the article "Press Releases are a Colossal Waste of Time" by B.L. Ochman and note down tips for writing pitch letters.

**Exercise 5.** Write a pitch letter to the editor of the university paper on behalf of either:

- a) Cat Club that wants to hold a cat show on the campus of your university.
- b) Association of photographers who want to hold an Extravagant Photo Show on the campus.



**Exercise 6.** Study the media alert below. Compare this MA with the media advisory from Exercise 1. Discuss the format, layout and content of these papers.

**THE AMERICAN KENNEL CLUB  
MEDIA ALERT**

NATION'S TOP CANINE ATHLETES SHIFFF, RACE AND JUMP THEIR WAY TO TOP SPOTS IN OBEDIENCE, TRACKING AND AGILITY

**American Kennel Club Hosts Companion Events Tournament in Perry, GA.**

**WHAT:** The American Kennel Club Companion Events Tournament brings top competition dogs to Georgia to sniff, race and jump their way to the top in obedience, tracking and agility. Admission to watch these exciting canine athletes is free.

**WHERE:** Georgia National Fairgrounds and AgriCenter in Perry, Georgia

**WHEN: FRIDAY, APRIL 26th:**

**8:30 a.m. – 12.30 p.m. – TRACKING** – Dogs sniff their way to success! Tracking events are the competition form of canine search and rescue. The event provides training for dogs in finding lost humans or other animals, and demonstrates the extremely high level of scent capability that dogs possess.

**SATURDAY, APRIL 27th:**

**10:00 a.m. – 14:00 p.m. – AKC OBEDIENCE AND AGILITY** – Athletic events requiring conditioning, concentration, training and teamwork.

**AGILITY** – The fastest growing dog sport in the USA! Dogs follow the cues of their owner/handler to negotiate an obstacle course while racing against the clock.

**OBEDIENCE** – What every good dog should know! Nice manners and natural instincts, such as jumping and retrieving, are polished to perfection for competition.

**MEDIA CONTACTS:** Prior to April 26: Daisy Okas (212) 696-8343. Day-of events April 26: Nancy Matlock, on site (919)345-7705.

**Exercise 7. Write a MA for either:**

- a) **CAT CLUB show**
- b) **Extravagant Photo Exhibition**



## MOTIVATION LETTER

A **motivation letter**, **motivational letter** or a **letter of motivation** is a letter of introduction attached to, or accompanying another document such as a résumé or curriculum vitae. The main purpose of a cover (motivational) letter is to persuade an HR specialist that you are the most suitable candidate for a given position.

Motivation letter structure should be in line with formal business letter, implying that you should use proper address format, salutation and formal language. Even though motivation letter is more personal type of the letter than cover letter for example structure should remain formal.

0) Let's start first with **addressing**. There are several rules for proper addressing. When you know the name of the person who is going to read your letter, you should address the letter directly to him/her.

1) **Salutation**. If you do know the name of the admission officer or recruiter, start with Dear Mr / Ms / Mrs / Dr, depending on the gender / title of the person, without the full stop that you might expect to follow the abbreviation, and the surname of this person, followed by comma (Dear Dr Sanchez,). In this case, you should end the letter with the salutation Yours sincerely.

If you are not aware of the person that is going to read your motivation letter: start with Dear Sirs, or Dear Sir or Madam and close with Yours faithfully.

Following Addressing and salutation, body (main part of motivation letter) should contain preferably 4 paragraphs. This is an average, while you should not go below three paragraphs to maintain proper motivation letter structure.

2) **First** paragraph. The objective of this paragraph is to specify the position you are applying for and how did you heard about position/vacancy/program.

3) The **second paragraph** should list your qualifications. Read carefully the Call, identify the requirements and see how your professional profile matches. Use examples to prove that you possess skills and other knowledge needed for the position. In the best case, you should start from your experience and show how you have developed those qualifications by doing what you have been doing or studying. Same as in the case of your resume, the result should portrait you as a creative, independent person with initiative and ability to deal with responsibilities, apart from the specific skills needed for the job. Briefly, the second paragraph should show why you are good for the job.

4) The **third paragraph** is intended to demonstrate why you want this job. You should state your interest for the skills you are going to learn if you get the job. Moreover, you should leave the impression that you can make a contribution to the business/faculty, while simultaneously deriving satisfaction from your work.

5) The last – **fourth paragraph** indicates your availability for an interview, suggesting in this way a concrete follow-up for your application.

After last paragraph leave a blank line, same as you should do in the beginning, after the salutation (Dear). Write the proper closing, as described above and your name. Do not forget to leave a blank space between the closing and your name personal signature.

Last, but not least before submitting the letter, make sure to check that your letter does not contain errors or typos. Also make sure you have listed all the attachments and that you have enclosed all the documents being required with the Call.

### How to write really good motivation letter ?

Most of us are not aware that good motivation letter could be one of the main things that qualify one for a school / job. Good motivation letter requires big investments of time in research and

drafting, and then some additional time needed to check and rephrase the letter if necessary. Since good motivation letter can make a strong impact on the overall quality of your application, there are some most useful tips and tricks for writing successful motivation letters below.

### 1. **LAYOUT**

Try as hard as possible to make your letter to look nice. Ugly appearance of your letter may distract potential reader of investing time in the consideration of your application. However, good layout says to potential reader that you really care about the position and therefore you have put an extra effort to make it look perfectly. Anyway, please note that initial assessment of received application is actually made on the basis of appearance.

### 2. **EXCELLENT INTRODUCTION**

Good layout has to be followed with a good opening paragraph, which shall provide basis to the reader to make the initial assessment of your application. Put some extra efforts to correct the language of the opening, because the reader is most likely to spot mistakes and typos in the beginning of the letter. Latter on you should follow predetermined structure of the letter, which you may see in the separate article.

### 3. **LANGUAGE**

Do not try using too complex language, because it makes it harder to read. In order to convey clear message, letter should be easy to read. Moreover, it should be without errors, typos, etc. This may be tricky if you are non-native speaker. Therefore you may also consider to hire a professional proofreader for English to check your letter before you submit it. To make sure that letter is correct and well written, share the draft with you friends and family. They are likely to point out mistakes you make during writing and offer some suggestions that would improve your letter.

### 4. **LENGTH**

Often companies and schools tend to restrict potential applicants in the terms of the length of motivation letter. You cannot consider this restrictions as flexible. Please not that your application may be rejected immediately if you exceed the number of words stipulated with the Call. If there is an electronic system for the submission of application, in most of the cases system will not accept your application if the number of words is not in line with the stipulated one.

To make your letter “fit” the proposed length, you should consider following strategies:

- deleting irrelevant content – go through the Call again and see if you have wrote everything, and delete the lines that are not directly relevant to the call.
- Use acronyms where possible – only use widely accepted acronyms, for which you believe are familiar to the reader. Do not use company acronyms, or those that relate to internal processes within one Firm.
- Try to rephrase some parts of the letter, by merging several sentences into one.
- Delete the information and content that is repeating in the text.
- If it is really necessary to go further in detail when explaining something, refer the reader to your resume, or to some external content available online.

– Delete the information which are obvious from the other documents you have submitted, such as resume. For example use rather “Graduated from economics” than “holding graduate degree in economics from the University of Oxford, School of Economics and Management”

#### 5. **POSITIVE ATTITUDE**

Your letter should reflect positive spirit and orientation on future. For example you can use following phrase: “I am eager to improve my skills and fully prepared to adapt myself to the new working environment...” instead of “I am not experienced in the relevant field.” Bear in mind that letter should motivate potential reader to consider you application, and invite you for the interview. Would you rather invite positive person or not?

### **Motivation Letter for a Master in Industrial Ecology Sample**

Dear Sir/Madam,

I am writing to apply for Master’s degree program in Industrial Ecology offered by your University, starting in September 2018. I have decided to apply for this program since it is my determination to become a scientific researcher in the field of Industrial Ecology.

I graduated in 2017, from the National Ukrainian University and hold a Bachelor’s degree in Bio-environmental System Engineering.

Thanks to the book “Cradle to Cradle: Remaking the Way We Make Things”, I got acquainted with the terms of industrial ecology and circular economy. These phenomenons introduced made me to change my thinking about environmental issues. I found out that industrial ecology, the idea of mimicking natural ecology system is intriguing and complicated. Thus, I took an elective course about practices in corporate sustainability, which has showed me how corporations engage in sustainable development, in terms of economic, environmental and social consideration. In that course, I have found about an examples of companies that applied the principle of industrial ecology to make environment more sustainable, while thrived in economic prospects. The course increased my curiosity in industrial ecology and I started to think how could principle of industrial ecology help solve environmental issues in Ukraine. I found that there are so many environmental issues to work on to make my country become sustainable.

As the profile of the Master’s degree program in Industrial Ecology at the Leiden University is highly international and multidisciplinary. I believed that meeting students from different backgrounds will be a valuable experience because problems in industrial ecology require knowledge and skills from multiple disciplines. Therefore, by discussing with each other, we can gain insight from each other, have a larger picture of the problems and have a better understanding of industrial ecology. Furthermore, courses like Closed-loop supply chains, Renewable Energy Systems, Sustainable Innovation and Social Change and Design of Sustainable Technological Systems are essential for understanding industrial ecology thoroughly and are also important for dealing with environmental issue nowadays. Considering different prospects and my previous study of the Master’s degree in Industrial Ecology at the Leiden University, I believed that your program is perfect for my study in industrial ecology and will bring me a step closer to reach my goal of being a scientific researcher in the field of industrial ecology.

I consider myself as a student who is diligent, self-disciplined and motivated to explore knowledge from various fields. During my Bachelor, I was trained to think in a systematic way, to analyze a problem while considering other elements in the system that has effects on the problem. I have always dedicated to gaining more knowledge in environmental issues and I am

able to learn from my own mistakes. Thus, I attended an internship program in ACEA, and energy giant in Italy. During the internship, I learned how professionals cope with environmental issues in the real-world situations. And also, I had the opportunity to apply theoretical knowledge to a practical situation and spark interest further in learning environmental issues.

I am interested in knowledge and insight from various fields, especially psychology. My interest in psychology drives me to think about how people react when we are facing environmental issues and helps me see problems in different perspective. Besides my academic activity, I was active in other facets of university life. I was highly committed to develop and achieve the goal of our University Volunteer Club. In this club, I had to organize activities, including planning for volunteer trips and designing interesting workshops for club members to learn the skills and background knowledge during our volunteer trips. I was trained to become an organized person as I was working in the club. During my year in the University Volunteer Club, we successfully hold volunteer trips to Donetsk.

Considering my academic performance and my eager to learn more about industrial ecology, I believed that I can add value to the program. I hope to have this chance to study in the program and dedicate myself to make the world a more sustainable place by utilizing the principle of industrial ecology.

Thank you very much for considering my application and I am looking forward to hearing from you.

Yours sincerely,

[Signature]

[NAME SURNAME]

### **Motivation Letter for a workshop Sample**

Dear Sir, Madam,

With this letter I hereby would like to state my motivation to participate in the workshop “*Successful career management*” organized by “*Budapest Youth career center*” in Budapest. this July.

The workshop theme is especially relevant to my professional area, and therefore I would high appreciate to be given an opportunity to attend this workshop gathering professional from all over the World.

I am an especially interested in the presentation of Hr Specialist Ms. TORBES, from Addeco recruitment that is being listed as a key lecturer in the Agenda. Her article on Soft Skills Enhancement was especially motivational, and inspired me to focus on social network management in career building.

As a special added value of this event I find the opportunity to network with other professional from the World, which is an exceptional opportunity for horizontal exchange of experience. I perceive this also as an occasion to familiarize with good practices as a channel for my personal development.

As requested in Call for Application I am forwarding you a breakdown of an estimated cost related to my travel an participation in this event. For me, the time delay at the Workshop and the preparations would not be a problem at all, because I have no problem in University and it would fill me with joy to invest time for this experience.

I am confident you will find my application as a worthwhile investment. My attendance at this workshop is a wise investment and will pay off for years to come.

Sincerely,

Name Surname

**Exercise 8. Write your own motivation letter either:**

- *to the HR Manager of the famous International Sports Club applying for a position of a group fitness instructor.*
- *to the manager of National Russian Basketball | volleyball | football | etc. team expressing a desire to become its member.*



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В СФЕРЕ ПРОФЕССИОНАЛЬНЫХ КОММУНИКАЦИЙ

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