



НАРОДНАЯ УКРАИНСКАЯ АКАДЕМИЯ

Е. В. Тарасова

**PRACTICAL EXERCISES AND TASKS FOR
TRAINING
IN ANNOTATION AND SUMMARY WRITING**

Издательство НУА
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практикум-доп. к учеб. пособию
**«SOME GUIDELINES TO WRITING SUMMARIES
AND ANNOTATIONS IN ENGLISH»**
для студентов 4 – 5 курсов
факультетов «Бизнес-управление»
и «Социальный менеджмент»

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Автор-составитель: докт. филол. наук Е. В. Тарасова

Рецензенты: д.-р филол. наук *Е. В. Бондаренко* (Харьковский национальный университет им. В. Н. Каразина);

канд. филол. наук Т. М. Тимошенко (Харьковский гуманитарный университет «Народная украинская академия»).

Навчальний посібник призначений для студентів старших (4 – 5) курсів факультетів «Бізнес-управління» і «Соціальний менеджмент» ХГУ «НУА» і містить деякі теоретичні рекомендації та практичні завдання з анотування та реферування англійською мовою статей з професійної тематики, дипломних і курсових проектів.

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Учебное пособие предназначено для студентов старших (4 – 5) курсов факультетов «Бизнес-управление» и «Социальный менеджмент» ХГУ «НУА» и содержит практические задания и тренировочные упражнения по аннотированию и реферированию на английском языке статей по специальности, дипломных и курсовых проектов.

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Введение

Развитие навыков научного письма (scientific writing) является одной из важнейших задач обучения иностранному языку в современном вузе. Работа над специальными текстами профессиональной направленности тесно связана с обучением студентов формам аналитико-синтетической переработки содержания и языка первоисточника. Для этого студентов необходимо познакомить со способами и формами обработки первичной информации и методами создания на этой основе вторичного текста. Имеется в виду продуцирование вторичных текстов с целью различной степени компрессии первичного текста и/или его критического анализа.

Настоящий Практикум является дополнением к изданному ранее методическому пособию **“SOME GUIDELINES TO WRITING SUMMARIES AND ANNOTATIONS IN ENGLISH”** для студентов 4-5 курсов факультетов «Бизнес-управление» и «Социальный менеджмент» и предназначен для активизации и закрепления навыков аннотирования и реферирования научной литературы на английском языке.

Пособие имеет практическую ориентацию и состоит из введения и трех разделов. Первый раздел посвящен активизации типовой жанровой структуры аннотации и специфике ее языкового оформления, приводятся образцы аннотаций, почерпнутые из оригинальных научных источников по экономической проблематике и социологии. Второй раздел содержит задания и упражнения, направленные на закрепление навыков реферирования научных статей по специальности. В третьем разделе акцент делается на формировании у студентов навыков написания рефератов дипломных и курсовых работ на английском языке.

Создание вторичных текстов предполагают умение выделять ключевую информацию, отделяя ее от избыточных и второстепенных деталей. Для формирования такого умения в пособии предлагается алгоритм составления

аннотаций и рефератов, показывающий «шаг за шагом» как следует анализировать содержание и формальную структуру текста, определять его тему, выделять основные информационные блоки, оценивать степень их релевантности для раскрытия темы и т.п.

Продуцирование аннотаций, рефератов и родственных им видов научного письма требует знания особенностей их языкового представления. Для этого в пособии приводится модель-схема, содержащая перечень наиболее употребительных стереотипных фраз и выражений, клише и лексико-грамматических единиц, характерных для англоязычной научно-технической литературы, распределенных по соответствующим рубрикам и расположенных для удобства пользователей в алфавитном порядке.

Пособие включает разнообразные задания и тренировочные упражнения, направленные на дальнейшее развитие навыков аннотирования и реферирования на английском языке. Среди них – задания на множественный выбор, заполнение пропусков в тексте, дифференциацию синонимов, подстановочные упражнения, задания на перевод и др. Представленные в пособии современные оригинальные текстовые материалы служат основой для пополнения и дальнейшего формирования лексического запаса по специальности.

Пособие адресовано студентам, специализирующимся в различных областях экономики, бизнеса и социологии и может быть использовано как для аудиторной, так и самостоятельной работы.

INTRODUCTION

Abstracts, Annotations, Summaries: Differences and Similarities

An **abstract** is a brief overview of the key points of an article, report or proposal. The purpose of an abstract is giving the reader as much information as possible in as few words as possible. The **word limit** of an abstract (including a bibliography or examples, if needed) must be **no more than 150 words**. No special form or format is needed for submitting an abstract.

An abstract is not always easily distinguished from **an annotation**, since both these genres of scientific writing present concise statements of the key ideas in a text or portion of a text or a brief description of a book or article, and both are of approximately the same length (100 – 150 words). Furthermore, both are commonly referred to as «аннотация» in Russian, which makes differentiation between the two even more confusing.

Yet, there is an essential difference between the an annotation and an abstract which consists in the fact that **an annotation** is usually defined as a **critical** or **explanatory** note, a commentary **added to a text** and **making part of the text**. It usually **precedes** the book or article, its purpose being to characterize a publication in such a way that the reader can decide whether or not to read the complete work. An annotation should briefly:

- (re)-establish the topic of the research project;
- give the research problem and/or main objective of the project (this usually comes first);
- indicate the methodology used;
- present the main findings;
- present the main conclusions.

A **summary** (also known as a **précis** - *plur. preces*, or a **synopsis**) can be looked upon as an extended version of an annotation. Like an annotation (or abstract),

a summary is also a condensed presentation of the content and ideas of a book, article, speech, or other text. But as distinct from an annotation (or abstract), a summary has a more rigid structure and a more stereotypical format. The basic characteristics of an effective summary are conciseness, clarity, completeness and coherence (a summary may sometime include evaluative comments on the work as well, but it is not very common).

Please, remember that a summary should be **rigidly structured** and include:

- **an introduction** (usually a one-sentence, maximum one-paragraph statement) which sets **the theme** of the piece. Bear in mind that an introduction should not offer your own opinions or evaluation of the text you are summarizing;

- **the body** of the summary/précis/synopsis (one or more paragraphs) which paraphrases and condenses the contents of the original piece;

- a statement of **the conclusions or results**.

To sum up: in writing a summary, try to keep in mind the following recommendations:

- do not rewrite the original piece;
- keep your summary short;
- use your own wording;
- refer to the central theme and the main ideas of the original piece;
- include important data but omit minor points;
- read the text with who, what, when, where, why and how questions in mind;
- do not put in your opinion of the issue or topic discussed in the original piece, look upon yourselves as a summarizing machine – you are simply reporting what the source text says in as few words as possible (should the student's opinion be expected, instructors will require to put it in a paragraph separate from the summary);
- include the author's examples or illustrations (this will bring your summary to life).

Before getting down to actually writing your own annotation or summary, please, take a careful look at some useful tips and warnings concerning scientific/academic writing from style specialists.

- Talk on paper; *shortening your sentences is the easiest way to successful writing*. The 4-6 word sentences is the mark of future success. Use short words; long words are a curtain that prevents people from understanding each other.

- Remember that abstract nouns are almost always longer than their corresponding verbs; both their length and their abstract quality contribute to the ponderous effect. Any narrative written in abstract nouns is clogged with words like “of”. Many of them disappear when the abstract nouns are replaced by corresponding verbs.

- Bear in mind that in any type of writing, the active voice is usually more precise and less wordy than the passive voice.

- In order to choose correct and appropriate language for your summary, it is also advisable to familiarize yourself with some standard vocabulary - stereotypical phrases and clichés commonly used in scientific / academic writing. You will find many of them in **the Template** below, in which, for the users’ convenience, the pertinent vocabulary is categorized in accordance with the main structural blocks of an annotation / summary and arranged in the alphabetical order.

Template

to help with annotation and summary writing, supplemented with a useful vocabulary bank

Indicating the theme (summary lead):

The present article / paper / research ...

The article / paper / research under consideration...

- addresses ...
- deals with...
- examines...

- focuses on...
- concentrates on...
- is devoted to ...
- is concerned with... the problem(s) / the issue(s)
of.....
- presents a detailed study of...
- presents a new approach to...
- presents an in-depth analysis of...
- presents the author's findings/observations on (as to)...
- presents a new methodological framework for...
- takes a close look at...
- touches upon...

Stating the purpose (if required):

The main/chief/general/central/major/primary/key) **aim** (purpose, objective, goal) of the article/paper/research is to.... .

The methods used/The methodology adopted (if required):

The study / analysis / research / paper / article, etc... is based on the approach / assumption / evidence / calculations / methods / findings / idea / observations.... .

The methods / techniques used / applied / utilized, etc. include...

Summarizing crucial information – singling out the key (focal) points:

The main questions / issues / problems addressed in this paper / article are: a), d), c), etc.

The article can be divided into X parts. The first part deals with.....

Or: In the first part the author

- addresses
- asserts that ...
- argues that...
- assesses

- begins by saying/stating/claiming/observing... that....
- claims that...
- clarifies...
- comments on.....
- considers...
- criticizes...
- demonstrates...

in particular, ... such as ...,

- discusses... *among them... , In addition, ..., Moreover, ...,*
- emphasizes... *Finally, ...*
- explains...
- explicates...
- expresses his opinion / point of view / doubts /skepticism / disapproval... as
to...

- evaluates...
- maintains that....
- illustrates...
- highlights...
- offers a new way of / an innovative approach to...
- outlines...
- presents...
- proposes...
- provides evidence of / to the effect that...
- provides some information/statistics/facts/evidence concerning...
- provides solid grounding to...
- speaks in favor of/against...
- states that...
- stresses...
- suggests...
- summarizes...

- supports the view that ..
- singles out...
- questions the validity of.....

*Note: most of the above “openers/leads” can be used in the Passive Voice, e.g.:
It is argued / claimed / emphasized / stated / stressed / highlighted / suggested / stressed, etc. ... that...*

Conclusion/concluding remarks (please remember that conclusions serve two functions: 1) to bring together the main areas covered in the writing; 2) to give a final comment or judgement on the message of the article), e.g.:

In conclusion, the author states / suggests / stresses / summarizes / emphasizes / expresses the idea ...

The author concludes by saying / stating / suggesting / expressing the idea that... .

To summarize / To sum up / In summary, ...

The author draws the conclusion that...

Prospects and applications:

The results obtained / the approach suggested / the methodology applied / our analysis

- have/has a high potential for...
- can lead to...
- can find fruitful application in/for...
- can be developed further to/for...
- can be applied/used to/for...
- can be put into practice in/to...
- can enrich / broaden our understanding of ...

PART 1

Practice writing **annotations** of articles on business, economics and sociology related topics

1. Translate the title of the article and the key words. Suggest (or choose from the Template above) at least three suitable openers for the annotation below.

Налоговое стимулирование как антикризисный инструмент

***В статье освещаются / рассматриваются / затрагиваются / анализируются проблемы ...** of tax stimulation of the Russian entrepreneurship as an instrument of obtaining funds in place of expensive bank loans and direct budget insertions for selected enterprises under under the conditions of the economic crisis.*

***Ключевые слова:** экономический кризис, российское предпринимательство, налоговое стимулирование, налоговый кредит.*

2. Translate the title of the article from Russian into English and render the following annotation in English using the prompts in bold.

Правовое регулирование налогового стимулирования и его роль в экономическом развитии страны

***The paper considers the problems/issues of...** вопросы развития России под влиянием такого фактора экономического роста, как налоговое стимулирование. **The problem is studied from the point of view of /the perspective of** взаимодействия экономики и права. **The author identifies / points out ...** отличительные особенности и направления по оптимизации политики налогового стимулирования, некоторыми из которых являются: выработка научно обоснованных подходов к классификации мер налогового*

стимулирования и закрепление их в законодательстве; разработка методики оценки эффективности стимулирующих мер и их влияния на развитие экономики страны и другие.

Key words: *Ключевые слова: налоговое стимулирование, налоговые стимулы, государственное регулирование, налоговое законодательство, экономическое развитие.*

3. Translate the title of the article and the key words from Russian into English and render the following annotation in English using the leads in bold.

Классификация интеграционных процессов предпринимательских структур

The paper focuses on / concentrates on / presents ... классификация интеграционных процессов предпринимательских структур. ... полная, частичная и минимальная интеграция, а также вертикальная, горизонтальная, диагональная и комбинированная (смешанная) интеграция предпринимательских структур ... are discussed / considered / examined.
другие классификации, предлагаемые различными авторами, are also considered / referred to / paid attention to.

Key words: *интеграционные процессы, предпринимательские структуры, слияние, холдинговые компании, совместные предприятия, стратегические союзы.*

4. Translate the title of the article and the key words into Russian/Ukrainian. Render the annotation in English. Suggest (or choose from the Template) at least three suitable openers to fill in the blanks in the English version of the annotation.

Legal Consciousness Of Citizens And Legal Culture In The Conditions Of World Integration

...../...../..... проблемы трансформации правосознания и правовой культуры граждан в условиях мировых интеграционных процессов. /...../....., что объективный ход глобализации – во всех ее проявлениях – требует сегодня качественного укрепления взаимодействия власти и общества. /...../..... что для будущего России чрезвычайно важно достичь коррелированности общественных ожиданий и традиционного правосознания россиян с основными тенденциями социально-экономического развития страны в условиях глобализации.

Ключевые слова: legal consciousness, integration processes, legal culture, globalization, world integration, socio-economic reformation.

5. Translate the following annotation into English choosing the English leads from the list below.

Проблемы правового регулирования борьбы с кибертерроризмом

В статье проведен анализ природы кибертерроризма. Рассмотрены направления сотрудничества государств в борьбе с кибертерроризмом и зарубежный опыт борьбы с ультраправыми и левозэкстремистскими организациями. Автор утверждает, что существующей международно-правовой базы и прежде всего Конвенции Совета Европы 2001 г. о кибертерроризме уже недостаточно для эффективного противодействия действиям террористов, которые становятся все более изоциренными и масштабными. Автор приходит к выводу, что требуется дать адекватный ответ, в том числе и законодательным путем на новые вызовы террористических сил в электронно-коммуникационной сфере.

Ключевые слова: правовое регулирование, кибертерроризм, интеграционные процессы, электронно-коммуникационная сфера, Интернет, глобализация, мировая интеграция.

The article presents...; ... are studied / highlighted / considered / discussed; the author claims / emphasizes / states / argues...; the author comes to the conclusion that....

6. Study the Russian (a) and English (b) annotations of the same article on sociology. For both versions supply three suitable Russian and English lead options.

(a)/...../..... такой социальный феномен, как «одиночество»./...../....., что место данного явления не ограничено рамками отдельных людей пенсионного возраста, граждан с ограниченными физическими возможностями, одиноких людей, оказавшихся вне брака и семьи (как это традиционно считалось), но и стремительно растет в сфере, где, казалось бы, ему не может места, - среде студенческой./...../....., что проблема взаимосвязи молодежи и одиночества приобретает сегодня чрезвычайно актуальный характер. Опираясь на полученные им эмпирические данные,/...../..... причины, негативные последствия и возможные пути преодоления социально-психологического одиночества среди молодежи.

(b)/...../..... of such social phenomenon as “loneliness”./...../..... that this phenomenon isn’t limited to old-age pensioners, people with disabilities, unmarried people (as it was traditionally considered), but also rapidly spreads across an area in which, it seems, it is least likely to occur, namely, among students./...../..... that the problem of interrelation between youth and loneliness is becoming more and more urgent nowadays. Based on his own empirical studies,/...../..... the reasons and negative consequences of “youth loneliness” and/...../..... possible ways to overcome this undesirable socio-psychological phenomenon.

7. Compare the Russian (a) and the English (b) annotations of the same article. Think of other possible options for the leads and openers in both versions.

**Интеграция высшего образования, науки и бизнеса как способ
повышения качества обучения**

(a). В статье рассмотрены .../ Статья посвящена анализу.../ В центре внимания автора.... основные направления взаимодействия образования, науки и бизнеса в современной Украине, **обосновывается /доказывается / подчеркивается / аргументируется** целесообразность их интеграции с целью повышения конкурентоспособности выпускников вузов, формирования их профессиональных компетенций, отвечающих требованиям рынка и современных бизнес-процессов. **Авторы утверждают / высказывают мнение / приходят к заключению.** что подобная интеграция должна способствовать укреплению университетской автономии как составной части инновационного развития высшего образования в стране.

Ключевые слова: интеграция, университетская автономия, конкурентоспособность, профессиональные компетенции.

(b)/...../..... the basic trends in the interaction of education, science and business. The expediency of such an integration stems from the necessity of increasing the university graduates competitiveness on the labor market by developing their professional competencies in response to the demands of the contemporary market and business processes. /..... /..... that such an integration should contribute to strengthening autonomy of universities as part of the innovative development of higher education in the country.

Key words: integration, university autonomy, competitiveness, professional competencies.

8. a) in the article summary below replace the Russian leads in bold by their suitable English equivalents.

**Gender differences in adolescents' behavior during conflict resolution tasks
with best friends**

(Black, Katherine A. Adolescence v.35 no139 (Fall 2014), p.499-512).

Статья посвящена проблеме gender differences in adolescents' behavior during conflict resolution tasks with their best friends. В центре внимания автора gender differences in adolescents' descriptions of those friendships. В статье представлены результаты опроса thirty-nine adolescents who were videotaped while discussing unresolved problems with their best friends and the Friendship Questionnaire subsequently completed by those adolescents. Согласно полученным данным, there are significant gender differences, в частности, то, что on the conflict resolution tasks, females were rated lower in withdrawal and higher in communication skills and support-validation than were males. Анализ показывает в частности, что on the Friendship Questionnaire, males rated their relationships with best friends higher in conflict than did females. В статье приводятся также some methodological considerations concerning research into gender differences.

b) answer the following questions.

- What is the theme of the article?
- What are the author's findings based on?
- What gender differences have been found as a result of the analysis discussed?
- What else is discussed in the article apart from the research results?

9. In the summary below replace the Russian leads in bold by their suitable English equivalents.

**The role of meta-analysis for connecting critical and scientific approaches:
the need to develop a sense of collaboration**

(Allen, Mike. Critical Studies in Mass Communication v.16 no 3 (Sept.2013).

В статье рассматривается the effects of "scientific" and "critical" approaches on mass communication. **Автор утверждает** that both of these traditions are

complementary and necessary for the ultimate development of useful knowledge about mass media and their effects. **Он подчеркивает важность** of establishing a practice and eventually a method of combining these approaches. Such a method, **утверждает он**, should avoid two problems, namely, domination of one over the other and the necessity of fundamental changes in either method. **Он также объясняет сущность** the relationship between critical and quantitative methods **и выделяет ряд** the requirements for establishing a working relationship between the two. **Касаясь вопроса о том**, how meta-analysis fits into the equation, **автор выражает мнение, что** meta-analysis presents a new methodological framework for an in-depth analysis of mass communication.

10. a) study the summary below and answer the questions.

- What problem is the article concerned with?
- What was the aim of the research carried out by the authors?
- What tasks have been accomplished?
- What are the main results/findings of the research literature on job performance synthesis performed by the authors?
 - What did the authors' study of university library supervisors focus on?
 - What qualitative study was performed in the course of the research?
 - What types of interactions in informal negotiations over job performance have been found?

Resistance and cooperation: a response to conflict over job performance

(Balsler, Deborah B. and Robert N. Stern. *Human Relations* v.52 no 8, 2013).

Research literature on job performance from both management oriented and industrial relations/sociology of work models is synthesized to produce a more comprehensive understanding of how supervisors manage employee performance problems. Two results are drawn from the synthesis: (1) employees are active in accepting and resisting definitions of performance issues made by supervisor; (2)

informal interactions regarding the interpretation of performance issues are pivotal in understanding how performance problems are resolved. In a study of university library supervisors we focus on the informal exchanges and characterize them as negotiations over the definition of job performance. We report results from a qualitative study of supervisors' interactions with employees identified as having performance problems. Three types of interactions in informal negotiations are found. We label the supervisors' interpretations of their interactions with employees as conformist, confrontational, or rebellious, designating how supervisors enact their role as agents of the organization.

b) which of the following states the theme of the article?

1. Management oriented and industrial relations/sociology of work models of conflict resolution/
2. Supervisors' management of employees' performance problems.
3. Negotiation over definition of job performance.
4. Three types of interactions in negotiations in conflict situations.

c) complete the summary of the article.

The central problem of the article is The purpose of the research conducted by the author is The two results drawn by the author from the synthesis of literature on job performance are..... . The focus of the author's study of university library supervisors was on As a result of the qualitative analysis conducted by the author, were found The supervisors' interpretations of their interactions with employees are labelled as

PART 2

Practice writing **summaries** of articles on business, economics and sociology related topics

Step by step directions:

Step 1. Read the text carefully.

Step 2. Identify the **theme** of the text.

Start your content analysis of the text with stating **the theme**, i.e. answering the question: “What is the article about?” (remember that the theme is more often than not stated in the title or the first paragraph of the piece).

Step 3. Identify the **message** which can usually be derived from **the main / focal points** of the article.

Step 4. Arrange the above information in the form of **an annotation** (50-100 words) choosing your **leads/openers** from the set of the options in the Template.

Follow the above step by step directions to write summaries of the articles below.

Product Life Cycle

Product life cycle is a business analysis that attempts to identify a set of common stages in the life of commercial products. In other words the 'Product Life cycle' is used to map the lifespan of the product such as the stages through which a product goes during its lifespan.

The stages of a product's life cycle can be classified as follows: introduction, growth, maturity and decline. The first one is **the introduction of the product**. This is the establishment stage which is characterized by low growth rate of sales as the product is newly launched in the market. Monopoly can be created, depending upon the efficiency and need of the product to the customers. Firms usually incur losses rather than profit turning this stage. If the product is in the new product class, the users may not be aware of its true potential. In order to achieve that place in the market, extra information about the product should be transferred to consumers

through various media. The introduction stage has the following characteristics: 1) low competition; 2) firm mostly incurs losses and not profit; 3) promotion goes high. In other words, when a new product is introduced, market gain tends to be very slight. Marketing costs may be high, and it is unlikely that there are any profits.

The second stage is **the growth**. The Growth stage is where your product starts to grow. In this stage a very large amount of money is spent on advertising. You want to concentrate on telling the consumer how much better your product is than your competitors' products. Growth comes with the acceptance of the innovation in the market and profit starts to flow. If the monopoly exists, companies can experiment with new ideas and innovation in order to maintain the sales growth. The growth stage exhibits a rapid increase in both sales and profits, and this is the time to try and increase your product's market share.

The third stage in the Product Life Cycle is **the maturity stage**. If your product completes the Introduction and Growth stages then it will spend a great deal of time in the Maturity stage. During this stage sales grow at a very fast rate and then gradually begin to stabilize. The key to surviving this stage is differentiating your product from the similar products offered by your competitors. Due to the fact that sales are beginning to stabilize you must make your product stand out among the rest. Aggressive competition in the market results in profits decreasing at the end of the growth stage thus beginning the maturity stage. In addition to this, the maturity stage of the development process is the most vital.

The last one is **the decline stage** during which most of the product class usually dies due to low growth rate in sales. A number of companies share the same market, making it difficult for all entrants to maintain sustainable sales levels. Not only is the efficiency of the company an important factor in the decline, but also the product category itself becomes a factor, as the market may perceive the product as "old" and it may not be in demand.

It is not always necessary that a product should go through these stages. It depends on the type of product, its competitors, scope of the product, etc. and freedom from tax perks.

There are five different **product adoption groups** during the product's life cycle. They are:

1) innovators - well-informed customers who are ready to take the risk and try an “unproven” product;

1) early adopters_- usually educated opinion leaders;

2) early majority- cautious consumers, who tend to avoid risks;

3) late majority - somewhat skeptical customers who are however prepared to take risks;

4) laggards - those with conservative buying habits who avoid change;

The rate of adoption depends on many factors correlated with the product life cycle.

The duration of each life cycle phase can be controlled, to some extent. The phase that can be controlled in particular is the maturity phase, in which steps can be taken to ensure that it lasts longer than what it initially was going to. Some of the known tactics used in extending the maturity phase are:

a) by adding or updating the features of a particular product;

b) by using different pricing approaches to attract consumers that use a different brand;

c) by advertising to encourage people that have never used a product in the category to try it and therefore gain new customers.

But it is another story.

Source: <http://www.business articles/product life cycle/studying soc.htm>

Task 1. Read the article carefully, do a thorough content analysis of the text.

Task 2. Identify **the theme**. Out of the four options suggested below select one that is the best candidate for the theme of the text.

1. Stages of the product life cycle and their essential characteristics.

2. Tactics used to target various product adoption groups.

3. Product life cycle: its composition and properties.

4. Ways of controlling the maturity phase if the product life cycle.

Task 3. Look at the plan of the article below, in which the items are “jumbled”. Organize them in the right order consistent with the content structure of the text.

1. The stages of a product life cycle.
2. Product adoption groups during a product life cycle.
3. The concept of a product life cycle.
4. Ways of controlling the duration of a product life cycle.

Task 4. Single out **the focal points**. In the list below, separate the *focal points* of the article from the *supporting / evidential / illustrative* ones.

1. Tactics used to control a product life cycle.
2. The maturity stage of a product life cycle.
3. Early majority and late majority productive adoptive groups in a product life cycle.
1. Definition of a product life cycle.
2. The role of advertising during the growth stage in a product life cycle.
3. The use of different pricing approaches to attract customers during the maturity phase.
1. A map of the lifespan of a product.
2. The stages of a product life cycle.
3. Laggards as a group with the lowest rate of adoption.
4. Product adopting groups during a product life cycle.

Task 5. Write an annotation of the article (50-100 words), choosing one of the leads suggested.

The author explicates / focuses on / explains / considers / discusses the concept of He provides a definition of..., outlines / singles out , / differentiates between And finally comments on....

Task 6. Extend your annotation into a **summary** of the article (100-150 words), choosing the suitable lead options:

... the concept of a product life cycle. ... as a business analysis that attempts to identify a set of common stages in the life of commercial products. A product life

cycle ... a four phase process, the introduction, growth, maturity and decline stages. The distinctive features of each stage are... that the rate of product adoption by customers depends on many factors correlated with the product life cycle and ... five product adoption groups involved in the process – innovators, early adopters, early majority, late majority and laggards. The typical characteristics of each group on some possible ways of prolonging a product life cycle, such as upgrading the features of a particular product, using different pricing approaches to attract customers, and advertising.

Ukraine Was In Economic Crisis Long Before the Protests

One ingredient contributing to Ukraine's political crisis and Standard and Poor's downgrade of the country's credit rating is a long history of poor economic performance.

When Soviet central planning came to an end and the Soviet Union broke up, the economies of the successor states contracted sharply. Much the same happened to the Soviet satellites in Central and Eastern Europe. Almost all have reversed the decline. They have managed to grow beyond those pre-crisis levels, but Ukraine has not. Its economy is still smaller than it was in 1992.

Ukraine's economic burden. Poland provides a telling comparison. In 1992, using a method called purchasing power parity, their economies were similar sizes, Ukraine's being slightly the larger of the two. Now Poland's economy is more than double the size of its neighbor's.

There are plenty of other measures that are very unflattering to Ukraine. It has a large current account deficit - that is trade in goods and services together with some financial transactions. Last year's figure was 8% of the annual national product (GDP – Gross Domestic Product), and that is the money that Ukraine in effect has to borrow from abroad.

A deficit of that size can be manageable if international financial markets have a confidence in the economic outlook in Ukraine. If they do not, it may be a warning of

trouble to come. Standard and Poor's credit rating downgrade reflects its judgement that Ukraine will struggle to meet its debt payments without financial assistance from either Russia or western powers and the International Monetary Fund (IMF).

Who can help? In case of Russia, the agency thinks any support would be linked to the political survival of President Yanukovich. The West, in particular the European Union (EU), would be very reluctant to do it without the IMF. The IMF involvement however would mean an introduction of an economic policy to tackle what they regard as serious weaknesses in Ukraine's economic policies. Simply negotiating such a program would likely be a major challenge for both parties.

The previous program, the IMF says, "went off track as the authorities stopped implementing the agreed policies. In reviewing the experience, the IMF even suggested that it might be useful for future IMF lending programs to have "a mechanism to terminate off-track arrangements".

One central problem was Ukraine's reluctance to raise energy prices. It is a sector the IMF described as "opaque and inefficient". Energy reform is also an important element in the association agreement negotiated with the EU. It was never signed by the Ukrainian president – a decision which sparked off the protests. The EU deal would have committed Ukraine to move to market prices for energy. Not doing so means that the energy company "Naftogaz" runs a heavy deficit which in turn imposes an additional burden on the already stretched government finances.

So even if the political situation in Ukraine does stabilize, the economic outlook remains profoundly uncertain.

Source: <http://www.business articles/htm>

Task 1. Arrange the items in the question-plan of the above article in the order they should follow each other in the content organization of the text.

- What makes getting financial support from Russia problematic?
- What has been the central problem for Ukraine's economy, according to the IMF?

- What happened to economies of the Soviet Union's successor states and its satellites in Eastern and Central Europe after the Soviet central planning came to an end?

- What makes getting financial support from the EU problematic?

- Why is Ukraine forced to borrow money from abroad?

- What kind of a telling comparison does Poland provide?

- What underlies Ukraine's current political crisis and Standard and Poor's downgrade of the country's credit rating?

- Have the economies of the post-soviet states followed the same tendencies in their economic development since 1992?

- What countries and organizations could be potential donors for Ukraine?

- What was the IMF previous experience of implementing lending programs in Ukraine?

- What condition is the IMF likely to put forward in case of launching a new lending program in Ukraine?

Task 2. Complete the summary of the above article, using at least three the suitable leads/openers.

..... / / the economic situation in Ukraine since 1992. The consequences of the collapse of the Soviet Union for the economies of its successor states and its allies in Central and Western Europe / / The difference in economic development between Ukraine and the other post-soviet states are / / These difference is / / by a comparative analysis of the economic situations in Ukraine and Poland. The author / / the large current account deficit as a most unflattering factor for Ukraine's economy and / / Ukraine's chances of obtaining financial aid from abroad. The reasons for the EU and IMF reluctance to render financial assistance to Ukraine are / / / the economic outlook for Ukraine as profoundly uncertain.

What is Sociology?

Sociology is the study of how society is organized and how we experience life. It has been taught in British universities since the very beginning of the twentieth century, first at the London School of Economics and soon after at Liverpool University. These and other pioneering departments did groundbreaking research in major social issues such as poverty and crime.

Sociology today is one of the most popular subjects. Many sociological ideas, such as ‘moral panic’ and charisma, are now in everyday use. But the questions sociology asks have lost none of their challenge and excitement. Some of them are so important that we are still grappling with them in new ways. It was the sociology of deviance that proposed the startling idea that some forms of punishment make it more likely that people will commit further offences. Once branded a criminal, they argued, it is very difficult to remake a successful life within the law. This is exactly the point made by opponents of Anti-Social Behaviour Orders.

Do you wonder what fuels our apparent fixation with celebrity? Is it just gossip in a modern form? Is it that it provides endless, easily obtained content for our multiplying TV channels, newspaper pages and magazines? Could it be both? Or even something much more profound about the class system of modern Britain? You may be already thinking ‘But class doesn’t mean anything any more’. Are you sure? Why is the number of years you can expect to live still associated with your occupation? What about the way that your gender, religion, and ethnic background open up or close down opportunities in your life? What kinds of spiritual faith do people have in Britain today? And how far do the media affect how personal lifestyle choices are viewed by wider society?

Sociology is not just about Britain. It also deals with global issues like the environment, migration and ‘globalization’ itself. How do these social changes affect people at every level of their social life? Is it possible to be a true citizen of Europe or must you be British or French or Polish? What if your parents came from Trinidad, Bangladesh or Wales? Which comes first? Or are there other ways to look at identity? How important is the job that you do for your sense of self and your future? Are

national governments able to ensure that most people have a job and will be supported with health and social care when they need it? Or are most government policies made with the demands of vast transnational corporations in mind?

These are vital questions. If you become a sociology student you will not be provided with quick answers. What you will discover is how to think about these issues for yourself: what are the questions behind the questions? Generations of students have found that sociology makes them look at the world in new ways and this is why so many of us who teach it feel passionately about it – and why it is still pioneering after more than a hundred years.

Source: <http://www.britsoc.co.uk/WhatIsSociology/studyingSOC.htm>

Task 1. Identify **the theme**. Out of the six options below select the one that best states the theme of the text.

1. Fixation on celebrities as a social phenomenon.
2. The global issues sociology deals with.
3. The sociology of deviance.
4. The scope of social studies at British universities.
5. The science of Sociology
6. Anti-Social Behavior Orders.

Task 2. Single out **the focal points**. Separate the focal points of the article from the supporting / evidential / illustrative ones.

1. Globalization as an object of study in sociology.
2. The effect of the media on personal life styles.
3. Definition of sociology as a science.
4. The sociological ideas of “moral panic” and charisma.
5. The sociology of deviance.
6. The appeal of sociology to students and teachers of that science.
7. The scope of issues covered by sociological research.
8. The class system of modern Britain.

9. The London School of Economics and Liverpool university as pioneers of social studies.

Task 3. Which of the following issues normally dealt with by sociology, ARE NOT mentioned in the article?

1. The role of the media in society.
2. Social deviance.
3. Poverty and crime.
4. National and cultural stereotypes.
5. “Moral panic” and charisma.
6. The implications of the Internet on society.
7. Fixation on celebrities.
8. The concept of the so-called “national character”.
9. Gender and religion.
10. The demands of vast transnational corporations.

Task 4. Complete the summary of the above article, using at least three the suitable leads/openers.

..... /..... /..... *sociology as a science and the broad scope of problems sociological research touches upon.*/..... / *his own definition of sociology as “the study of how society is organized and how we experience life”.*
..... / / *that the London School of Economics and Liverpool university pioneered research into poverty and crime in Britain.*

...../..... / *that sociology owes its popularity to the fact that it tackles many of the vital and challenging issues of the contemporary world, deviant behavior, fixation on celebrities, the role of the media and the class system of modern Britain being some of them.*/..... / *that sociology also deals with important global issues, such as environment, migration and ethnic identity.*
/...../ *a tremendous appeal of sociology to both students and teachers of that science,*/...../ *by the fact that sociology makes both look at the world in a new way.*

Task 5. In the summary of the article given below, cross out the leads/openers that are incompatible with the context semantically or grammatically. Complete the summary.

The article under consideration focuses on / presents a new methodological framework for / presents a detailed study of the definition and the objects of study of sociology and provides information on / states that... / discusses / criticizes / outlines / comments on a broad range of sociology studies, mentioning among them such global issues as... . The author stresses / touches upon / states / points out, in particular, that it was the sociology of deviance that brought about the idea that some forms of punishment can encourage people to commit further offences. The author also presents his/her findings as to ... / highlights ... / criticizes / discusses the challenges students and teachers of sociology are faced with and emphasizes / explains / stresses / presents a detailed study the role of the London School of Economics and Liverpool university as pioneers of research into poverty and crime in Britain. In conclusion, / the author concludes by warning / To sum up, that if you become a sociology student you will not be provided with quick answers to you questions but will discover how to think about these issues for yourself and look at the world in new ways.

Market Economy

The notion of a "free market" where all economic decisions regarding transfers of money, goods, and services take place on a voluntary basis, free of coercive influence, is commonly considered to be an essential characteristic of capitalism. Some individuals contend, that in systems where individuals are prevented from owning the means of production (including the profits), or coerced to share them, not all economic decisions are free of coercive influence, and, hence, are not free markets. In an ideal free market system none of these economic decisions involve coercion. Instead, they are determined in a decentralized manner by individuals

trading, bargaining, cooperating, and competing with each other. In a free market, government may act in a defensive mode to forbid coercion among market participants but does not engage in proactive interventionist coercion. Nevertheless, some authorities claim that capitalism is perfectly compatible with interventionist authoritarian governments, and/or that a free market can exist without capitalism.

A legal system that grants and protects property rights provides property owners the entitlement to sell their property in accordance with their own valuation of that property; if there are no willing buyers at their offered price they have the freedom to retain it. According to standard capitalist theory, as explained by Adam Smith, when individuals make a trade they value what they are purchasing more than they value what they are giving in exchange for a commodity. If this were not the case, then they would not make the trade but retain ownership of the more valuable commodity. This notion underlies the concept of mutually-beneficial trade where it is held that both sides tend to benefit by an exchange.

In regard to pricing of goods and services in a free market, rather than this being ordained by government, it is determined by trades that occur as a result of price agreement between buyers and sellers. The prices buyers are willing to pay for a commodity and the prices at which sellers are willing to part with that commodity are directly influenced by supply and demand (as well as the quantity to be traded). In abstract terms, the price is thus defined as the equilibrium point of the demand and the supply curves, which represent the prices at which buyers would buy (and sellers sell) certain quantities of the good in question. A price above the equilibrium point will lead to oversupply (the buyers will buy less goods at that price than the sellers are willing to produce), while a price below the equilibrium will lead to the opposite situation. When the price a buyer is willing to pay coincides with the price a seller is willing to offer, a trade occurs and price is determined.

However, not everyone believes that a free or even a relatively-free market is a good thing. One reason proffered by many to justify economic intervention by government into what would otherwise be a free market is market failure. A market failure is a case in which a market fails to efficiently provide or allocate goods and

services (for example, a failure to allocate goods in ways some see as socially or morally preferable). Some believe that the lack of "perfect information" or "perfect competition" in a free market is grounds for government intervention. Other situations or activities often perceived as problems with a free market may appear, such as monopolies, information inequalities (e.g. insider trading), or price gouging. Wages determined by a free market mechanism are also commonly seen as a problem by those who would claim that some wages are unjustifiably low or unjustifiably high. Another critique is that free markets usually fail to deal with is the problem of externalities, where an action by an agent positively or negatively affects another agent without any compensation taking place. The most widely known externality is pollution. More generally, the free market allocation of resources in areas such as health care, unemployment, wealth inequality, and education are considered market failures by some. Also, governments overseeing economies typically labeled as capitalist have been known to set mandatory price floors or price ceilings at times, thereby interfering with the free market mechanism. This usually occurred either in times of crises, or was related to goods and services which were viewed as strategically important. Electricity, for example, is a good that was or is subject to price ceilings in many countries. Many eminent economists have analyzed market failures, and see governments as having a legitimate role to mitigate these failures, for examples through regulation and compensation schemes.

However, some economists, such as Nobel prize-winning economist Milton Friedman as well as those of the Austrian School, oppose intervention into free markets. They argue that government should limit its involvement in economies to protecting freedom rather than diminishing it for the sake of remedying "market failure." These economists believe that government intervention creates more problems than it is supposed to solve. Laissez-faire advocates do not oppose monopolies unless they maintain their existence through coercion to prevent competition, and often assert that monopolies have historically only developed because of government intervention rather than due to a lack of intervention. They may argue that minimum wage laws cause unnecessary unemployment, that laws

against insider trading reduce market efficiency and transparency, or that government-enforced price-ceilings cause shortages.

Source:http://study-english.info/14_market_economy.php#ixzz2Eplb0Puz <http://study-english.info/>

Task 1. Identify **the theme** of the article by completing the following sentence:

The article under consideration presents an in-depth analysis of

Task 2. Arrange the “jumbled” items in the plan of the above article in the order consistent with the content structure of the text.

1. *Counterarguments to a free-market economy.*
2. *The principles underlying the concept of mutually-beneficial trade.*
3. *The core principle underlying the notion of a free market.*
5. *The negative aspects of government intervention into economy.*
6. *Price determination practices in a free-market economy.*

Task 3. Separate **the focal points** of the article from the supporting / evidential / illustrative ones.

1. *Counterarguments to a free-market economy.*
2. *Inequality in resource allocation.*
3. *The value of a purchased commodity exceeding the value of what an individual gives in exchange for it.*
4. *Freedom from coercive influence.*
5. *A voluntary basis for transfers of money, goods, and services.*
6. *Occurrence of trades as a result of price agreement between buyers and sellers.*
7. *Government-enforced price-ceilings as a cause of shortages.*
8. *The price as the equilibrium point of the demand and the supply curves.*
9. *Minimum wage laws as a cause of unnecessary unemployment.*
10. *Failure to deal with is the problem of externalities.*
11. *Creation of monopolies and information inequalities.*
12. *The principles underlying the concept of mutually-beneficial trade.*

13. *The price as the equilibrium point of the demand and the supply curves.*
14. *The core principle underlying the notion of a free market.*
15. *A decentralized manner of making economic decisions by trading and bargaining individuals.*
16. *The negative aspects of government intervention.*
17. *Price determination practices in a free-market economy.*

Task 4. Write a summary of the article.

Sociological Theories of Religion

The ideas of three early sociological theorists continue to strongly influence the sociology of religion: Durkheim, Weber, and Marx. Even though none of these three men was particularly religious, the power that religion holds over people and societies interested them all. They believed that religion is essentially an illusion; because culture and location influence religion to such a degree, the idea that religion presents a fundamental truth of existence seemed rather improbable to them. They also speculated that, in time, the appeal and influence of religion on the modern mind would lessen.

Emile Durkheim, the founder of functionalism, spent much of his academic career studying religions, especially those of small societies. The totemism, or primitive kinship system of Australian aborigines as an “elementary” form of religion, primarily interested him. Durkheim viewed religion within the context of the entire society and acknowledged its place in influencing the thinking and behavior of the members of society. Durkheim found that people tend to separate religious symbols, objects, and rituals, which are sacred, from the daily symbols, objects, and routines of existence referred to as the profane. Sacred objects are often believed to have divine properties that separate them from profane objects. Even in more-advanced cultures, people still view sacred objects with a sense of reverence and awe, even if they do not believe that the objects have some special power.

Durkheim also argued that religion never concerns only belief, but also encompasses regular rituals and ceremonies on the part of a group of believers, who then develop and strengthen a sense of group solidarity. Rituals are necessary to bind together the members of a religious group, and they allow individuals to escape from the mundane aspects of daily life into higher realms of experience. Sacred rituals and ceremonies are especially important for marking occasions such as births, marriages, times of crisis, and deaths. If traditional religion were to continue, however, he believed it would do so only as a means to preserve social cohesion and order.

Max Weber initiated a large-scale study of religions around the globe. His principal interest was in large, global religions with millions of believers. He conducted in-depth studies of Ancient Judaism, Christianity, Hinduism, Buddhism, and Taoism. In *The Protestant Ethic and the Spirit of Capitalism* (1904/1958), Weber examined the impact of Christianity on Western thinking and culture. The fundamental purpose of Weber's research was to discover religion's impact on social change. For example, in Protestantism, especially the "Protestant Work Ethic," Weber saw the roots of capitalism. In the Eastern religions, Weber saw barriers to capitalism. For example, Hinduism stresses attaining higher levels of spirituality by escaping from the toils of the mundane physical world. Such a perspective does not easily lend itself to making and spending money. To Weber, Christianity was a salvation religion that claims people can be "saved" when they convert to certain beliefs and moral codes. In Christianity, the idea of "sin" and its atonement by God's grace plays a fundamental role. Unlike the Eastern religions' passive approach, salvation religions like Christianity are active, demanding continuous struggles against sin and the negative aspects of society.

Karl Marx was not religious and never made a detailed study of religion. Marx's views on the sociology of religion came from 19th century philosophical and theological authors such as Ludwig Feuerbach. Marx once declared that religion is the "opium of the people." Yet, his theory of religion was somewhat contradictory. On the one hand, he viewed religion as teaching people to accept their current lot in life, no matter how bad, while postponing rewards and happiness to some afterlife.

Religion, then, prohibits social change by teaching nonresistance to oppression, diverting people's attention away from worldly injustices, justifying inequalities of power and wealth for the privileged, and emphasizing rewards yet to come. On the other hand, Marx held that religion served as a sanctuary from the harshness of everyday life and oppression by the powerful. Still, he predicted that traditional religion would one day pass away.

Source: http://www.cliffsnotes.com/study_guide/Sociological-Theories-of-Religion.topicArticleId-26957,articleId-26931.html

Task 1. Complete the following sentence, stating the theme of the article.

The present article focuses on

Task 2. Complete the summary of the text.

The author starts by commenting on some of the views of religion the three sociological theorists had in common, in particular, the fact that and the shared belief that He/she proceeds further to examine the essential views of religion held by each of the above scholars.

Referring to Emile Durkheim as the founder of functionalism, the author outlines his scope of interests, emphasizing that Some of Durkheim's findings are also commented upon, such as, for example.

Max Weber is presented as an initiator of, his main purpose of research being The author highlights Weber's idea of the connection existing between and capitalism.

Task 3. Out of the lead options in bold, cross out those that are incompatible with the context semantically or grammatically.

The key issue of the article is..... / The article presents a new approach to / ***The article concentrates on*** *the ideas of three early sociological theorists who continue to strongly influence the sociology of religion: Durkheim, Weber, and Marx. The common views shared by these theorists of religion are*

commented upon / pointed out / criticized. The author speaks in favor / examines / analyses further the distinctive features characteristic of their theories and exemplifies / emphasizes / stresses their shared belief in lessening of the appeal and influence of religion on the modern mind in the future.

Profit

The pursuit and realization of profit is an essential characteristic of capitalism. Profit is derived by selling a product for more than the cost required to produce or acquire it. Some consider the pursuit of profit to be the essence of capitalism. Sociologist and economist, Max Weber, says that "capitalism is identical with the pursuit of profit, and forever renewed profit, by means of conscious, rational, capitalistic enterprise". However, it is not a unique characteristic for capitalism, some practiced profitable barter and monetary profit has been known since antiquity.

Opponents of capitalism often protest that private owners of capital do not remunerate laborers the full value of their production but keep a portion as profit, claiming this to be exploitative. However, defenders of capitalism argue that when a worker is paid the wage for which he agreed to work, there is no exploitation, especially in a free market where no one else is making an offer more desirable to the worker; that "the full value of a worker's production" is based on his work, not on how much profit is created, something that depends almost entirely on factors that are independent of the worker's performance; that profit is a critical measure of how much value is created by the production process; that the private owners are the ones who should decide how much of the profit is to be used to increase the compensation of the workers (which they often do, as bonuses); and that profit provides the capital for further growth and innovation.

Task 1. Choose the sentence that best states **the theme** of the text.

1. Arguing in favor and in defense of capitalism.
2. The exploitative nature of capitalism.
3. Pursuit and realization of profit as the essence of capitalism.

4. Profit as the source of capital for further growth and innovation.

Task 2. Complete the annotation of the article.

The article under consideration is concerned with the problem of The author explains, how, and stresses the fact that He/she goes further to examine The author repeats the main critical argument put forward by opponents of capitalism, which is However, the author seems to side with defenders of capitalism who provide a number of arguments in favor of capitalism to their opponents, among them

Drug Trafficking - a Globe of the XXI Century Challenge

The mankind has stepped in the XXI century, continuing to search for effective ways of solving one of the major global world problems - drug trafficking. The problem is faced by practically all the continents and states. Here, there are no territorial, national, religious, class, gender or other borders.

The narco-industry with a turnover of approximately 8 % of world trade has been steadily growing, raising its technical and financial potential, rapidly adapting for its purposes advanced scientific and technological findings. Therefore, it is no wonder that transnational narco-syndicates have at their disposal the newest state-of-the-art arms and ammunition, sophisticated electronic equipment and most impenetrable security systems.

The world narco-business, being the most profitable of all illegal businesses (in the Netherlands, for example, the cost price of one tablet of "ecstasy" is 7-9 cents, while its retail price is \$ 8-15), also has the most powerful and ramified international mafia structure - narco-business is just "doomed" to globalization. Buying primary raw materials in the countries of the Third World, the drug mafia not only organizes their processing into the end-product, but also ensures its delivery to the consumers most of whom live in the highly developed countries.

Drug-trafficking wide circulation is a matter of great concern not only for the governments of the individual countries involved, but also for international organizations. Among them are the United Nations Organization (with its special structure called on “Struggle against drugs and criminality preventive maintenance Management”, based in Vienna), the International Crime society, the International association of criminal law, the Interpol and others actively involved in curbing illegal drug trafficking.

Task 1. Arrange the “jumbled” items in the plan of the above article in the order consistent with the content structure of the text.

- *The global nature of the world narco-business.*
- *The international organizations actively involved in curbing illegal drug trafficking.*
- *The steady growth of the technical and financial potential of the narco-industry.*
- *Drug trafficking as a problem is faced by practically all the countries of the modern world.*

Task 2. Use three suitable leads/openers to complete the summary of the above text.

..... / / one of the major world problems – that of international drug-trafficking - a problem which the people of the 21 century still have no effective ways of solving. / /the rapid growth of the narco-industry, its high technical and financial potential, its sophisticated electronic equipment and most impenetrable security systems. / / the international global character of the powerful and ramified international drug mafia operating illegally across territorial, national, religious, class, gender or other borders, buying raw materials in the countries of the Third World, organizing their processing into the end-product, and delivering it to the consumers in the highly

developed countries. In conclusion, the author..... /..... /..... the international organizations actively fighting illegal drug trafficking, naming among them the UNO, the International Crime Society, the International Association of Criminal law, and the Interpol.

Task 3. Complete the summary.

The article under consideration is concerned with The author emphasizes that He also comments on the , mentioning that Taking into consideration the illegal nature of the narco-business, the author finds it no surprising that

Tax

A tax is a compulsory charge or other levy imposed on an individual or a legal entity by a state or a functional equivalent of a state (e.g., tribes, secessionist movements or revolutionary movements).

Taxes may be paid in cash or in kind or as corvee labor. In modern capitalist taxation systems, taxes are designed to encourage the most efficient circulation of goods and services and are levied in cash. In kind and corvee taxation are characteristic of traditional or pre-capitalist states and their functional equivalents.

Taxation in labor was the basis of the Feudal system in medieval Europe. In more sophisticated economies such as the Roman Empire, tax farming developed, as the central powers could not practically enforce their tax policy across a wide realm. The tax farmers were obligated to raise large sums for the government, but were allowed to keep whatever else they raised.

Many Christians have understood the New Testament to support the payment of taxes, through Jesus's words "Render unto Caesar the things that are Caesar's". There were certain times in the Middle Ages where the governments did not explicitly tax, since they were self-supporting, owning their own land and creating their own products. The appearance of doing without taxes was however illusory, since the government's (usually the Crown's) independent income sources depended on labor enforced under the feudal system, which is a tax exacted in kind.

Many taxes were originally introduced to fund wars and are still in place today, such as those raised by the American government during the American Civil War (1861-1865). Income tax was first introduced into Britain in 1798 to pay for weapons and equipment in preparation for the Napoleonic wars and into Canada in 1917 as a "temporary" tax under the Income War Tax Act to cover government expenses resulting from World War I.

Task 1. Rearrange the following statements in the order they are discussed in the article.

1. The origin and the purposes of the original income taxes.
2. Ways of tax payments.
3. Definition of tax.
4. The New Testament support of taxation.
5. Some facts about the history of taxation.

Translate the following summary and the key words from Russian into English, using one of the leads in brackets.

Правовое регулирование налогового стимулирования и его роль в экономическом развитии страны

В статье рассматриваются (consider, examine) вопросы развития России под влиянием такого фактора экономического роста, как налоговое стимулирование. Проблема исследуется (study, view) с позиции взаимодействия экономики и права. Автором выделяются (point out, highlight) отличительные особенности и направления политики, направленной на оптимизацию налогового стимулирования. Наиболее эффективными из них автор считает классификацию мер налогового стимулирования и закрепление их в законодательстве; разработку методики оценки эффективности этих мер и оценку их влияния на развитие экономики страны.

Ключевые слова: налоговое стимулирование, налоговые стимулы, государственно регулирование, налоговое законодательство, экономическое развитие.

PART 3

Writing a Summary of a Diploma / Graduation Project / Paper

Writing a summary of a **diploma / graduation project**, or a **course or term paper** (usually referred to as «реферат» in Russian) requires a special consideration. This kind of summary has its own format, structure and organization and includes a number of compulsory blocks. You need to indicate the topic and establish its importance, state your focus and aims, describe the methods used, report the results and comment on the findings, highlighting the most significant ones, suggest their theoretical and practical value and implications.

A typical “skeleton” of a diploma/graduation project summary is exemplified below (supplemented with some useful vocabulary).

Diploma project “Title... ”: ## pages, ## tables, ## figures, ## appendices, ## reference sources.

The object of the research is

The main / chief / general / central / major / primary / key) purpose (aim, objective, goal) of the article/paper/research is to....

The research methods used / The methodology adopted/applied include(s)..... / is (are) based on the approach / assumption / evidence / calculations / findings / idea / observations

The tasks accomplished and the results obtained can be summarized as follows (actually, writing this part is very much like writing an annotation, so you can consult the above Template for appropriate format and vocabulary).

The topicality / topical value (актуальность) of the research (is connected with..... / stems from).

The innovative value / component of the research (новизна) lies in / consists in the fact that..... .

The theoretical value (теоретическая значимость) of the research lies in / consists in / stems from

The practical value (практическая ценность) of the research lies in / consists in / stems from the fact that..... .

Perspectives of further research (перспективы дальнейшего исследования) and fields of potential implementation/application (области потенциального применения) of the findings/results obtained..... (the results obtained / the approach suggested / the methodology applied / our analysis have/has a high potential for.../ can lead to.../ can find fruitful application in/for.../ can be developed further to/for.../ can be applied/used to/for... / can be put into practice in/to... / can enrich/broaden... .

Key words:..... .

Task 1. Study the following **sample summary** of a diploma project and translate it into Russian/Ukrainian.

The given research project titled “Property Insurance of Trading Companies Against Financial Risks” consists of 147 pages, 13 tables, 1 appendix, and 70 sources of reference.

The research object is the insurance market as a sphere of insurance against financial risks.

The main aims/purposes of the research include analyzing theoretical, practical and legal principles of property insurance for trading companies, studying the specifics of the relationship between the insurer and the insured and the involvement of the government in that process, as well as working out recommendations on ways of calculating insurance pay-offs for different types of property.

The methods employed are comparison, generalization, systematization, modeling and economic analysis.

The tasks accomplished and the results obtained. Organizational and economic content of such concepts as “insurance”, “property insurance”, “a company’s financial risk insurance” **is explicated**. The stages and methods of a commercial enterprise property insurance against risks **are examined**, necessity for this kind of insurance **is justified**. Recommendations on perfecting mechanisms of property insurance, aimed at improving the company’s financial situation and raising its level of competitiveness on the Ukrainian market **are suggested**. Relevant international experience of implementing insurance procedures with the use of specific risk correction coefficients **is analyzed**.

The topical value of the research stems from the fact that functioning of the insurance market in Ukraine is marked by controversy and lack of legal regulation.

The innovative value / component of the research lies in an in-depth study of the specific relationships existing between the insurer and the insured in cases of commercial property insurance and the impact made on those relationships by the government.

The theoretical value of the research consists in applying contemporary economic analysis methodology and modeling to an analysis of ways of insuring commercial enterprises against risks as a mechanism of property insurance.

The practical value of the research stems from the practical recommendations for commercial property insurance optimization based the research findings.

Perspectives of further research and fields of potential application of the findings: the results obtained and the methodology applied can find fruitful application in further research into procedures of insurance pay-offs for different kinds of commercial property, damage estimation and insurance compensations.

Key words: commercial enterprise, insurance, property insurance, financial risks, modeling, economic effect.

Task 2. Study the following Russian summary of a diploma paper and translate it into English.

Дипломная работа «Механизмы управления прибылью на предприятии»: 107 с., 27 табл., 11 иллюстраций, 4 приложения, список из 81 теоретических источников.

Объект исследования – процессы управления прибылью на предприятии.

Цель исследования – анализ теоретических основ управления прибылью и разработка мер по ее повышению.

Методы исследования включают: анализ, синтез, систематизацию, а также такие специальные методы, как факторный и операционный анализ прибыли.

Основные результаты исследования: раскрыта экономическая сущность категории «прибыль», проанализированы теоретические основы управления прибылью предприятия, рассмотрены инструменты управления прибылью на предприятии, усовершенствована методика оптимального объема продаж продукции предприятия по критерию максимума его чистой прибыли, изучены правовые основы регулирования фармацевтической отрасли Украины. Выполнена оценка финансового потенциала предприятия с использованием факторного и операционного анализа прибыли, обосновано внедрение оперативного мониторинга как способа повышения прибыли предприятия, выполнена оценка его экономической целесообразности.

Актуальность исследования вытекает из недостаточной разработанности теоретических и практических аспектов управления прибылью предприятия.

Новизна исследования состоит в применении современных экономических методов, в частности, факторного и операционного анализа, к изучению механизмов управления прибылью предприятия.

Теоретическая значимость работы заключается в раскрытии экономической сущности категории «прибыль», разработке теоретических

основ управления прибылью предприятия, анализе правовых основ управления прибылью на фармацевтических предприятиях Украины.

***Практическая ценность** состоит в усовершенствовании методики расчета оптимального объема продаж продукции предприятия, оценке его финансового потенциала и обосновании внедрения оперативного мониторинга как инструмента повышения прибыли.*

***Области потенциального применения** результатов исследования – предприятия фармацевтической промышленности.*

***Ключевые слова:** прибыль, рентабельность, операционный анализ, центр финансовой ответственности, эффективность.*

Task 3. Supply the missing parts in the summary of the diploma project given below and arrange the “jumbled” structural blocks in the same order as in the above sample summary.

..... “Planning and organization of advertising campaigns”: 93 p., 18 tables, 1 appendix, 5 sources of reference.

..... studying the theoretical, practical and legal foundations of the advertising activities of an enterprise, planning and estimation of an advertising campaign budget.

..... the economic content of such concepts as “advertising”, advertising campaign”, “brand” and “branding” have been explicated. Stages and methods of conducting an advertising campaign have been considered, the necessity and importance of advertising in the activities of an enterprise justified. Suggestions have been made as to an introduction of marketing communications, the expediency of their introduction justified. Recommendations on an improvement of the enterprise advertising efforts aimed at an improvement of its financial situation and its competitiveness at Ukraine’s market have been worked out.

..... planning advertising campaigns at enterprises.

..... introduction and justification of the expediency of marketing communications.

..... enterprise, advertising campaign, economic effect, advertising activities, competitiveness.

..... comparison, generalization, induction, deduction, modelling and economic analysis.

..... making a thorough study of the theoretical and legal foundations of advertising activities, analyzing the economic content of “advertising”, “branding” and other advertising-related concepts, as well as stages and methods of conducting an advertising campaign.

..... comparison, generalization, induction, deduction, modelling and economic analysis.

..... working out practical recommendations on an improvement of the enterprise advertising activities, an improvement of its financial situation and its competitiveness at Ukraine’s market.

..... for many Ukrainian enterprises today organizing effective advertising campaigns still presents a big challenge.

..... the suggestions and recommendations on an improvement of the standards of advertising worked out by the author can be used by enterprises of diverse specialization while planning and organizing their advertising campaigns.

Task 4. Complete the summary of a diploma project by matching items A – I with items 1 – 9 below. Fill in the blanks in 3) with suitable leads.

- A. **The object of research.....**
- B. **The aims of the research.....**
- C. **The research methods used.....**
- D. **The tasks accomplished:**
- E. **The topical value of the research stems from the fact that**
- F. **The theoretical value lies in.....**
- G. **The practical value of the research consists in.....**
- H. **Diploma project**

I. The results obtained and the methodology applied can be used for improving innovative activities.....

1) explicating the economic essence of the concepts “innovative development”, “innovative activities”, “innovative infrastructure”, studying the theoretical foundations of innovative development management, including methods of its evaluating the innovative potential of an enterprise, identifying indicators of an enterprise innovative activities.

2)..... include synthesis, comparison, statistical analysis.

3)..... the economic essence of such concepts as “innovative development”, “innovative activities”, “innovative infrastructure” have been The theoretic foundations of innovative development management have been Indicators of an enterprise innovative activities have been of innovative development management have been Recommendations on forming a strategy for stimulating innovative activities of an enterprise have been , its economic efficiency has been calculated.

4)..... at various industrial and commercial enterprises of Ukraine.

5)..... forming recommendations on designing a strategy for stimulating innovative activities of an enterprise and calculating its economic efficiency, improving methods of innovative development level evaluation.

6)..... “Innovative development management at an enterprise”: 114 p., 27 tables, 3 appendices, 12 drawings, 75 reference sources.

7)..... is management of an enterprise innovative development.

8)..... are to study the methodological base of innovative development of an enterprise and work out recommendations as to forming a strategy for stimulating its innovative activities.

9)..... the methodology of an enterprise innovative potential evaluation and its innovative activities management are not yet well-developed in Ukraine.

Task 5. Write a summary of your own course paper / diploma project.

Навчальне видання

ТАРАСОВА Олена Владиславівна

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IN ANNOTATION AND SUMMARY WRITING**

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