

3. Read the text below. Which of the ten points (1-10) in ex. 3 are mentioned in it?

HOW NOT TO BEHAVE BADLY ABROAD

Travelling to all corners of the world gets easier and easier. We live in a global village, but how well we know and understand each other? Here is a simple test. Imagine you have arranged a meeting at four o'clock. What time should you expect your foreign business colleagues to arrive? If they are German, they will be bang on time. If they are American, they will probably be 15 minutes early. If they are British, they will be 15 minutes late, and you should allow up to an hour for the Italians.

When the European Community began to increase in size, several guidebooks appeared giving advice on international etiquette. At first many people thought this was a joke, especially the British, who seemed to assume that the widespread understanding of their language meant a corresponding understanding of English customs. Very soon they had to change their ideas, as they realized that they had a lot to learn about how to behave with their foreign business partners.

For example:

The British are happy to have a business lunch and discuss business matter with a drink during the meal; the Japanese prefer not to work while eating. Lunch is a time to relax and get to know one another, and they rarely drink at lunchtime.

The Germans like to talk business before dinner; the French like to eat first and talk afterwards. They have to be well fed and watered before they discuss anything.

Taking off your jacket and rolling up your sleeves is a sign of getting down to work in Britain and Holland, but in Germany people regard it as taking it easy.

American executives sometimes signal their feeling of ease and importance in their offices by putting their feet on the desk whilst on the telephone. In Japan, people would be shocked. Showing the soles of your feet is the height of bad manners. It is a social insult only exceeded by blowing your nose in public.

The Japanese have perhaps the strictest rules of social and business behavior.

Seniority is very important, and a younger man should never be sent to complete a business deal with an older Japanese man. The Japanese business card almost needs a rulebook of its own.

You must exchange business cards immediately on meeting because it is essential to establish everyone's status and position. When it is handed to a person in a superior position, it must be given and received with both hands, and you must take time to read it carefully, and not just put it in your pocket! Also the bow is a very important part of greeting someone. You should not expect the Japanese to shake hands. Bowing the head is a mark of respect and the first bow of the day should be lower than when you meet thereafter.

The Americans sometimes find it difficult to accept the more formal Japanese manners. They prefer to be casual and more informal, as illustrated by the universal 'Have a good day!' The British, of course, are cool and reserved. The great topic of conversation between strangers in Britain is the weather - unemotional and impersonal. In America, the main topic between strangers is the search to find a geographical link. 'Oh, really? You live in Ohio? I had an uncle who once worked there.'

(from New Headway)

как не стоит вести себя за границей

Путешествие во все уголки мира становится все легче и легче. Мы живем в глобальной деревне, но насколько хорошо мы знаем и понимаем друг друга? Вот вам простой тест. Представьте себе, что вы назначили встречу на четыре часа. В какое время вы ожидаете прибытия ваших зарубежных коллег по бизнесу? Если это немцы, то они придут вовремя. Если они американцы, то, вероятно, придут на 15 минут раньше. Если это англичане, то они опоздают на 15 минут, а итальянцам вы должны дать до часа времени.

Когда европейское сообщество стало увеличиваться в размерах, появилось несколько путеводителей, дающих советы по международному этикету. Поначалу многие люди думали, что это шутка, особенно англичане, которые, казалось, предполагали, что широкое понимание их языка означает соответствующее понимание английских обычаев. Очень скоро им пришлось изменить свои

представления, так как они поняли, что им еще многое предстоит узнать о том, как вести себя со своими иностранными деловыми партнерами.

Например:

- Англичане с удовольствием проведут деловой обед и обсудят деловые вопросы с напитком во время еды; японцы предпочитают не работать во время еды. Обед - это время, чтобы расслабиться и узнать друг друга, и они редко пьют в обеденное время.
- Немцы любят поговорить о делах перед обедом, французы любят сначала поесть, а потом уже поговорить. Их нужно хорошо кормить и поить, прежде чем они начнут что-то обсуждать.
- Снять пиджак и закатать рукава-это признак того, что вы приступаете к работе в Англии и Голландии, но в Германии люди воспринимают это как легкую работу.
- Американские руководители иногда сигнализируют о своем чувстве легкости и важности в своих офисах, положив ноги на стол, пока они разговаривают по телефону. В Японии люди были бы шокированы. Показывать подошвы своих ног-верх дурных манер. Это социальное оскорбление, которое можно превзойти только высморкавшись на публике.

У японцев, пожалуй, самые строгие правила социального и делового поведения.

Старшинство очень важно, и молодой человек никогда не должен быть послан, чтобы завершить деловую сделку с пожилым японцем. Японская визитная карточка почти нуждается в собственном своде правил. Вы должны немедленно обменяться визитными карточками при встрече, потому что это необходимо для установления статуса и положения каждого человека. Когда она вручается человеку, занимающему более высокое положение, ее нужно давать и принимать обеими руками, и вы должны найти время, чтобы внимательно прочитать ее, а не просто положить в карман! Кроме того, поклон является очень важной частью приветствия кого-то. Вы не должны ожидать, что японцы пожмут друг другу руки. Склонение головы - это знак уважения, и первый поклон в этот день должен быть ниже, чем при последующей встрече.

Американцам иногда бывает трудно принять более формальные японские манеры. Они предпочитают быть непринужденными и более неформальными, о чем свидетельствует универсальное "хорошего дня!- Англичане, конечно, холодны и сдержанны. Главной темой разговоров между незнакомыми людьми в Британии является погода-эмоциональная и безличная. В Америке главной темой между незнакомыми людьми является поиск географической связи. «-О, неужели? Вы живете в Огайо? У меня был дядя, который когда-то там работал.'

(от New Headway)

2. Below there are some statements about business etiquette. Read the following sentences and mark them true (T) or false (F). Correct the false sentences.

1. The Italians and the Americans are the most punctual nationalities. (F)

The Americans are punctual they come 15 minutes early. The Italians need to be given an hour.

2. The British used to think that everyone understood their customs. (T)

3. A person's position is more important in the United States than in Asia. (F)

For a person in Japan, a business card is very important, because it is necessary to establish the status and position of each person.

4. The French don't like having a meal and doing business at the same time. (T)

5. If you are in Holland you can show your willingness to work by taking off your tie. (F)

The man shows willingness to work by taking off his jacket and rolling up his sleeve.

6. In Asian countries it is considered to be impolite to blow your nose in public. (T)

7. German people have the most rigorous norms of behaviour. (F)

No, the Japanese have the strictest rules of social and business behavior.

8. The bow is a significant part of greeting people in Japan. (T)

9. For the Americans it is quite easy to accept formal Asian manners. (F)

It is difficult for Americans to adopt formal Asian manners.

10. In Great Britain the main topic of conversation between strangers is politics. (F)

In Great Britain the main topic of conversation between strangers is the weather.

4. Work in groups. Discuss these questions.

1. Why is cultural awareness important for businesspeople? Give examples.

This is setting up a positive relationship between partners to make transactions. If you know some important signs of behavior in Japan , they will remember you positively.

2. What are the 'rules' of greeting people in your country? When do you shake hands? When do you kiss? How do you say goodbye?

In Russia, the greeting process is as follows. When we meet people and friends , we say Hello, wish them a good day (morning) and shake hands, and you can hug and kiss your loved ones . These actions are done when saying goodbye and saying "bye" (goodbye).

3. Think of one or two examples of bad manners. E.g.: In Britain it is considered impolite to ask people how much they earn.

In Japan, it is considered bad to put your feet on the table or blow your nose in public.

4. Which country would you like to visit on business? What would you like to know about the culture of this country before visiting?

I would like to visit the United States , because although there is a lot of talk about it, there is not much about the history of traditions, manners, sights, and learn more about everyday life.

2. Ask General Questions.

A.

1. Helen goes to bed at 10 o'clock. *Does Helen go to bed at 10 o'clock?*

2. Nick is playing chess now. *Is Nick playing chess now?*

3. Parents go to work every day. *Do parents go to work every day?*

4. The books are new. *Are the book a new?*

5. She is hungry. *Is she hungry?*

6. She wants to eat a sandwich. *Did she go to eat a sandwich?*

7. They are thirsty. *Are they thirsty?*

8. Father takes his son to the park every evening. *Does father to take his son to the park every evening?*

9. The children are reading books. *Are the children reading books?*

10. They like reading books. *Do they like reading books?*

B.

1. The girl went to the swimming pool last year. *Did the girl go to the swimming pool last year?*

2. She can swim very well. *Can she swim very well?*

3. Our parents bought us presents. *Did our parents bring us presents?*

4. The boy wanted to play with his dog. *Did the boy wanted to play with his dog?*

5. My friend was in the country. *Was my friend in the country?*

6. He liked to walk in the forest. *Did he like to walk in the forest?*

7. There were many wolves in the forest. *Were there many wolves in the forest?*

8. He will go to the country next summer. *Will he go to the country next summer?*

9. The weather will be warm tomorrow. *Will the weather be warm tomorrow?*

10. They must help her to finish the work. *Must they help her to finish the work?*

3. Ask General Questions and give short answers.

1. Is it usually cold in winter?

— Yes, it is (It is usually cold in winter.)

2. Was it very cold there?

— Yes, it was (It was very cold there.)

3. Has he got a question?

— Yes, he has (He has got a question.)

4. Had he a problem?

— Yes, he had (He had a problem.)

5. Is there a cloud in the sky?
— Yes, there is (There is a cloud in the sky.)
6. Was there a lot of snow in the forest?
— Yes, there was (There was a lot of snow in the forest.)
7. Is the weather not fine today?
— No, it isn't (The weather isn't fine today.)
8. Doesn't the weather change quickly?
— No, it doesn't (The weather doesn't change quickly.)
9. Didn't the weather change?
— No, it didn't (The weather didn't change.)
10. Don't they go camping in summer?
— No, it don't (They don't go camping in summer.)