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Данное учебно-методическое пособие предназначено для бакалавров, магистрантов и специалистов, изучающих иностранный язык в вузе. Целью пособия является развитие межкультурной и социокультурной компетенции учащихся, навыков работы с аутентичными текстами, чтения, анализа и критического осмысления аутентичной литературы.

Пособие содержит аутентичные тексты, посвященные вопросам межкультурной коммуникации, различию культур, их особенностей. Узнавая различные культуры, учащиеся осознают, насколько мир разносторонен и многогранен, и тем самым учатся понимать все разнообразие культур мира. Специфика пособия заключается в том, что оно содержит современные, актуальные тексты, которые отражают культурные реалии, а также лексику, которая активно используется носителями языка. Учащиеся не только формируют межкультурную компетенцию, но и развивают языковые и коммуникативные навыки, расширяют свой лексический запас. Пособие состоит из шести частей. Первая часть посвящена англоязычным странам, где говорят на английском языке. Вторая часть посвящена вопросам культурных ценностей США, третья – вопросам культуры и ценностей Великобритании, четвертая – разнообразию культур мира, пятая и шестая включают дополнительные тексты, связанные с вопросами межкультурной коммуникации. Пособие содержит упражнения на развития навыков говорения на иностранном языке, навыков чтения, письма и также задания, развивающие творческий потенциал учащихся.

Данное пособие может быть использовано как на аудиторных занятиях, так и в самостоятельной работе студентов.

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PART 1. ENGLISH-SPEAKING WORLD

Text 1.

1. *Discuss the questions in pairs.*

- 1) How has English become a global language?
- 2) What role does cultural diversity play in the English-speaking world?
- 3) How does education play a role in spreading the English language?
- 4) Why is the English-speaking world an important part of modern society?
- 5) How is the English-speaking world evolving and shaping the global landscape?

ENGLISH-SPEAKING COUNTRIES WHERE DO THEY SPEAK ENGLISH?

The English-speaking world refers to the countries and regions where English is predominantly spoken as a first language or widely used as a second language. Some of the countries included in the English-speaking world are the United States, United Kingdom, Canada, Australia, New Zealand, Ireland, and South Africa.

Key characteristics of the English-speaking world include linguistic diversity, cultural influence, economic power, and technological advancements. English serves as a lingua franca in many international settings, allowing for global communication and business interactions. English has become a global language due to historical factors such as British colonialism and the influence of American culture and media. The spread of English has been further facilitated by globalization, advancements in technology, and the dominance of English in various fields such as science, academia, and the internet.

Cultural diversity plays a significant role in the English-speaking world. Different countries within this world have their own unique cultural traditions, customs, and languages. However, English acts as a common language that allows for communication and understanding among diverse cultures. English is widely used in international communication and business. It serves as a common language for diplomacy, trade, and tourism. Many multinational companies use English as their official language for internal communication and collaboration. Proficiency in English is often seen as a valuable skill in the global job market.

The English-speaking world has made significant contributions to various fields such as literature, science, technology, and entertainment. Renowned authors like William Shakespeare and Jane Austen have shaped English literature, while scientific breakthroughs from English-speaking

countries have had a global impact. Education plays a crucial role in spreading the English language. English is taught as a second language in many schools around the world.

English language proficiency tests such as TOEFL and IELTS are widely recognized for academic and professional purposes. The English language connects people from different backgrounds by providing a common means of communication. It allows for cultural exchange, understanding, and collaboration on a global scale. English-speaking countries often attract immigrants from diverse backgrounds, further enriching their cultural fabric.

The English-speaking world is constantly evolving and shaping the global landscape. The influence of English can be seen in the adoption of English words and phrases in other languages, the dominance of English in the media and entertainment industries, and the spread of English-speaking cultural norms. The English-speaking world is an important part of modern society due to its economic and cultural influence. English proficiency due to opportunities for individuals in terms of education, employment, and international mobility. The English language also plays a significant role in the global exchange of ideas, knowledge, and culture.

2. Translate the words and phrases from the text into Russian.

- 1) to refer
- 2) linguistic diversity
- 3) exchange of ideas
- 4) from different backgrounds by
- 5) opens up
- 6) can be seen
- 7) due to
- 8) for internal communication
- 9) constantly evolving
- 10) collaboration on a global scale

Text 2.

1. Discuss the questions in pairs.

- 1) What countries are included in the Anglosphere world?
- 2) How did the English language become widely spoken around the world?
- 3) Who are some notable authors from the English-speaking world?
- 4) Why is education important in spreading the English language?
- 5) How can the Anglosphere world and the Russian world collaborate and learn from each other?

The Anglosphere world, also known as the English-speaking world, encompasses countries where English is the primary language or holds significant importance. This includes countries such as the United States, United Kingdom, Canada, Australia, and New Zealand, among others. On the other hand, the Russian world refers to countries where Russian is widely spoken or has historical and cultural significance, including Russia. The English language has become widely spoken around the world due to various historical and cultural factors. The British Empire played a significant role in spreading the English language through colonization and trade. Additionally, the United States' rise as a global superpower and the influence of American media and culture have contributed to the widespread adoption of English.

The English-speaking world has made numerous contributions in various fields. In terms of literature, English-speaking authors such as William Shakespeare, Jane Austen, and Ernest Hemingway have had a profound impact on global literature. In science and technology, English-speaking countries have produced groundbreaking discoveries and inventions. For example, the United States has been at the forefront of technological advancements in fields like computer science and aerospace. Cultural diversity plays a significant role in both the Anglosphere and Russian worlds. The English-speaking world is incredibly diverse, with different cultures, traditions, and ethnicities represented within its countries.

Similarly, the Russian world is home to various ethnic groups with distinct cultural practices and languages. This diversity adds richness and depth to both worlds' cultural landscapes. Education plays a crucial role in the spread of the English language. English is often taught as a second language in many countries due to its global importance in business, science, and communication. English-language proficiency is seen as a valuable skill that can enhance job prospects and open doors to international opportunities.

The English language connects people from different cultures by serving as a common means of communication. It allows individuals from different countries to interact, exchange ideas, and collaborate on a global scale. English proficiency facilitates international trade, diplomacy, and cultural exchange, fostering understanding and cooperation between people from diverse backgrounds. The Anglosphere world and the Russian world can collaborate and learn from each other in various ways. They can share their respective cultural traditions, literature, and artistic expressions, promoting cross-cultural understanding and appreciation. Additionally, collaboration in business, science, and education can lead to the exchange of knowledge and expertise, benefiting both worlds.



The Anglosphere world and the Russian world have a significant impact on shaping the global landscape. Through their cultural, economic, and political influence, they shape international relations, trade agreements, and global trends. Their contributions in various fields influence the development of society and drive innovation and progress on a global scale. In today's society, the English-speaking world and the Russian world hold great importance. English is the lingua franca of international communication, business, and education. Proficiency in English is often seen as a prerequisite for career advancement and accessing global opportunities. Similarly, the Russian world's cultural heritage, scientific advancements, and economic contributions make it an influential player in the global arena.

Overall, the Anglosphere world and the Russian world are distinct entities with their unique languages, cultures, and contributions. However, they also share common ground in terms of cultural diversity, global influence, and the potential for collaboration and mutual learning. Understanding and appreciating both worlds can lead to a more interconnected and harmonious global society.

2. Translate the words and phrases from the text into Russian.

- 1) also known as
- 2) have had a profound impact
- 3) are distinct entities
- 4) as a prerequisite for
- 5) diversity adds richness
- 6) have contributed to
- 7) encompasses countries
- 8) have produced groundbreaking discoveries
- 9) depth to both
- 10) the Russian world can collaborate

Text 3.

1. Discuss the questions in pairs.

- 1) What makes the United Kingdom a captivating destination for travelers?
- 2) How does London showcase both tradition and modernity?
- 3) What can visitors experience in London's vibrant arts scene?
- 4) How would you describe the blend of heritage, tradition, and modernity in the UK?
- 5) What other cities in the UK offer unique cultural experiences?

UNITED KINGDOM: A MELTING POT OF HERITAGE, TRADITION AND MODERNITY

The United Kingdom is a fascinating blend of ancient traditions and modern innovations, making it a captivating destination for travelers and a dynamic place to live. With its iconic landmarks, diverse cultural heritage, and thriving cities, the UK offers a wealth of experiences for both locals and visitors.

One of the most enchanting aspects of the UK is its rich history and heritage. From the ancient stone circles of Stonehenge to the majestic castles that dot the countryside, the UK is steeped in centuries of history. Exploring these historic sites allows visitors to step back in time and imagine the lives of those who came before.

No visit to the UK would be complete without a trip to Buckingham Palace, the official residence of the British monarch. The Changing of the Guard ceremony is a must-see spectacle that showcases the country's deep-rooted traditions. It is a symbol of the monarchy's continuity and a reminder of the UK's long-standing history.

While tradition and heritage are deeply ingrained in the fabric of the UK, it is also a place of modernity and innovation. The bustling metropolis of London is a prime example of this juxtaposition. The city's skyline is adorned with contemporary architectural marvels like The Shard and the Gherkin, standing tall alongside historic landmarks such as the Tower of London and St. Paul's Cathedral.

London's vibrant arts scene is another testament to the UK's modernity. The city is home to world-renowned museums like the British Museum and Tate Modern, which house priceless artworks from around the globe. West End theaters offer captivating performances of musicals and plays that attract theater enthusiasts from all over the world.

Beyond London, the UK boasts thriving cities like Edinburgh, Glasgow, Manchester, and Birmingham, each with its own unique character and charm. These cities are hubs of creativity, innovation, and cultural diversity, offering a vibrant mix of art galleries, music venues, and culinary delights.

Away from the urban centers, the UK's natural landscapes are equally captivating. The Scottish Highlands, with their rugged mountains and picturesque lochs, provide a tranquil escape from the hustle and bustle of city life. The rolling hills of the English countryside, dotted with quaint villages and historic estates, offer a glimpse into a slower pace of life.

In conclusion, the United Kingdom is a melting pot of heritage, tradition, and modernity. Its iconic landmarks, diverse cultural heritage, and thriving cities make it a captivating destination for travelers and a dynamic place to live. Whether exploring historic sites, immersing oneself in the vibrant arts scene, or enjoying the tranquility of the countryside, the UK promises a rich tapestry of history, culture, and diversity.

2. Translate the words and phrases from the text into Russian.

1) the most enchanting aspects



- 2) hubs of creativity
- 3) rugged mountains
- 4) are equally captivating
- 5) immersing oneself
- 6) must-see spectacle
- 7) is adorned with
- 8) deep-rooted traditions
- 9) the tranquility of
- 10) the vibrant arts scene

Text 4.

1. *Discuss the questions in pairs.*

- 1) What are some famous landmarks in the United States?
- 2) How is American society characterized?
- 3) What are some popular dishes in American cuisine?
- 4) What is the national pastime of the United States?
- 5) What are some other popular sports in the United States?

THE UNITED STATES: A LAND OF OPPORTUNITY AND CULTURAL DIVERSITY

The United States is a vast and diverse country located in North America. Known for its iconic landmarks and melting pot of cultures, the United States is a popular destination for travelers from around the world. Here are some interesting facts about the United States:

1. The United States is the third-largest country in the world by land area, covering approximately 9.83 million square kilometers. It is bordered by Canada to the north and Mexico to the south, with coastlines along the Atlantic and Pacific Oceans.
2. The official language of the United States is English. However, due to its diverse population, many other languages are spoken throughout the country.
3. The United States is famous for its iconic landmarks and natural wonders. From the majestic Grand Canyon to the Statue of Liberty, there are countless sites to explore. The country is also home to stunning national parks, such as Yellowstone and Yosemite, which showcase its diverse landscapes.
4. American society is characterized by its cultural diversity and the concept of the American Dream. People from all over the world have immigrated to the United States in search of better opportunities and a

chance to achieve their goals. This diversity is celebrated through various cultural festivals, traditions, and cuisines.

5. American cuisine is influenced by a blend of cultures, including Native American, European, African, and Asian. Popular American dishes include hamburgers, hot dogs, apple pie, and barbecue.

6. Baseball is considered the national pastime of the United States and is deeply ingrained in American culture. Other popular sports in the United States include American football, basketball, soccer, and ice hockey.

2. *Translate the words and phrases from the text into Russian.*

2) diverse country

2) to achieve their goals

3) is influenced by

4) a blend of cultures

5) is considered

6) is deeply ingrained

7) are spoken throughout

8) is bordered by

9) melting pot of cultures

10) have immigrated to

Text 5.

1. *Discuss the questions in pairs.*

1) What is the official language in Australia?

2) What unique wildlife can be found in Australia?

3) Which places in Australia are known for their beautiful beaches and surfing opportunities?

4) How has Aboriginal culture influenced Australian society?

5) What are some popular sports in Australia?

AUSTRALIA: STUNNING NATURAL BEAUTY AND UNIQUE CULTURE

Australia is a fascinating country with a rich diversity of natural beauty and a unique cultural heritage. From its stunning beaches to its breathtaking national parks, there is something for everyone to enjoy in this remarkable land down under.

One of the most striking aspects of Australia is its vast and diverse natural landscapes. From the iconic Great Barrier Reef to the rugged Outback, Australia is home to some of the most breathtaking natural wonders in the world. The country's coastline stretches for thousands of kilometers, offering countless opportunities for beach lovers and water sports enthusiasts. Whether you prefer relaxing on the white sandy beaches of

Queensland or exploring the dramatic cliffs of Western Australia, there is no shortage of stunning coastal destinations to discover.

In addition to its natural beauty, Australia is also renowned for its unique wildlife. The country is home to a wide range of fascinating animals, many of which are found nowhere else on earth. From cuddly koalas and hopping kangaroos to elusive platypuses and colorful parrots, encountering these iconic creatures in their natural habitats is a truly unforgettable experience.

Australia's cultural heritage is equally captivating. The country's indigenous Aboriginal culture dates back thousands of years and has left a lasting impact on Australian society. From traditional art forms and storytelling to ancient spiritual beliefs, Aboriginal culture continues to thrive and be celebrated across the country. Additionally, Australia's colonial history has also shaped its cultural landscape, with British influences evident in everything from architecture to language.

When it comes to sports, Australia is known for its passion and excellence. Cricket, with its rich history and fierce rivalries, holds a special place in the hearts of Australians. Rugby, Australian Rules Football (AFL), and netball are also widely popular, showcasing the country's love for competitive team sports.

In conclusion, Australia offers a unique blend of stunning natural beauty, diverse wildlife, and a rich cultural heritage. Whether you are exploring its magnificent national parks, relaxing on its picturesque beaches, or immersing yourself in its vibrant cities, Australia is a destination that will leave you in awe.

2. Translate the words and phrases from the text into Russian.

- 3) a fascinating country
- 2) a unique cultural heritage
- 3) the most breathtaking natural wonders
- 4) offering countless opportunities for
- 5) shortage of
- 6) to thrive
- 7) renowned for
- 8) fierce rivalries
- 9) to elusive platypuses
- 10) shaped its

Text 6.

1. Discuss the questions in pairs.

- 1) How have Maori traditions influenced contemporary New Zealand culture?
- 2) What are some popular outdoor activities enjoyed by New Zealanders?

3) Besides the film industry, which other art forms have New Zealanders made significant contributions to?

4) What are some traditional dishes in New Zealand cuisine that showcase its diverse influences?

5) Who are some notable New Zealand artists or performers that have achieved international success?

NEW ZEALAND CULTURE: A BLEND OF MAORI TRADITIONS AND MODERN INFLUENCES

New Zealand is a country known for its unique blend of Maori traditions and modern influences. Here are some interesting facts about New Zealand culture:

1. New Zealand's cultural identity is shaped by its indigenous Maori heritage, European colonization, and multiculturalism. How has this diverse mix of influences shaped New Zealand's cultural identity?

2. The Maori people have a rich cultural heritage that includes traditional arts, crafts, storytelling, and performing arts like the haka. How have Maori traditions influenced contemporary New Zealand culture?

3. New Zealand is known for its love of outdoor activities and adventure sports. Popular activities include hiking, skiing, bungee jumping, kayaking, and surfing. What are some other popular outdoor activities enjoyed by New Zealanders?

4. Besides outdoor activities, New Zealand has made significant contributions to the film industry. The country is famous for being the filming location of "The Lord of the Rings" and "The Hobbit" trilogies. What other art forms have New Zealanders made significant contributions to?

5. New Zealand cuisine is a fusion of Maori, European, Asian, and Pacific Island influences. Traditional dishes include hangi (a Maori method of cooking food in an earth oven), pavlova (a meringue-based dessert), and seafood like paua (abalone) and kina (sea urchin). What are some other traditional dishes in New Zealand cuisine?

6. New Zealand has produced internationally acclaimed artists and performers in various fields. Some notable examples include author Janet Frame, filmmaker Peter Jackson, musician Lorde, and actor Sam Neill. Who are some other notable New Zealand artists or performers that have achieved international success?

2. Translate the words and phrases from the text into Russian.

1) known for

2) mix of influences

3) enjoyed by

4) significant contributions to

5) notable

6) have achieved international success

- 7) paua and kina
- 8) acclaimed artists
- 9) famous for being
- 10) include hangi

Text 7.

1. *Discuss the questions in pairs.*

- 1) What are the official languages of Canada?
- 2) What are some famous natural landmarks in Canada?
- 3) How is Canadian society characterized?
- 4) What are some popular dishes in Canadian cuisine?
- 5) What is the national winter sport of Canada?

CANADA: A LAND OF NATURAL BEAUTY AND CULTURAL DIVERSITY

Canada is a vast and diverse country located in North America. Known for its stunning landscapes and multicultural society, Canada is a popular destination for travelers from around the world. Here are some interesting facts about Canada:

1. Canada is the second-largest country in the world by land area, covering approximately 9.98 million square kilometers. It is bordered by the United States to the south and has coastlines along the Atlantic and Pacific Oceans.

2. The official languages of Canada are English and French. Canada is a bilingual country, and both languages have equal status in government, education, and other official activities.

3. Canada is famous for its breathtaking natural beauty. From the majestic Rocky Mountains to the stunning Niagara Falls, there are countless natural wonders to explore. The country is also home to vast forests, pristine lakes, and diverse wildlife.

4. Canada has a diverse and multicultural society. People from all over the world have immigrated to Canada, bringing with them their unique cultures and traditions. This cultural diversity is celebrated through festivals, food, music, and art.

5. Canadian cuisine is influenced by various cultures, including British, French, Indigenous, and Asian. Popular Canadian dishes include poutine (fries topped with cheese curds and gravy), butter tarts, and Nanaimo bars.

6. Ice hockey is considered the national winter sport of Canada and is deeply ingrained in Canadian culture. Other popular sports in Canada include lacrosse, basketball, soccer, and Canadian football.

2. *Translate the words and phrases from the text into Russian.*

- 1) a bilingual country
- 2) to explore
- 3) a diverse and multicultural society
- 4) include poutine
- 5) are countless
- 6) located in
- 7) is bordered by
- 8) covering approximately
- 9) is considered
- 10) is deeply ingrained in

PART 2. AMERICAN CULTURE AND VALUES

Text 1.

1. *Discuss the questions in pairs.*

- 1) When did the USA declare independence?
- 2) Do you know what Americans mean by freedom?
- 3) What is self-reliance for Americans?
- 4) Why do think self-reliance is important for Americans?
- 5) Do you believe it's important for Americans to have a responsibility for taking care of themselves? Why? / Why not?

INDIVIDUAL FREEDOM AND SELF-RELIANCE

The earliest settlers came to the North American continent to establish colonies that were free from the controls that existed in European societies. They wanted to escape the controls placed on many aspects of their lives by kings and governments, priests and churches, noblemen and aristocrats. To a great extent, they succeeded. In 1776, the British colonial settlers declared their independence from England and established a new nation, the United States of America. In so doing, they defied the king of England and declared that the power to govern would lie in the hands of the people.

They were now free from the power of the kings. In 1787, when they wrote the Constitution for their new nation, they separated church and state so that there would never be a government-supported church. This greatly limited the power of the church. Also, in writing the Constitution they expressly forbade titles of nobility to ensure that an aristocratic society would not develop. There would be no ruling class of noblemen in the new nation.

The historic decisions made by those first settlers have had a profound effect on the shaping of the American character. By limiting the power of the government and the churches and eliminating a formal aristocracy, the early settlers created a climate of freedom where the emphasis was on the individual. The United States came to be associated in their minds with the concept of individual freedom.

This is probably the most basic of all the American values. Scholars and outside observers often call this value individualism, but many Americans use the word freedom. It is one of the most respected and popular words in the United States today.

By freedom, Americans mean the desire and the right of all individuals to control their own destiny without outside interference from the government, a ruling noble class, the church, or any

other organized authority. The desire to be free of controls was a basic value of the new nation in 1776, and it has continued to attract immigrants to this country.

There is, however, a cost for this benefit of individual freedom: self-reliance. Individuals must learn to rely on themselves or risk losing freedom. They must take responsibility for themselves. Traditionally, this has meant achieving both financial and emotional independence from their parents as early as possible, usually by age eighteen or twenty-one. Self-reliance means that Americans believe they should take care of themselves, solve their own problems, and “stand on their own two feet.”

TOCQUEVILLE OBSERVED THE AMERICANS’ BELIEF IN SELF-RELIANCE IN THE 1830S:

They owe nothing to any man, they expect nothing from any man; they acquire the habit of always considering themselves as standing alone, and they are apt to imagine that their whole destiny is in their own hands.

This strong belief in self-reliance continues today as a traditional American value. It is perhaps one of the most difficult aspects of the American character to understand, but it is profoundly important. Most Americans believe that they must be self-reliant in order to keep their freedom. If they rely too much on the support of their families or the government or any organization, they may lose some of their freedom to do what they want. Even if they are not truly self-reliant, most Americans believe they must at least appear to be so. In order to be in the mainstream of American life – to have power and/or respect – must be seen as self-reliant.

For example, if adult children return home to live with their parents because of economic conditions or a failed marriage, most members of the family expect this to be a short-term arrangement, until the children can find a job and be self-reliant. Although receiving financial support from charity, family, or the government is possible, it is usually expected to be for a short time, and it is generally not admired. Eventually, most Americans would say, people have a responsibility for taking care of themselves.

2. *Translate the words and phrases from the text into Russian.*

- 1) to escape
- 2) interference
- 3) rely on
- 4) most respected and popular
- 5) whole destiny
- 6) should take care of

- 7) profoundly important
- 8) to be in the mainstream of American life
- 9) short-term arrangement
- 10) have a responsibility for

3. *Say if the statements are true or false.*

- 1) Individualism is one of the most respected and popular words in the United States today.
- 2) By self-reliance Americans mean the desire and the right of all individuals to control their own destiny without outside interference from the government, a ruling noble class, the church, or any other organized authority.
- 3) Most Americans rely too much on the support of their families or the government or any organization.
- 4) Getting financial support from charity, family, or the government is possible, it is usually expected to be for a short time, and it is generally not admired.
- 5) Americans prefer to have a responsibility for taking care of themselves.

4. *Create a presentation on American freedom and self-reliance.*

Text 2.

- 1. *Discuss the questions in pairs.*
 - 1) Why do you think the USA looks so attractive to most immigrants?
 - 2) Do you agree that everyone has a chance to succeed in the USA? Why/ Why not?
 - 3) Why do you think in the early years of American history a lot of immigrants chose to leave older European societies and move to the USA?
 - 4) What do you think most Americans mean by equality of opportunity?
 - 5) Why do you think older people in the United States sometimes do not have as much honor and respect as they have in other, less competitive societies?

EQUALITY OF OPPORTUNITY AND COMPETITION

One of the most important reasons why immigrants have traditionally been drawn to the United States is the belief that everyone has a chance to succeed here. Generations of immigrants have come to the United States with this expectation. They have felt that because individuals are free

from excessive political, religious, and social controls, they have a better chance for personal success. Of particular importance is the lack of a hereditary aristocracy.

Because titles of nobility were forbidden in the Constitution, no formal class system developed in the United States. In the early years of American history, many immigrants chose to leave older European societies because they believed that they had a better chance to succeed in America. In “the old country,” the country from which they came, their place in life was determined largely by the social class into which they were born. They knew that in America they would not have to live among noble families who possessed great power and wealth inherited and accumulated over hundreds of years.

The hopes and dreams of many of these early immigrants were fulfilled in their new country. The lower social class into which many were born did not prevent them from trying to rise to a higher social position. Many found that they did indeed have a better chance to succeed in the United States than in the old country. Because millions of these immigrants succeeded, Americans came to believe in equality of opportunity. When Tocqueville visited the United States in the 1830s, he was impressed by the great uniformity of conditions of life in the new nation. He wrote,

The more I advanced in the study of American society, the more I perceived that equality of condition is the fundamental fact from which all others seem to be derived.

It is important to understand what most Americans mean when they say they believe in equality of opportunity.

They do not mean that everyone is – or should be – equal. However, they do mean that each individual should have an equal chance for success. Americans see much of life as a race for success. For them, equality means that everyone should have an equal chance to enter the race and win. In other words, equality of opportunity may be thought of as an ethical rule. It helps ensure that the race for success is a fair one and that a person does not win just because he or she was born into a wealthy family, or lose because of race or religion. This American concept of “fair play” is an important aspect of the belief in equality of opportunity.

President Abraham Lincoln expressed this belief in the 1860s when he said,

We wish to allow the humblest man an equal chance to get rich with everybody else. When one starts poor, as most do in the race of life, free society is such that he knows he can better his condition; he knows that there is no fixed condition of labor for his whole life.

However, the price to be paid for this equality of opportunity is competition. If much of life is seen as a race, then a person must run the race in order to succeed; a person has the responsibility to compete with others, even though we know not everyone will be successful. If every person has an equal chance to succeed in the United States, then many would say that it is every person’s duty to try.

The pressures of competition in the life of an American begin in childhood and continue until retirement from work. Learning to compete successfully is part of growing up in the United States, and competition is encouraged by strong programs of competitive sports provided by the public schools and community groups. Competitive sports are now popular with both men and women.

The pressure to compete causes Americans to be energetic, but it also places a constant emotional strain on them. When they retire, they are at last free from the pressures of competition. But then a new problem arises. Some may feel useless and unwanted in a society that gives so much prestige to those who compete well. This may be one reason why older people in the United States sometimes do not have as much honor and respect as they have in other, less competitive societies. In fact, generally speaking, any group of people who do not compete successfully – for whatever reason – do not fit into the mainstream of American life as well as those who do compete and succeed.

2. Translate the words and phrases from the text into Russian.

- 1) hereditary aristocracy
- 2) to have a better chance for personal success
- 3) great power and wealth
- 4) great uniformity of conditions
- 5) a race for success
- 6) an equal chance
- 7) constant emotional strain
- 8) feel useless
- 9) honor and respect
- 10) fit into the mainstream

3. Say if the statements are true or false.

- 1) A lot of immigrants really had a better chance to succeed in the United States than in the old country.
- 2) Americans see much of life as a race for success.
- 3) Americans think that some people should have an equal chance for success.
- 4) Americans are taught to compete successfully when they become teenagers.
- 5) Competitive sports are popular with both men and women.

4. Underline the main facts and present them in a short essay.

Text 3.

1. *Discuss the questions in pairs.*

- 1) What do you know about American dream?
- 2) What features of American business culture are you aware of?
- 3) Do you think that humor is appreciated in business dealings in the USA?
- 4) How should people dress when working for the American company?
- 5) What is a small talk? What do people discuss when having a small talk in the USA?

AMERICAN BUSINESS CULTURE AND ETIQUETTE

America is known for its diverse heritage. People of all races and nationalities come together in the United States, leading many individuals to wonder about American business culture. When it comes to American business culture, however, there is less diversity. Individuals planning to work in the country need to know what is acceptable and what is not. What makes this part of the world unique?

Particularities of The Business Mentality

The United States is built on the American dream. In fact, the entire American culture revolves around the idea that hard work leads to financial prosperity and success. Innovation is highly rewarded in the country, and people are expected to put in long hours at work. Furthermore, there is a clear line between management and lower employees. People tend to be competitive but informal in their interactions. Time is considered to be an asset in America, much like money is, thus everything people do is geared toward this concept. Efficiency and punctuality are rewarded, and the same is true of individual initiative. People who are willing to go above and beyond what is expected of them go far when working for American companies.

Characteristics of Conversation/Communication

People in the country tend to be friendly, yet get right to the point. Short answers are normal in business conversations, and people need to be very clear during interactions. This does not mean it is acceptable to be rude, however. Remain polite at all times, and ask to have things clarified when needed. Criticism needs to be worded carefully, while compliments are always appreciated. Silence is rarely present, and people will often continue talking to avoid periods of silence. Be aware that many business conversations occur on the golf course, thus be prepared to engage in a round or two when working with Americans. Humor is often good in business dealings, and sports phrases are often thrown in as part of a conversation. Don't hesitate to joke with others or make use of sports metaphors.

Appearance

Individuals are often confused as to how they should dress when working in the United States. What appears appropriate for one company may be completely wrong for another. However, one rule an individual should follow is to always be overdressed as opposed to underdressed. Similar to the Chinese culture conservative clothing is generally a safe option, especially when the job involves working directly with clients. However, when the industry involves something of a creative nature, smart casual clothing tends to be a good choice. Consider wearing nice slacks and a top or polo shirt in this situation. Although many employers in America allow workers to wear jeans and sneakers, it's best to hold off on these clothing choices until it is determined which employers are comfortable with this type of attire and which are not.

Behaviors and Manners in the United States

Close physical contact is discouraged in the business world. Stay a minimum of 18 to 24 inches away from others when conducting business.

Eye contact and a firm handshake are expected when meeting someone new. However, titles are not of great importance in the country, and individuals need to be expecting informality in these situations.

Small talk is frequently used in business situations. Always ask how someone is doing and reply with a basic answer. They aren't looking for personal details, but an overall statement as to one's overall wellness. Hobbies, sports, and local entertainment are all good topics in this situation. People often state they wish to meet for lunch as part of this small talk but never follow up. When someone mentions this and another meeting is desired, it's best to make plans immediately.

Business cards aren't common in the country anymore. There is no established set of rules regarding the exchange of these cards, and people should not be offended when a business card is stuck in a pocket without being viewed. This is considered perfectly acceptable.

Disagreements are not uncommon, although a person will always adhere to company policy.

Take time to learn about the business world in America before embarking on a new venture in the country. Those who do so find they go farther in a shorter period of time. With some time and effort, you can learn how to navigate the business world and move ahead in your career. As the US economy remains one of the largest in the world, you'll find the time you invest here will benefit you in the long run.

2. Translate the words and phrases from the text into Russian.

- 1) diverse heritage
- 2) financial prosperity
- 3) to engage in

- 4) smart casual clothing
- 5) attire
- 6) great importance
- 7) overall statement
- 8) wellness
- 9) set of rules
- 10) to adhere

3. *Say if the statements are true or false.*

- 1) Americans tend to be competitive and formal in their interactions.
- 2) Many business conversations in the USA occur on the golf course.
- 3) It's better to be underdressed than overdressed when working in the USA.
- 4) Kissing and firm handshake are expected when meeting someone new.
- 5) There are no rules regarding the exchange of the business cards in the USA, so it's okay when a business card is just stuck in a pocket without being viewed.

4. *Create a presentation on American business culture and etiquette.*

Text 4.

1. *Discuss the questions in pairs.*
 - 1) Why do you think Americans smile so much?
 - 2) Do you believe that American smile is fake or real?
 - 3) Do you agree that Americans smile because they have high standards of living?
 - 4) How do you think American food influences their mood?
 - 5) What's your general attitude to American smile?

AMERICAN SMILE AND ITS SECRETS

The question “Well, **why are they smiling** all the time?!” especially worries the non-Russians and other residents of the countries of the former USSR who are not used to it. **The smile of an American** for no reason seems to many suspicious and even dangerous. But we figured out why it is not so, and why such an expression of American friendliness is indeed in the blood.

Smile in the USA - a cultural feature or stereotype

An American smile is a true cultural phenomenon. Modern Americans, at least the white part of the population originated mainly from European migrants. But in the natural environment, neither

the British nor the Germans have ever been distinguished by a special smile. Americans, figuratively speaking, are the “train that could.” After a few hundred years of not the easiest history, we got a nation that shocked everyone with our love for smiles and politeness.

It is certain to find out why it is customary to **smile** somewhere, but somewhere it is too personal or even a disturbing sign, it is almost impossible. Cultural communication code is formed over many centuries. Many scientists and enthusiasts took the search for the root cause, but as a result we have only a few theories.

Theory One: immigration fault

This is the largest and most plausible version of fixing a smile as a universal means of communication for Americans.

Since the opening of the continent, the population of America is very heterogeneous. With the exception of the indigenous people (Indians), a huge number of nationalities lived in the territory of the future of the USA. All were faced with a few basic questions of survival:

How to communicate in terms of language barriers?

How **not to** accidentally **make enemies**?

How to expand your social circle and look for / involve “your own” to the relocation?

In an environment where the transfer of emotions becomes more important than words, facial expressions and gestures come to the rescue. **A smile helps to show** that you came with the world, that you like people around and that you are in a positive mood. At a minimum, this removes the degree of tension that is always present, surround the person “alien” - people of a different nationality, appearance, world outlook, etc.

Theory Two: commerce is to blame

America is the territory of developed capitalism. To some extent, if not for him, and the USA would have been a completely different state.

And, no matter how hard the industry tries, whatever unique products are made and no matter how they are advertised, the most effective sales tool is **loyalty** and **personal contact**.

The usual manifestation of friendliness and the same **notorious** or **false smile** cause a person to have more confidence and desire to acquire something. A person subconsciously searches for a friendly environment wherever he is. In this case, a **smile** is like a lifeline for our brain, we cling to it and immediately want to unite, consolidate our “friendship” with something. For example, “help” a person and buy something from him. These are instincts.

Naturally, enterprising future Americans (it was these who at one time threw everything and went to a new unknown land across the ocean) understood this perfectly well. The culture of commercial relations has penetrated so much into public life that the smile has entered the category of norms.

Theory Three: it is from the good life

It is foolish to deny that in America, and really very good: a lot of sun, a varied diet, proximity to water. All this naturally affects the human condition - we become more relaxed, and therefore more positive.

Despite the fact that in the United States a huge number of large and dynamic cities with a tense rhythm of life, the **level of stress** and anxiety of Americans according to statistics is almost three times lower than among residents of Eastern Europe and the Middle East.

In the US, one of the highest standards of living, respect for individual rights, great career opportunities, a pleasant climate. And also there is one of the highest levels of free social communication. Well, why not **smile** if everything is fine?

Theory Four: the fruits of the food cult

American food, whether it is fast food or traditional home cooking, is full of fats and carbohydrates. Most carbohydrates are broken down directly into sugar, which, in turn, causes the active production of the pleasure hormone, oxytocin. This is, in fact, a **proven fact of neurobiology**: the primitive part of our brain responsible for survival encourages itself for the tasty food found. Over time, the brain becomes accustomed to a large amount of the pleasure hormone and requires maintaining its level at a high level.

And here the medal has two sides. More precisely, two features generated by nutrition:

1. **The rapid obesity of the nation**, as it becomes more difficult to refuse to eat;
2. **Replenishment** and multiplication of **oxytocin** by any available means, one of which is positive emotions.

The last one sounds complicated, but in reality everything is simple. All the same primitive instincts encourage us not only for finding food, but also because we find people pleasant to us. If we constantly **smile**, laugh, embrace and have any other friendly contacts, the pleasure hormone is synthesized in almost the same amount as from delicious food.

The brain perceives it as a safety signal. Thus, many biologists consider the **American way of smiling** to be a peculiar feature of evolution. It is a measure developed by the body for its comfortable existence.

2. *Translate the words and phrases from the text into Russian.*

- 1) cultural phenomenon
- 2) immigration fault
- 3) to acquire something
- 4) great career opportunities
- 5) tense rhythm of life

- 6) become accustomed to
- 7) carbohydrates
- 8) a proven fact of neurobiology
- 9) nutrition
- 10) the rapid obesity of the nation

3. *Say if the statements are true or false.*

- 1) In an environment where the transfer of emotions becomes more important than words, facial expressions and gestures help people survive.
- 2) Americans have always been distinguished by a special smile.
- 3) The level of stress and anxiety of Americans according to statistics is the same as among residents of Eastern Europe and the Middle East.
- 4) Most Americans feel stressed because of the conditions of their life.
- 5) If we constantly smile, laugh, hug and have any other friendly contacts, our body produces oxytocin.

4. *Write an essay on American smile.*

Text 5.

1. *Discuss the questions in pairs.*

- 1) Do you think that Americans easily make friends?
- 2) Do you have any American friends?
- 3) Do you think that Americans specify their relationships in different categories? What might they be?
- 4) Do you believe that Americans develop many relationships in relatively short periods of time? Why/ Why not?
- 5) Do you agree that Americans develop only a few life-lasting friendships with very deep personal bonds? Why/ Why not?

FRIENDSHIP AND FRIENDLINESS IN THE USA

Americans are often open to meeting new people, but they may assume that you have many friends and are perfectly happy. Here are some easy ways to take initiative and make friends

Categories of Friends

American life, especially in the Northeast area, is fast-paced and very competitive, so people tend to specify their relationships in categories such as:

1. Friends from work.
2. Friends from school.
3. Family friends.
4. Neighbors.

Many times, Americans do not mix their categories of friends ("friends from school" do not mix with "family friends" etc.). For example, you may ask somebody from work to go to a movie theater, but they may tell you that they already have plans to see a movie with other friends. It may seem unusual that your colleague did not invite you to join his/her other friends to see the movie, but Americans who may be interested in getting to know you may decline invitations unless the correct "category of friends" is attending. If you express your interest in going out again, you might be invited to another event in which "work friends" are involved.

Categories of friends may overlap as time passes. You are not required to categorize your friends in the U.S. It's acceptable to mix categories of friends if you would like.

Short and Long Friendships

Because these "categories of friends" can be limited by time and other factors, people develop many, many relationships in relatively short periods of time. The independent spirit within American culture may lead friends to break off from relationships if they feel too dependent upon them. The friends may become close again after some time passes.

Because of this, most Americans develop only a few life-lasting friendships with very deep personal bonds. If you do not like this pattern of friendship, you can discuss how your ideas are different, especially if your culture allows deeper connections to many people for longer periods of time. Discussing this without judgment can create an open dialogue with Americans through which they can understand your culture better, too.

Quick Conversations

Americans sometimes say "hello" simply to be cheerful and positive, but do not intend to follow up their greeting with a conversation. In the United States, people often will ask, "How are you?" or "How are you doing?" when you meet them. These are usually polite phrases more than personal questions, and they do not always expect an honest answer. If you are well acquainted with this person, you might say how you truly are feeling. If not, the accepted response is usually "Fine, thank you. How are you?" — even if you are not feeling very well.

Americans prefer directness in communication. When Americans say "yes" or "no," they mean exactly that. "Maybe" really does mean "it might happen"; it does not mean "no."

Even though many Americans are highly educated, they are sometimes remarkably unaware of other cultures. They are generally eager to learn about other countries and cultures, but sometimes you may need to begin the conversation.

2. Translate the words and phrases from the text into Russian.

- 1) make friends
- 2) fast-paced
- 3) to overlap
- 4) independent spirit
- 5) too dependent upon
- 6) life-lasting friendships
- 7) deep personal bonds
- 8) to be acquainted with
- 9) highly educated
- 10) to be unaware

3. Say if the statements are true or false.

- 1) Americans mostly mix their categories of friends.
 - 2) You are not required to categorize your friends in the U.S.
 - 3) In the US people develop many relationships in a long period of time.
 - 4) After saying “hello” Americans just want to be cheerful and positive, but do not intend to follow up their greeting with a conversation.
 - 5) Americans prefer directness in communication.
- 4. Create a presentation on friendship in the USA.*

Text 6.

1. Discuss the questions in pairs.

- 1) What is political correctness, and why is it prominent in American culture?
- 2) How does political correctness aim to promote equality and respect?
- 3) What are some criticisms of political correctness?
- 4) How does political correctness impact intellectual diversity and productive debate?
- 5) What are some terms used to criticize political correctness, and what do they imply?

AMERICAN POLITICAL CORRECTNESS

Political correctness (PC) is a term widely used in the United States to describe language, policies, and behavior that are intended to avoid offense or discrimination towards particular groups of people. While the concept of political correctness is not unique to the United States, it has become a prominent aspect of American culture and politics.

One of the main reasons behind the rise of political correctness in America is the country's diverse population. With citizens from various racial, ethnic, religious, and cultural backgrounds, there is a greater emphasis on inclusivity and sensitivity towards different perspectives. PC language aims to promote equality and respect by avoiding derogatory terms or expressions that may perpetuate stereotypes or marginalize certain groups.

However, the concept of political correctness has also faced criticism and controversy. Some argue that it restricts freedom of speech and stifles open dialogue by creating a climate of self-censorship. Critics claim that PC culture often leads to the suppression of unpopular or dissenting opinions, hindering intellectual diversity and productive debate.

Another point of contention is the extent to which political correctness should be enforced. While many see it as a necessary tool for social progress, others argue that it can be taken to extremes, leading to absurd situations where even innocent remarks are deemed offensive. This has sparked debates about the balance between protecting individuals from harm and preserving freedom of expression.

Furthermore, political correctness has become a prominent issue in American politics. It has been used as a rallying cry by conservative voices who argue that PC culture has gone too far, labeling it as "cancel culture" or "wokeism." These critics believe that political correctness is used as a weapon to silence dissenting views and impose a certain ideological agenda.

In conclusion, political correctness plays a significant role in American society, aiming to promote inclusivity and respect for all individuals. However, its implementation and enforcement have sparked debates about freedom of speech and the boundaries of acceptable language. The discussion surrounding political correctness continues to evolve as society grapples with finding the right balance between sensitivity and the preservation of open dialogue.

2. Translate the words and phrases from the text into Russian.

- 1) political correctness
- 2) to avoid offense
- 3) are intended
- 4) a prominent aspect
- 5) suppression of

- 6) to promote
- 7) respect by
- 8) leads to
- 9) cancel culture
- 10) perpetuate stereotypes

3. *Say if the statements are true or false.*

- 1) The concept of political correctness is not unique to the United States.
- 2) One of the main reasons behind the rise of political correctness in Latin America is the country's diverse population.
- 3) The concept of political correctness has also faced criticism and controversy.
- 4) There isn't a greater emphasis on inclusivity and sensitivity towards different perspectives.
- 5) A discussion surrounding political correctness continues to evolve as society grapples with finding the right balance.

4. *Create a presentation on American political correctness.*

Text 7.

1. *Discuss the questions in pairs.*

- 1) What does the term "American lifestyle" refer to?
- 2) How does the American lifestyle reflect the country's diversity?
- 3) What are some criticisms of the American lifestyle?
- 4) Why some current trends in adopting healthier lifestyles in the United States?
- 5) How does the American lifestyle compare to lifestyles in other countries?

AMERICAN LIFESTYLE

American lifestyle refers to the way of life and cultural practices that are commonly observed in the United States. It encompasses various aspects, including social norms, values, traditions, and habits. The American lifestyle is often characterized by individualism, consumerism, and a pursuit of the "American Dream".

One prominent aspect of American lifestyle is the emphasis on individualism. Americans value personal freedom, independence, and self-reliance. This can be seen in their focus on individual achievements and the belief in the ability to shape one's own destiny. The American Dream, a concept deeply ingrained in the culture, is the idea that anyone can achieve success and prosperity through hard work and determination.

Consumerism is another significant aspect of American lifestyle. The United States is known for its materialistic culture, where the acquisition of goods and possessions is often seen as a measure of success. Americans have a high standard of living and enjoy a wide range of consumer choices. Shopping malls, online shopping, and brand loyalty are all integral parts of the American consumer culture.

The American lifestyle also includes a diverse range of traditions and cultural practices. Due to its history as a nation of immigrants, the United States is home to a multicultural society with influences from various ethnicities and religions. This diversity is reflected in celebrations such as Thanksgiving, Christmas, Hanukkah, Easter, and Independence Day, which are observed by different communities throughout the country.

Sports play a significant role in American lifestyle, with popular sports like football, basketball, baseball, and soccer attracting a large following. Sporting events are often seen as opportunities for socializing and community bonding. Additionally, outdoor activities such as hiking, camping, and barbecues are common recreational pursuits for many Americans.

However, the American lifestyle is not without its criticisms. Some argue that the emphasis on individualism can lead to social isolation and a lack of community cohesion. The consumerist culture has been criticized for its environmental impact and the prioritization of material possessions over personal relationships and well-being.

In recent years, there has also been a growing awareness and movement towards healthier lifestyles. This includes a focus on fitness, nutrition, and mental well-being. Many Americans are adopting healthier eating habits, engaging in regular exercise, and seeking mindfulness practices to improve their overall quality of life.

Overall, the American lifestyle is a complex and diverse concept that encompasses various cultural practices and values. It is shaped by historical, social, and economic factors, and continues to evolve as society progresses.

2. Translate the words and phrases from the text into Russian.

- 1) observed in
- 2) encompasses various aspects
- 3) characterized by
- 4) can achieve success
- 5) to evolve
- 6) can lead to
- 7) to improve
- 8) common recreational pursuits

- 9) for socializing
- 10) mindfulness practices

3. *Say if the statements are true or false.*

- 1) The American lifestyle is not without its criticisms.
- 2) Individualism can't lead to social isolation.
- 3) The consumerist culture has been criticized for its environmental impact.
- 4) There hasn't also been a growing awareness and movement towards healthier lifestyles.
- 5) Americans are adopting healthier eating habits, engaging in regular exercise, and practices to improve quality of life.

4. *Create a presentation on American lifestyle.*

PART 3. BRITISH CULTURE AND VALUES

Text 1.

1. *Discuss the questions in pairs.*
- 1) What do you know about the British humor? What is it like?
- 2) Do you know any British jokes? If yes, tell your partner some.
- 3) Do you think that the British parade their achievements? Why/ Why not?
- 4) Do you think that the British are fond of understatement?
- 5) Can you think of an example of self-deprecation?

NON-STOP BRITISH HUMOUR

Many Brits believe that the British sense of humour is unique, more subtle and more highly developed than other nations.

Popular British playwright Oscar Wilde made this point quite clearly and deliberately when he said, “It is clear that humour is far superior to humor”.

Perhaps the most confusing part of British humour however, is that there is no ‘off’ switch. Almost every conversation between Brits is bound to feature some form of irony, sarcasm, banter, understatement, self-deprecation, teasing or mockery.

When every word exchanged between Brits has an undercurrent of humour, it becomes difficult to decipher when a Brit is joking or being serious.

This is even more problematic considering the delivery of jokes is almost always done with a deadpan face.

The rule of thumb is therefore, if someone is saying something which makes absolutely no sense with a straight face, they’re probably joking.

The British have a unique partiality for irony and are always ready to whip out a sarcastic quip when the opportunity presents itself.

An extremely dry example of this would be for a British person to comment on how delightful the weather is when it is pouring outside.

The British make use of irony and it’s derivative, sarcasm, to say the opposite of what they mean in order to make a point.

This typically occurs when a Brit is confronted with a silly question, such as when British actress Cara Delevigne was asked on US television if she had read John Green’s book, *Paper Towns*, before starring in the movie.

Delevigne scoffed and replied, “No, I never read the book or the script, I just winged it”.

For the rest of the world, there is a time and a place for irony. For the Brits, that time and place is wherever and whenever.

It is this constant use of irony in conversation which can make the British come across as tiresome and rude to outsiders.

British fondness for understatement

In refusing to be overwhelmed by anything, the British resort to rather emotionless statements, such as “Not bad” when they really mean, “That’s actually quite good”.

British speech is littered with understatement. The Debretts guide to British social skills, etiquette and style notes that British conversations are filled with moderating expressions, such as ‘quite’, ‘rather’, ‘a bit’, ‘actually’.

A ‘spot of bother’ or ‘a bit of a pickle’ may understate that things are disastrous, in the same way that “Let’s go out for a pint” usually means going out for many, many more drinks.

A classic example of British understatement can be seen in the ‘Black Knight’ scene from Monty Python, where upon having his arm chopped off the Black Knight proclaims, “Tis but a scratch”:

Self- deprecation

The British do not parade their achievements and are deeply hostile to pomposity.

Instead of boasting and blowing their own trumpets, the Brits tend to make light of their shortcomings by being excessively modest and putting themselves down.

Obvious sources of self-deprecating humour include one’s accent, age, physical build, baldness, prominent features, geekiness or strange name.

British comedian and self-proclaimed ‘language nerd’, David Mitchell, is a well-known self-deprecator.

In dealing with the embarrassment of success through such self-mockery, the Brits believe they appear more humble and relatable.

Fellow Brits are able to read beneath the self-deprecation and admire them for their modesty.

It is particularly important for the Brits to not appear too big for their boots when it comes to addressing an audience.

British public speaking website, Speak Like a Pro, emphasises that people who have the ability to laugh at themselves are generally perceived as being secure, confident, and likeable.

Weak people, on the other hand, tend to feel a need to inflate themselves.

Comedian Jon Richardson is the perfect example of the extremely likeable self-deprecator.

2. Translate the words and phrases from the text into Russian.

- 1) deadpan face

- 2) to make no sense
- 3) banter
- 4) to be overwhelmed
- 5) to go out for a pint
- 6) moderating expressions
- 7) pomposity
- 8) sarcastic quip
- 9) 'language nerd'
- 10) extremely likeable self-deprecator

3. *Say if the statements are true or false.*

- 1) Almost every conversation between Brits is bound to feature some form of irony, sarcasm, banter, understatement, self-deprecation, teasing or mockery.
- 2) Sometimes it becomes difficult to decipher when a Brit is joking or being serious.
- 3) The Brits prefer to use quite emotional statements like «Wow, it was great!»
- 4) For the Brits there is a time and a place for irony.
- 5) The British prefer to parade their achievements.

4. *Write an essay on British humour.*

Text 2.

1. *Discuss the questions in pairs:*

- 1) What are the British like?
- 2) How should someone greet a person who he is meeting for the first time in the UK?
- 3) What do you know about the dress code for meetings in the UK?
- 4) What about gifts? Is it acceptable to present one in business/ social settings?
- 5) What are the working hours in the UK?

CULTURAL CONSIDERATIONS OF DOING BUSINESS IN THE UK

The United Kingdom is a multilingual, multi-ethnic society, with notable cultural differences between its capital London and the regions. An understanding of the variations in approach is important to UK business success.

The UK covers an area of 243,610 km² (94,060 mi²) and has a population of 65.64m (2016). It is made up of four separate countries: England, Scotland, Wales (making Great Britain) and Northern Ireland.

Great Britain is sometimes called just 'Britain' for short, although technically Britain refers only to England and Wales. The capital of England is London, Scotland has Edinburgh, Wales has Cardiff and Northern Ireland has Belfast. However, London is the unofficial capital of the UK, being the largest city in terms of population and influence – specifically in finance, world politics and culture.

UK personality

The countries in the UK see themselves as distinct entities, which they are proud of and which can engender an element of competition - for sporting events, such as the six nations rugby tournament, as an example! It is important to take care not to refer to your British business associates as 'English', unless you are positive that they come from England, otherwise, you risk offending and starting your relationship off on the wrong foot.

The UK population see themselves as a civilized, well-mannered, well-educated and understated people, who are class conscious. They can come across as cool, detached and often hard to read. They tend to have an understated, dry or sarcastic sense of humour and understanding their real meaning can be a challenge!

It is important to read between the lines. The main language is English; however, local accents and dialects vary quite substantially.

Meeting etiquette

When meeting for the first time, shake hands firmly and maintain eye contact, repeat this when leaving the meeting. In British business culture, there is no formal ritual around exchanging business cards. The British are polite and formal with people they have just met; small talk at the start of meeting, particularly about the weather and your journey, is a good warm up to the main conversation, but don't be too casual or familiar. Punctuality is very important for business meetings; however, it is considered polite to be a little late (around 15 minutes) for social events such as a dinner. When doing a 'cheers' over a drink, it is also very important to maintain eye contact with each person you say 'cheers' to and clink the glass. It is considered unlucky by some to say 'cheers' with just water.

Introductions

Generally, the British are comfortable using first names with each other right from the start, however, when being introduced to senior or more mature people, it is advised to start with a formal greeting, using their surname and appropriate title, allowing them to invite you to use their alternative. Academic titles are not generally used and using yours may be viewed as arrogance. Ideally, business introductions are initiated through a connected third party. In older companies, business can still

centre around the ‘old boy network’ with schools, universities and family ties being important. Newer companies are more progressive. Most business entertaining is done in restaurants or pubs over lunch, with the host, who extended the invitation, paying the bill.

The dress code for meetings in the UK very much depends on the sector and how long the company has been established. The creative industries, young companies and the technology start-up worlds tend to be casual and more fashion conscious. Professional services (finance, legal, accountancy) are still conservative and formal. If in doubt, err on the side of caution and dress formally.

Gifts

Gifts are normally not exchanged in business settings due to compliance regulations such as bribery laws. However, in a social setting, if invited to someone's home, always bring a small gift for the host or hostess such as flowers, chocolates or wine.

Business hours

Working hours in the UK are regulated under the Working Time Regulations Act of 1998, which states a maximum working week of 48 hours. However, there is an ‘opt out’ clause, or waiver, which many businesses leverage. Business hours in the UK vary, particularly regionally and of course, by sector.

A wide generalisation is that London is viewed as more of a 24/7, ‘always on’ culture, whereas the regions run more of a 9am to 5pm schedule. There are, of course, exceptions. Retailers have the option of Sunday opening, which many take advantage of.

2. *Translate the words and phrases from the text into Russian.*

- 1) distinct entities
- 2) well-mannered
- 3) class conscious
- 4) challenge
- 5) to maintain eye contact
- 6) arrogance
- 7) fashion conscious
- 8) bribery
- 9) businesses leverage
- 10) to take advantage of

3. *Say if the statements are true or false.*

1) When meeting for the first time, shake hands firmly and maintain eye contact, repeat this when leaving the meeting.

2) Punctuality is very important for the British however it is considered polite to be a little late (around 30 minutes) for social events such as a dinner.

3) The dress code for professional services like finance, legal, accountancy is quite formal and conservative in the UK.

4) It's considered polite to exchange gifts in business settings in the UK.

5) A maximum working week is not more than 48 hours in the UK.

4. *Create a presentation on the British business culture.*

Text 3.

1. *Discuss the questions in pairs.*

1) What do you know about the national character of the British?

2) Do you think that the British are the politest nation in the world? Why/ why not?

3) Why do you think the British are stubborn to adopt the new?

4) Do you know any tea traditions of the UK?

5) What is the most beloved English drink?

BRITISH CHARACTER AND LIFESTYLE

The United Kingdom is a separate from the continent island country. No wonder one of the most typical features of the British character is individualism growing either into prepotency or egotism. In fact, this prosperous nation has every ground to be proud of itself – starting with its domination throughout history with the creation of the Commonwealth and ending with its language being dominate throughout the world.

The British people are extremely disciplined and there is no exaggeration in stating that they are the politest nation on the earth. They honour privacy and are famous for being extremely tactful, delicate, and reserved. Rudeness, coarse language, inadequate behaviour, and any other display of bad manners are treated as ferity. British hold in esteem rules, laws, and order.

Etiquette is probably nowhere else defended and applied as accurately as in Britain. People here stay in queue everywhere and for everything – to buy grocery or tickets to the theater, to enter the restaurant or transport, to use public bathroom or get their cars filled with patrol. Another feature common to British character is common sense. They approach everything practically and are seldom misled by some ethereal delusions. The British people have a very specific sense of humour, but no British will agree with this, because they consider their humour to be unique and immensely subtle.

At the same time, British are very stubborn to adopt the new. Used to live in the closed and well-secured community, British people usually treat everything new and unknown as something dangerous and hostile. For instance, they still use their old metric system to calculate distances, amounts and liquids despite all the governmental efforts to introduce the same scales as the most of the world use. They can never get used to the 24-hour clock and will always drive on the left side of the road measuring temperature in Fahrenheit instead of Celsius.

British people usually live in relatively small detached houses, unless they have inherited a great mansion. Home is a castle for the British. They adore their pets. Almost each family has got a cat or a dog. The British nourish and glory their gardens and lawns.

Family roots and old traditions are very strong and supported in this country. They take a pride in their tea tradition. They love it with milk and drink a couple of times per day. They like spending their leisure time with friends and family. The elder people dig in their gardens, but the youth like active rest. The most beloved English drink is beer. To indulge themselves with a mug of beer, people go to pubs.

2. Translate the words and phrases from the text into Russian.

- 1) extremely disciplined
- 2) coarse language
- 3) inadequate behavior
- 4) to stay in queue
- 5) immensely subtle
- 6) reserved
- 7) well-secured community
- 8) great mansion
- 9) to take a pride in
- 10) to indulge yourself

3. Say if the statements are true or false.

- 1) The British are extremely tactful, delicate, and reserved.
- 2) The British easily adopt the new.
- 3) British people usually live in blocks of flats.
- 4) The British adore their gardens and lawns.
- 5) The British like to drink tea with milk and a couple of times per day.

4. Write an essay on the British character.

Text 4.

1. *Discuss the questions in pairs:*

- 1) What is political correctness?
- 2) Do you know any examples of politically correct words in English?
- 3) What words and expressions can be used to prevent sex discrimination in English?
- 4) What words and expressions can be used to prevent age discrimination in English?
- 5) Do you know any words and expressions that prevent discrimination against people with disabilities?

ENGLISH POLITICAL CORRECTNESS

For the first time spoke about the political correctness in the early 80s. Political correctness - a kind of code, which is designed to eliminate any kind were signs of discrimination. «Democracy - is not only majority rule, but also respect for the rights of minorities» - namely that truth is the basis of this code.

In recent decades, politically correct vocabulary has expanded its borders. Depending on what type of discrimination is prevented, it is possible to unite politically correct expressions in the following groups:

Words and expressions which prevent racial or ethnic discrimination

This kind of discrimination is called Racism in English. Perhaps it is this group of words we think first of all, when we hear about political correctness. But vocabulary, which can be attributed to this group, have long gone beyond the most famous Afro-American instead of Negro. By analogy, the black residents of other countries became known as Afro-Brazilian, and so on.

With regard to other nationalities, the word Indian in America is now accepted to replace the phrase indigenous person, ie a local or Native American - Native American. Also, if we are not talking about ice cream, and the person is good enough to use Native Alaskan, instead of the Eskimo.

Hispanics term became popular in the United States in the 1970s. So we called Latinos. Since it is now a word associated with the poor strata of society, some people prefer the following expression Latino / Latina (Latin American origin), Chicano / Chicana (Mexican American), Spanish American (Mexican American).

Words and expressions which prevent sex discrimination

The popularity of the feminist movement has provoked attention to everyday speech. Feminists accused of sexism in English. From English sexism - sexism. Available in English, more masculine form has been the subject of many discussions and disputes.

The main target for the most ardent defenders of women's rights were the words with the component man. Along with the policeman, businessman began to use policewoman or

a businesswoman. It has even come to talk about replacing the woman on wommyn, all in order to get rid of the hated particles. Over time, these measures are deemed inadequate and began an active search for a neutral expression. For this reason, some have tried to replace the stewardess (-ess -cuffiks feminine) on the flight attendant. Why the difference between the waiter and waitress, better come up with a faceless waitron.

If most of the above examples of valid cause a smile and never taken root in the language, some of the changes over the pronouns have become commonplace. If a person wants to study language, he must work hard is not in doubt, it is now the right option will sound: If a person wants to study language, he or she must work hard. The letter is often used abbreviated version: s / he.

Words and expressions which prevents age discrimination

Age discrimination is called Ageism. Using politically correct units often regards respect for the elderly. Perhaps you will agree that the association with the word old is not the most pleasant. So, do not be surprised if you will read in the papers or heard in public speeches such expressions as the third age person, senior citizen.

Age discrimination can relate to people of all age groups. For example, most of it takes place in employment. In this case, as the victims are too young people and the older generation. Although, like any kind of discrimination, ageism is based on stereotypes and prejudices.

Words and expressions which prevent discrimination estate

Vocabulary that belongs to this group, is used to replace the words to describe the financial status of a person, cause unpleasant associations. The poor man, of course, do not get richer if the call it economically exploited. However, the second variant is considered more valid than all of the usual poor. In order not to offend his interlocutor, referring to his difficult financial situation, the most «sympathetic» may resort to even differently advantaged.

The well-known qualifications of flight – economy class flight, business class flight and first class flight is also an example of politically correct language of the group. Although, of course, with time, these phrases lose the function of veiling.

Words and expressions which prevent discrimination against people with disabilities

In angliyckom language this kind of discrimination is called Ableism. This term can be interpreted as a set of stereotypes that deny people with certain disabilities opportunities to realize their full potential. In English, the politically correct statement of the group formed by the prefix – challenged. This prefix begins to displace the once quite acceptable handicapped or disabled, because the past underline the complete absence of one or the other physical ability in humans.

For example, physically-challenged instead of disabled, visually-challenged instead of blind. However, a very active use of the console led to absurd expressions such as:

metabolically challenged – dead (dead), generationally challenged – old, young (young or old, depending on the specific situation) conversationally challenged – boring (boring), follically challenged – bald or balding (bald or balding). The fact that political correctness designed to eliminate the humiliation of others, begins to lose its original, highly commendable sense. After all, the absence of measures and punching politically correct statements creates a comic effect. This is true, for example, statements that raise the prestige of certain professions.

Do not be surprised if you meet a customer engineer instead salesperson, automobile engineer instead mechanic. And probably you'll never guess what a huge phrase like home plaque removal instrument may mean just an ordinary toothbrush. These statements, though absurd, but harmless.

2. Translate the words and phrases from the text into Russian.

- 1) to go beyond
- 2) main target
- 3) poor strata of society
- 4) indigenous person
- 5) ardent defenders
- 6) commonplace
- 7) work hard
- 8) advantaged
- 9) economically exploited
- 10) prejudices

3. Say if the statements are true or false.

1) Political correctness is a term used to describe language, policies, or measures that are intended to avoid offense or disadvantage to members of particular groups in society.

2) The main target for the defenders of women's rights were the words with the component man.

3) Sex discrimination is called Ageism.

4) It's politically correct to call a person Chicano instead of Negro.

5) It's politically correct to call a person from Latin American Latinos.

4. Create a presentation on English political correctness.

Text 5.

1. *Discuss the questions in pairs.*

- 1) What do you know about British etiquette?
- 2) What are taboo subjects according to British etiquette?
- 3) Do you think it's ok to discuss how much money you earn in the UK? Why/ Why not?
- 4) What British table manners do you know?
- 5) What are safe subjects for a discussion when a British person meets a stranger?

BRITISH ETIQUETTE

Etiquette is the code of polite behaviour in society. Knowing a little bit about British etiquette will help you ensure that your behaviour is polite and appropriate whilst you are studying in the UK. Below we've given you a few hints and tips about some of the most common codes of British etiquette.

APOLOGISING

In the UK, people have a tendency to **over-apologise**. For example, if you tell someone about something unfortunate which has happened to you, it's quite likely that they will **apologise**, e.g. "I'm so sorry to hear that you have been unwell".

British people cannot resist the urge to apologise, for example, if someone accidentally bumps into you, it would be common for you to apologise and say "I'm sorry" as though you are sorry for being in their way. If you have reserved a seat on a train but somebody is sat in it, it would be common to say "I'm so sorry but you appear to be sat in my seat". If somebody spills your coffee, again it's quite normal for the victim to apologise. Of course, the person to blame would apologise as well, but apologising as the victim is a very English thing to do.

In the UK, we like receiving warm heartfelt apologies as well as giving them. If you have done something to upset or offend someone, it is important to offer them a genuine apology. A half-hearted apology will not go down well.

If you are offered an apology, it is considered good grace to acknowledge and accept it. In some cases, you may still be a little upset over the incident, but by not accepting the apology the situation will escalate. A typical way of accepting an apology is by saying "it's okay", "don't worry about it", or for more serious incidents, "I forgive you".

PLEASE AND THANK YOU! MINDING YOUR PS AND Qs

Many people from outside the UK find it strange that we say **please** and **thank you** as much as we do. It is considered polite, well-mannered and is a regularity of British speech. What may surprise you is when we are in a shop, restaurant or anywhere we are receiving customer service, we



say thank you to the person serving us e.g. when they give you change, the bill, or come to give you your food and drinks. In Britain, every social transaction is eased by reiteration of these phrases from both parties.

Remembering to say please and thank you is very important, if you are not doing it you may be told to ‘**mind your p’s and q’s**’ or, more specifically, to say both ‘please’ (‘p’s’) and ‘thank you’ (‘thank q’s’).

BEING TACTILE

Britain isn’t a particularly **tactile** country. Because of this, some cultures perceive British people as being completely unemotional whilst others perceive us as having a ‘**stiff upper lip**’. This refers to the fact that British people do have emotions, they’re just very good at hiding them. When a person’s upper lip begins to tremble, it is one of the first signs that the person has experienced deep emotion. The ‘stiff upper lip’ is an idiom to our ability to conceal our emotions and keep a straight face.

Whilst you may be hugged and kissed 2 or 3 times by a total stranger in some European countries, it’s unlikely that you would receive the same reception in the UK. **Social kissing** is becoming popular in Britain, but it is by no means an accepted norm. For example, it is rare for men to kiss in the UK- this is usually a gesture reserved for women. Kissing is not appropriate in many professional situations. If you are unsure, stick to a handshake (see below).

Holding hands as friends in the UK is quite unusual. Instead, more common for female friends is to link arms. For male friends, there is usually no contact. Holding hands is usually reserved only for parent-children relationships, or between partners (e.g. girlfriend & boyfriend, husband & wife).

DISCUSSING MONEY

Unlike in most countries, discussing **how much you earn** or **how much something costs** (anything from the cost of clothes, up to the price of a house) has traditionally been a **strictly taboo subject** according to British etiquette. Sometimes British people find it **embarrassing** to discuss money and it can be seen as rude.

If you are having a conversation with someone new, money and personal wealth are subjects best avoided. Only discuss money if the other person has raised this – then you know they feel comfortable talking about it. Definitely do not ask somebody how much they earn. If you talk about how much money you have and all of things you bought, it can be seen as bragging, particularly when it heightens the difference between your financial situation and that of the person you are talking to.

However, things are changing and British people are more open to discussing things such as house prices or how much their holiday cost. But usually this is if the item they have bought is

perceived as a **bargain**, for example if they bought their house below market value because the seller wanted a quick sale or got a really good deal on their holiday package.

CHIVALRY

Chivalry is seen as a very **British trait** and a distinguished feature of a **gentleman**. In old English Literature, women swoon over chivalrous men!

In modern day British etiquette, chivalry is still an admired trait however men must be careful that their chivalrous behaviour isn't patronising to modern independent women. For example, taking of one's coat and placing it in a puddle so a lady may step on it and not get her feet wet (a classic feature in Jane Austen novels) may not receive the gratitude it would have had in 1800.

Some examples of modern chivalry for the 21st century include:

- offering a lady your seat on the train if she is standing
- opening the door for a lady
- offering to carry a heavy bag for a lady if it looks as though she is struggling
- offering your jacket to a lady if she is cold

TABLE MANNERS

Good manners at the dining table are very important in Britain. It is quite likely that you will find British table manners strange when you first arrive in the UK and it will take you a while to get used to them.

Here are some pointers to help you:

1. Unless your host instructs you to start eating immediately, wait until everyone has been served their food until you start eating.
2. If you are dining in a group and food is shared, put others' needs before your own. Offer to serve food to your neighbours first, and do not take too much; leave enough for others, and do not take more than you can eat.
3. If you are right handed, your knife should be held in your right hand and your fork should be held in your left hand. If you are left handed, it is becoming more acceptable to hold your knife and fork the other way around.
4. Cutlery should be rested on the sides of the plate between mouthfuls and together in the centre when you are finished.
5. Never talk whilst there is food in your mouth.
6. Do not eat noisily. In the UK, people eat very quietly, almost silently. It will seem very strange if you make a lot of noise whilst you eat. Take small mouthfuls, keep your mouth closed when you chew, and swallow delicately. When drinking soup do not slurp.
7. Eat slowly. Eating quickly and/or overeating makes you appear greedy.

8. Do not pass gas or wind at the dining table. In some cultures this is a sign of appreciation but in the UK this is seen as very rude and doing so will upset other people at the dining table.

9. If you are staying with a homestay, you should wait until everyone has finished or you are told to leave the table. If you really need to leave, you can ask to leave the table.

WEATHER

In Britain, we love to talk about **the weather!** Perhaps it's due to the unpredictability of the weather in the UK and our inability to prepare for extreme weather conditions. For example, the UK grinds to a halt if there is more than a few inches of snow fall.

Talking about the weather serves as an ice-breaker. When a British person meets a stranger a 'safe' subject of discussion is the weather. The function of the conversation is to initiate contact between two individuals. The conversation will usually take a diversion once a shared common ground is discovered but the weather in the UK provides us with a variety of topics as a starting point.

2. Translate the words and phrases from the text into Russian.

- 1) to over-apologise
- 2) to offend someone
- 3) to keep a straight face
- 4) particularly
- 5) chivalry
- 6) bargain
- 7) tactile
- 8) patronising
- 9) embarrassing
- 10) shared common ground

3. Say if the statements are true or false.

- 1) In the UK, people have a tendency to over-apologise.
- 2) British people love to discuss money and it can be quite interesting.
- 3) It's a good idea to say please and thank you as much as possible in the UK.
- 4) When a British person meets a stranger a 'safe' subject of discussion is family.
- 5) In the UK if you are dining in a group and food is shared, put others' needs before your own.

4. Write an essay on the British etiquette.

Text 6.

1. Discuss the questions in pairs.

- 1) How does the cultural diversity of London enhance the student experience?
- 2) What historical landmarks can students explore in London?
- 3) What opportunities are available for students in terms of arts and entertainment in the city?
- 4) How does London's status as a financial center contribute to career prospects for students?
- 5) What social activities can students engage in while studying in London?

LONDON – THE BEST STUDENT CITY IN THE WORLD

London is often hailed as one of the best student cities in the world, attracting thousands of international students every year. Its vibrant atmosphere, prestigious universities, and diverse cultural offerings make it an ideal destination for students seeking a top-notch education and an unforgettable experience. Here are some key aspects that make London the best student city in the world.

1. World-class universities: London is home to some of the world's most renowned universities, including University College London (UCL), Imperial College London, and the London School of Economics and Political Science (LSE). These institutions offer a wide range of academic programs and attract leading professors and researchers from around the globe.

2. Cultural diversity: London is a melting pot of cultures, with people from all over the world calling it home. This diversity is reflected in its neighborhoods, cuisine, festivals, and cultural events. Students have the opportunity to interact with people from different backgrounds, broaden their horizons, and develop a global perspective.

3. Rich history and heritage: London is steeped in history and boasts iconic landmarks such as the Tower of London, Buckingham Palace, and the British Museum. Students can explore centuries of British heritage and immerse themselves in the city's fascinating past.

4. Arts and entertainment: London is a hub for arts and entertainment, offering a thriving theater scene, world-class museums, art galleries, and music venues. Students can enjoy West End shows, visit famous museums like the Tate Modern, and attend concerts featuring renowned artists.

5. Career opportunities: London is a global financial center and a hotspot for industries such as finance, technology, fashion, and media. Students studying in London have access to internship opportunities, networking events, and job prospects in various sectors. The city's strong professional connections can kickstart their careers.

6. Vibrant social life: London offers a lively social scene with countless pubs, clubs, and restaurants catering to different tastes. Students can socialize with peers, join clubs and societies, and participate in a wide range of extracurricular activities.

2. Translate the words and phrases from the text into Russian.

- 1) hailed



- 2) is steeped
- 3) to different
- 4) a hotspot for
- 5) a melting pot of cultures
- 6) an ideal destination for
- 7) extracurricular activities
- 8) a top-notch education
- 9) to internship opportunities
- 10) can explore

3. *Say if the statements are true or false.*

- 1) London is home to some of the world's most renowned universities.
- 2) Students have the opportunity to interact with people from different backgrounds and develop a global perspective.
- 3) Rich history and boasts iconic landmarks such as the Tower of London, Buckingham Palace, and the British Museum.
- 4) Arts and entertainment don't offering a thriving theater scene, world-class museums, art galleries, and music venues.
- 5) The city's strong professional connections can kickstart our careers.

4. *Create a presentation about London as one of the best student cities in the world.*

Text 7.

1. *Discuss the questions in pairs.*

- 1) How many regional accents are there in the United Kingdom?
- 2) What factors influence the development of different accents in the UK?
- 3) How have British accents influenced the global entertainment industry?
- 4) What are some common stereotypes associated with British accents?
- 5) How do accents contribute to individual and regional identity in the UK?

BRITISH ACCENTS

British accents are known for their diversity and distinctiveness, with each region in the United Kingdom having its own unique accent. These accents play a significant role in shaping the cultural

identity of the country and are often associated with specific regions or social classes. Here are some key points about British accents.

1. Regional variations: The United Kingdom is made up of different regions, each with its own accent. For example, the Received Pronunciation (RP) accent is associated with the south of England and is often considered the standard accent. However, accents such as Cockney in London, Geordie in Newcastle, and Scouse in Liverpool have their own distinct characteristics.

2. Social class and accents: In addition to regional variations, accents in the UK are also influenced by social class. Historically, certain accents were associated with higher social status, while others were seen as working-class accents. However, this distinction has become less prominent over time, and people from all social backgrounds can have a variety of accents.

3. Accents in media and entertainment: British accents have had a significant impact on the global entertainment industry. Actors with British accents are often sought after for roles in films and television shows, adding a touch of authenticity or sophistication to the characters they portray.

4. Perception and stereotypes: British accents are often associated with certain stereotypes. For example, the RP accent is often perceived as posh or upper-class, while accents from certain regions may be associated with friendliness or humor. However, it is important to remember that these stereotypes do not accurately represent the diverse range of accents and people in the UK.

5. Accents and identity: Accents play a crucial role in shaping individual and regional identities in the UK. They can evoke a sense of pride and belonging, and many people feel a strong connection to their regional accent as part of their cultural heritage.

2. *Translate the words and phrases from the text into Russian.*

- 1) diversity and distinctiveness
- 2) is often perceived
- 3) perceived as posh
- 4) accents such as
- 5) can evoke a sense of pride
- 6) authenticity or sophistication
- 7) associated with
- 8) key points about
- 9) less prominent
- 10) be associated

3. *Say if the statements are true or false.*

- 1) The United Kingdom is made up of different regions, each with its own accent.

-
- 2) Social class and accents in the UK didn't influence by social class.
 - 3) British accents have had a significant impact on the global entertainment industry.
 - 4) The RP accent is often perceived as posh or upper-class, while accents from certain regions may be associated with friendliness or humor.
 - 5) They can evoke a sense of pride and belonging, and many people feel a strong connection to their regional accent.

4. *Create a presentation on British accents.*

PART 4. CULTURAL DIFFERENCES AROUND THE WORLD

Text 1.

1. *Discuss the questions in pairs.*

- 1) What do you know about time management in different cultures?
- 2) What problems might a company have if employees don't meet deadlines or are late for meetings?
- 3) Do you know how people from southern Europe, the Middle East, Latin America, and Asia perceive time?
- 4) How do American people perceive time when it comes to business?
- 5) Do you think it's ok to miss a deadline for Russians?

TIME MANAGEMENT IN DIFFERENT CULTURES

Managers and supervisors who work with multicultural employees often express frustration with the way some of these associates manage their time at work. Complaints often include an inability to meet deadlines (even when employees said they could), the recurrence of being late for meetings, or the apparent lack of focus on a priority task.

No doubt, such behaviors can have serious consequences on productivity and team morale. But when they take place - not all multicultural employees engage in these practices - cultural differences usually are at play.

Please keep in mind that the following statements are generalizations, which should be used as filters, not as a way to foster further damaging stereotypes. In other words, when confronted with these behaviors and concepts, you should think of them as a signal that you must modify your management style to get the results you need.

Time in Different Cultures

While in mainstream American society we tend to think of time in separate and manageable segments, other cultures perceive time as a flowing commodity that can't be controlled. People whose roots are in southern Europe, the Middle East, Latin America, and Asia as well as Native- and African-Americans are in the second category. Typically, they are raised to think of schedules, agendas, and appointments as flexible because involvement and interaction with people are considered more important. That is why they may not exhibit a "sense of urgency" or a "make it happen" philosophy but may use other ways to achieve results.

Thus, it is entirely possible that an employee from any of these cultures, even if born in the United States, may do the following:

1. Miss a deadline because somewhere in the process, a human concern took precedence over the task. This could have been resolving a conflict with a coworker, tending to a family need, or feeling that it was inappropriate to ask for an extension (as this may be viewed negatively) even though all signs pointed to the deadline being unrealistic in the first place.

2. Be late to a meeting because bringing to an end another meeting or activity just because the clock said so would have been rude.

3. Appear to be involved in too many things instead of the task with the highest priority. In other cultures, dubbed by cultural anthropologist Edward T. Hall as “High Context” cultures, people may not concentrate or act on one thing at a time in a linear fashion (e.g., waiting on several customers at the same time as opposed to one customer at a time, as is customary in mainstream U.S. society). Interruptions for them are acceptable so they may take a call just because someone is at the other end of the line even though a deadline must be met. They also may try to solve several problems at the same time. In short, they are the ultimate multi-taskers.

4. View goals as ideals since many other human concerns, along with the elusive time factor, may interfere with their achievement.

5. Seem to agree to do something but don't. People in High Context cultures are very reluctant to say no, so they communicate indirectly (some describe this as not getting to the point very quickly or beating around the bush) to avoid offending someone or hurting their feelings—or simply to save face. If, for example, the boss asks: “Can we meet this deadline?” the answer could be “maybe” or a qualified “yes,” as in “yes, if two previous projects are completed on time.” The employee may think: If the boss asks this question thinking that we can meet the deadline, I shouldn't say otherwise in front of others or admit that the deadline is unrealistic given the circumstances.

2. Translate the words and phrases from the text into Russian.

- 1) express frustration
- 2) to meet deadlines
- 3) damaging stereotypes
- 4) inappropriate
- 5) a “sense of urgency”
- 6) to be involved in too many things
- 7) a linear fashion
- 8) a multi-tasker
- 9) reluctant

10) unrealistic

3. *Say if the statements are true or false.*

1) It's a good idea to modify your management style to get the results you need.

2) An employee from another culture can never be late for a meeting and finish another meeting or activity just because the clock said so.

3) An employee from another culture can view goals as ideals since many other human concerns, along with the elusive time factor, may interfere with their achievement.

4) People in High Context cultures can easily say no when they really mean it.

5) People from southern Europe, the Middle East, Latin America are raised to think of agendas, appointments as flexible.

4. *Create a presentation on time management in different cultures.*

Text 2.

1. *Discuss the questions in pairs.*

1) Do you think that American and British business cultures different? Why/ wny not?

2) What do you know about a small talk in the USA? In the UK?

3) Do the Americans mind self-promotion? What about the British?

4) Do the British or the Americans avoid direct statements?

5) Is it common for the Americans to socialize with co-workers after work?

AMERICAN VS BRITISH BUSINESS CULTURE:

ARE THEY SO DIFFERENT?

Both the UK and the US share the same language. Both have strong historical, political and economic links. Both usually have the same international political agenda. But does this mean they have identical business cultures? Many assume that their cultural differences are negligible. But despite having a 'special relationship', the differences between the Americans and the British are not just limited to the spelling, the accent, or the political system. Being aware of their cultural differences will help you avoid misunderstandings or even awkward situations. Here are the top 5 American vs British business culture differences you should be aware of when doing business or relocating on either side of the Pond:

1. Small talk

In the UK, small talk is a good way to break the ice before entering negotiations. Topics that can be discussed typically include the weather, transport issues, general global politics and the news. In the US, meetings usually start with very little small talk. Meetings in general tend to be shorter in the US than in the UK.

2. Selling yourself

Self-promotion is actively encouraged in the US. The Americans don't mind promoting their accomplishments. Knowing how to sell yourself is necessary to progress in the American work place. While it is also necessary in the UK when looking for a job, it isn't well perceived in any other situation. Bragging about your accomplishments will most likely lead to a negative interpretation of your comments.

3. Reading between the lines

The British are famous for their subtleties, understatements and a certain coldness. Unlike the US – and most of Europe – the British avoid direct statements. Instead, they use indirect and subtle wordings to soften their disagreement. While 'maybe' said by an American may either mean 'yes' or 'no', it will most likely mean 'no' when said by a Brit.

4. Doing your research

As a rather small country, the UK market is more uniform than the US. Surveying the market, analysing trends and keeping an eye on your competitors is much easier in the UK. As a vast country, the US is made of a patchwork of markets rather than being a single market. When researching your market in America, be aware of the differences from one state to another.

5. After work

Most American senior executives have busy schedules outside work and often take part in local community activities in their free time. As a result, socialising with co-workers after work isn't very common for Americans. On the contrary, the Brits love going to the pub with colleagues for a pint, especially on Fridays. but they can be found doing so on any working day of the week.

2. Translate the words and phrases from the text into Russian.

- 1) economic links
- 2) negotiations
- 3) accomplishments
- 4) certain coldness
- 5) direct statement
- 6) subtle wording
- 7) competitor

- 8) patchwork of markets
- 9) senior executives
- 10) on the contrary

3. *Say if the statements are true or false.*

- 1) The topics of a small talk in the UK usually include family, friends, money and the news.
- 2) The British prefer self-promotion when looking for a job.
- 3) The Americans are famous for a certain coldness.
- 4) The US is made of a patchwork of markets rather than being a single market.
- 5) The Brits love going to the pub with colleagues for a pint, especially on Fridays.

4. *Create a presentation on the difference between British and American business culture.*

Text 3.

1. *Discuss the questions in pairs.*

- 1) What do you know about the difference between British and American humour?
- 2) Do you think that British and American humour differ much?
- 3) How is British humour often characterized?
- 4) How is American humour often characterized?
- 5) Do you know any British/ American jokes?

DIFFERENCE BETWEEN BRITISH AND AMERICAN HUMOR

A nation's sense of humor is said to be closely related to its historical and cultural development as a country. The popular UK sitcom "The Office" was "tweaked" a bit when it was brought over to American audiences. This article seeks to find out how Americans and the British filter what's funny and what's not.

British humor reflects the typical reserved nature of British society. More than anything, Brits love to use irony, to the extent that it is part of their daily interactions. They prefer a subtle approach while hiding a sarcastic tone. Their humor is often characterized by satirical takes on "the absurdity of everyday life", which can be quite pessimistic at times. They joke about sexual taboos and class systems through puns and innuendos. For the Brits, deadpan sarcasm and poking fun at one's self are considered normal comedic devices.

Brits can appreciate humor that hides seemingly strong emotion that would almost sound offensive to other cultures. While Brits are usually seen as uptight and conservative, everything is fair play. Jokes can be made about almost anything, although the lack of subtlety when tackling controversial subjects is always frowned upon.

American humor can be defined by the several kinds of humor Americans usually subscribe to. One of the most common types is slapstick, or physical comedy. Shows such as “America’s Funniest Home Videos” and “MTV’s Jackass” are popular specimens of comedy shows that feature slapstick pranks and blunders. Stand-up comedy is also a popular form of comedy where a stand-up comic uses an arsenal of jokes, usually in front of a live audience. Insult comedy is also popular among Americans. Cartoon shows like “The Simpsons” is a satirical show that pokes fun at American politics, traditions and authority figures alike. Impersonations are also a good source of laughs for many Americans. However, insult comedy, including in impersonations, can sometimes be hurtful, and may even lead to damage claims in extreme cases.

British Humor vs American Humor

So, what’s the difference between British and American humor? Although Brits and Americans share a basic common ground in humor, slight differences do exist that makes one distinct from the other.

British humor is a reflection of the typically reserved demeanor of British society. They habitually use irony in their daily interactions; to the Brits, it is a normal way of dispensing humor. On the other hand, while Americans do appreciate irony, it is not regularly applied in everyday interactions, perhaps mainly to avoid offending anyone. British humor is also known to be characterized by a level of subtlety, which often veils sarcasm or even strong emotions. Brits like to hide meanings in their humor. Americans are known for being upfront, and this is made obvious in how they like their comedy shows: straight forward and direct to the point. It’s often a conscious effort to let others know that they are joking.

2. Translate the words and phrases from the text into Russian.

- 1) sarcastic tone
- 2) prank
- 3) comedic devices
- 4) slight differences
- 5) dispensing humor
- 6) a level of subtlety
- 7) upfront
- 8) demeanor

9) straight forward

10) conscious effort

3. *Say if the statements are true or false.*

- 1) The British love to use irony, to the extent that it is part of their daily interactions.
- 2) Brits don't appreciate humor that hides seemingly strong emotion that would almost sound offensive to other cultures.
- 3) Impersonations are a good source of laughs for many Americans.
- 4) Americans usually apply irony in everyday interactions.
- 5) Brits like to hide meanings in their humor.

4. *Create a presentation on the difference between British and American humour.*

Text 4.

1. *Discuss the questions in pairs:*

- 1) Do you think it's important to familiarize yourself with the local customs before travelling there? Why/ why not?
- 2) Have you ever experienced culture shock?
- 3) Can you speak about some cultural features that surprise you?
- 4) Do you know how to call a person to come over in Vietnam?
- 5) Do you know any cultural features of the Middle East?

CULTURAL DIFFERENCES AROUND THE WORLD

Every year, thousands of tourists flock to Paris to get a glimpse of the beautiful cathedrals, taste delicious pastries and get a glimpse of Parisian romance. Believe it or not, there is a real mental disorder called Paris Syndrome that is experienced almost exclusively by Japanese tourists who are disappointed when the city of lights does not live up to their romantic expectations.

Culture is beautiful but without the help of travel, we really would be one-dimensional. The greatest challenge today is accepting that there are differences among us. Although most people would doubt they experience culture shock, it happens to all of us. When they visit a new destination they come across cultural rules that they find hard to understand.

But on the flip side, many people who travel can agree that they return with an extra appreciation and understanding for another culture.

Here is a list of some of our memorable cultural rules and differences that you can come across on our travels:

Thailand – Not with the Feet

In Thailand, the head is considered to be the most sacred part of the body (NEVER touch a Thai person on their head), and the feet are considered to be the dirtiest. On top of that, their respect to the King is unsurpassed so this story will make you giggle. We were standing in front of an elevator waiting for it to come down.

Vietnam – Why Are You Calling Her A Dog?

How do you signal someone to come over? Are your fingers pointing up or down? Well in Vietnam (and some other parts of Asia) it matters. When you call a person, you signal with your fingers pointing down, brushing it towards you.

In North America and Europe, it is reversed with fingers pointing up. If you did that in Vietnam you would get a slap on the wrist as it means you are calling them over like a dog.

Africa and the Middle East – Yes, They Are Holding Hands

It is normal for people to hold hands but when two men do it, it may give off the wrong signal. In many parts of the Middle East and Africa, men hold hands as a sign of friendship and trust. In North America in Europe not so much.

Typically translated as a sign of courtship, if two men held hands in the US; chances are it is for other reasons. So when someone tried grabbing Robert's hand in Kuwait, it wasn't a shocker at how surprised he was!

United Kingdom – Did You Want Two or Did You Just Flip Him off?

Who would have thought that there are so many ways of flipping someone off? But there is more. In the UK, be cautious of how you order two beers. If you show two fingers with your nails pointing away from you, you better start running.

Taiwan – The Louder the Better

Burping in most cultures is a common thing. If you are with your friends and someone lets out a burp and you all laugh. In Taiwan and China, it is a sign of politeness in public. When you belch out loudly you are actually complimenting the chef. However, we could never tell if someone IS actually complimenting the chef, or belching for the sake of it.

This fits in the same box as slurping in Japan. If you slurp loudly when eating noodles, you are sending good vibes to the chef. However, in European countries, especially places like England, eating loudly is frowned upon.

Singapore – Chewing Gum? Good Luck

Chewing gum might be good for dental hygiene, but in Luxembourg, Switzerland, and France, public gum-chewing is considered vulgar.

In Singapore, most gum has been illegal since 1992 when residents grew tired of scraping the sticky stuff off their sidewalks. In fact, if you are caught selling gum, you can be charged with a \$100,000 fine or a prison sentence of up to two years. Funny enough, that's not the oddest law that you can find in Singapore.

Middle East – Are You Hungry or Telling Me To Wait

If you take your thumb to your fingers and show this symbol to someone from India, it means you want to eat. If you took the same symbol in Italy and flicked it to someone, you would essentially be flipping them off. In the Middle East, this symbol is a kind gesture for someone to wait or be patient with you.

Being raised by European parents, this sign had a similar meaning to me as the Italians do. So when we arrived in Qatar at 2:00 am for the first time in our lives, we were a little surprised that the security officer at the airport was flipping everyone off before telling them to cue up.

As we move closer and closer to a global culture where nationalities are blended with the help of our digital screens, these customs will slowly fade away. But while they are still here, you can still get a taste of these habits and behaviors that have changed around the world.

So the next time you are visiting a country for the first time, it helps to familiarize yourself with the local customs to save yourself the surprise of not knowing what they mean!

2. *Translate the words and phrases from the text into Russian.*

- 1) to get a glimpse
- 2) to experience culture shock
- 3) romantic expectations
- 4) reversed
- 5) a sign of courtship
- 6) cautious
- 7) for the sake of
- 8) a common thing
- 9) to fade away
- 10) essentially

3. *Say if the statements are true or false.*

- 1) There is a real mental disorder called Paris Syndrome that is experienced almost exclusively by Japanese tourists who are disappointed when the city of lights does not live up to their romantic expectations.
- 2) In Thailand, the feet are considered to be the most sacred part of the body.
- 3) In Taiwan and China burping is a sign of politeness in public.

- 4) If you take your thumb to your fingers and show this symbol to someone from the USA, it means you want to eat.
- 5) In Luxembourg, Switzerland, and France, public gum-chewing is considered good.
4. *Write a short essay on cultural differences around the world.*

Text 5.

1. *Discuss the questions in pairs:*
 - 1) What do you think are the cultural differences in business between Russia and the USA?
 - 2) How is communication different when doing business in the USA and in Russia?
 - 3) How is Russian corporate hierarchy different from American?
 - 4) Who do you think tend to be more open to compromise during negotiations: Americans or Russians? Why?
 - 5) Are gifts values in the Russian business culture? What about American?

CULTURAL DIFFERENCES IN BUSINESS:

RUSSIA VS. THE U.S.

What is acceptable in one country might not be in the other.

If you only do business in the United States, then it's easy to assume that the standards and practices there are similar in other countries. But different business cultures promote different values, and what is acceptable in the U.S. might not be acceptable in Russia. Therefore, it's important to understand not only the general cultural difference between Russia and the U.S., but also how these two cultures differ in the way business is conducted.

Business communication

Businessmen in Russia put more emphasis on the spoken word than their American counterparts, who tend to handle communication in written form. Russian professionals prefer to hear things directly, and from partners with whom they've established trust.

Face-to-face meetings are considered more worthwhile than correspondence or phone calls because they enable partners to more fully examine and discuss issues. Russians also tend to show less body language than Americans, which is especially true for negotiations, where excessive gesticulations might confuse Americans, who place a lot of stock in body language.

During negotiations, Americans tend to be more open to compromise, which is both desirable and inevitable. Russians, on the other hand, regard compromise as a sign of weakness, a retreat from a correct position. Therefore, patience is an important skill to have when doing business with Russians. As the local saying goes: “do not hurry to reply, but hurry to listen”.

Corporate hierarchy

Russian corporate hierarchy is quite different than in the U.S., often stricter and more precise. Most decision-making in Russian companies is made at the highest level, by a single leader who delegates tasks to staff.

In contrast to American corporate culture, subordinates in Russia are not often consulted, and they are expected to follow directions with little or no discussion. Meanwhile, in the U.S. even lower-ranking employees are allowed to challenge management's decision, offer solutions and take initiative.

Contracts and personal relationships

Written agreements are at a premium in the U.S., but much less so in Russia, where personal relationships and a sense of honor take precedence. The Russian businessman operates with just a handshake most of the time, with very few papers signed. If you manage to ink a deal, do not expect it to take effect immediately because its realization will greatly depend on your continuing good relationship with your Russian partner.

Gifts are highly valued in the Russian business culture, and American businessmen should offer small tokens of appreciation to their Russian partners. These gifts are a sign of respect and concern, both of which are crucial in Russian business.

Gender equality

In general, the Russian business culture today promotes gender equality in the workplace. However, it wasn't always like this. Russia had to establish new priorities when it became independent from the Soviet Union in 1991, including the role of women at home and at work. During the height of the post-Soviet economic slump, women's role in the workplace took a beating, resulting in fewer occupying senior corporate posts. In the 1990s, while many women were now employed few made it to the top.

In the not-so-distant past, Western businesswomen in Russia might have often found themselves at a disadvantage, treated politely but viewed as inferior to their male counterparts, regardless of their position. During meetings, they might have found it hard to get their opinions across, with preference usually given to male counterparts. This trend, however, is experiencing a swift reversal with each passing year as the country looks to the future.

2. *Translate the words and phrases from the text into Russian.*

- 1) Worthwhile
- 2) Negotiations
- 3) a sign of weakness
- 4) precedence

- 5) lower-ranking employees
- 6) appreciation
- 7) patience
- 8) a swift reversal
- 9) gender equality
- 10) workplace

3. *Say if the statements are true or false.*

- 1) Businessmen in the USA put more emphasis on the spoken word than their Russian counterparts, who tend to handle communication in written form.
- 2) Russians also tend to show less body language than Americans.
- 3) Most decision-making in the USA companies is made at the highest level, by a single leader who delegates tasks to staff.
- 4) During negotiations, Russian tend to be more open to compromise, which is both desirable and inevitable.
- 5) Gifts are highly valued in the Russian business culture.

4. *Write an essay on the difference between Russian and American business culture.*

Text 6.

1. *Discuss the questions in pairs:*

- 1) How does vocabulary differ between the British and American accents?
- 2) How do intonation and rhythm vary between the two accents?
- 3) What are some regional variations within the British and American accents?
- 4) How have cultural influences shaped the differences in accents?
- 5) Can you provide examples of specific words that are pronounced differently in British and American accents?

DIFFERENCES BETWEEN BRITISH AND AMERICAN ACCENTS

The British and American accents are two of the most well-known and distinct accents in the English-speaking world. While both originate from the same language, there are notable differences that set them apart. These differences can be attributed to historical, cultural, and linguistic factors. Here are some key distinctions between the British and American accents:

1. Pronunciation: One of the most noticeable differences lies in the pronunciation of certain words. For example, Americans tend to pronounce the "r" sound more prominently, while the British often omit or soften it. Additionally, there are variations in vowel sounds, such as the "a" sound in words like "dance" or "bath."

2. Vocabulary: Another significant difference is the vocabulary used in each accent. While the core English language remains the same, certain words and expressions may differ. For instance, Americans use terms like "elevator" instead of "lift," "apartment" instead of "flat," and "trunk" instead of "boot."

3. Intonation and rhythm: The intonation and rhythm of speech also vary between the two accents. British English tends to have a more varied intonation pattern, with rising and falling tones, while American English often has a more consistent and flat intonation.

4. Regional variations: Both British and American accents have regional variations within their respective countries. In Britain, accents can differ significantly between regions such as London, Scotland, or Liverpool. Similarly, in the United States, accents can vary from region to region, such as the Southern accent or the New York accent.

5. Cultural influences: The differences in accents can also be attributed to cultural influences. British English has been shaped by centuries of British history and cultural traditions, while American English has been influenced by immigration patterns and cultural diversity.

2. *Translate the words and phrases from the text into Russian.*

- 1) can be attributed
- 2) key distinctions
- 3) to pronounce
- 4) often omit or soften it
- 5) has been shaped
- 6) can differ
- 7) more prominently
- 8) region to region
- 9) has been influenced
- 10) cultural diversity

3. *Say if the statements are true or false.*

1) The British and American accents are two of the most well-known and distinct accents in the English-speaking world.

2) In the United States, accents differ from region to region.

- 3) The core English language remains the same, certain words and expressions may differ.
- 4) The intonation and rhythm of speech also vary between the two accents.
- 5) British English has been shaped by centuries of British history and cultural traditions.

4. *Write an essay on the difference between British and American accents.*

Text 7.

1. *Discuss the questions in pairs:*

- 1) How do communication styles differ between British and Russian business cultures?
- 2) What is the role of hierarchy and formality in British and Russian business settings?
- 3) How do decision-making processes vary between the two cultures?
- 4) How important is punctuality in British and Russian business cultures?
- 5) What are the negotiation styles in British and Russian business cultures?

CULTURAL DIFFERENCES IN BUSINESS: BRITAIN AND RUSSIA

Cultural differences play a significant role in shaping business practices and etiquette around the world. When comparing, two countries with distinct cultural backgrounds, it becomes evident that there are several key differences in how business is conducted. These differences can impact communication styles, decision-making processes, and overall business relationships. Here are some notable cultural differences in business between Britain and Russia:

1. **Communication Styles:** British business culture emphasizes direct and concise communication. They value clarity and expect individuals to be straightforward in expressing their opinions. In contrast, Russian business culture tends to be more indirect and nuanced. Russians often rely on non-verbal cues and read between the lines to understand the underlying message.

2. **Hierarchy and Formality:** In British business settings, there is a relatively flat hierarchy, and individuals often address each other by their first names. Formality is less emphasized, and colleagues tend to have a more informal and friendly approach. Conversely, Russian business culture places a strong emphasis on hierarchy and respect for authority. It is common to address superiors using their titles and surnames, and formalities are strictly observed.

3. **Decision-Making Processes:** British businesses typically follow a democratic decision-making process, where input from various team members is valued before making a final decision.

On the other hand, Russian businesses tend to have a more centralized decision-making approach, with decisions made by senior management or the business owner.

4. Punctuality: Punctuality is highly valued in British business culture. Meetings and appointments are expected to start on time, and being late is considered disrespectful. In contrast, Russian business culture has a more relaxed attitude towards punctuality, and it is not uncommon for meetings to start later than scheduled.

5. Negotiation Styles: British negotiation style focuses on compromise and finding mutually beneficial solutions. They value open discussions and prefer win-win outcomes. In contrast, Russian negotiation style tends to be more assertive and focused on achieving their desired outcome. Russians may employ tactics such as silence or strong bargaining to gain an advantage.

2. *Translate the words and phrases from the text into Russian.*

- 1) are expected
- 2) more relaxed
- 3) to start
- 4) is highly valued
- 5) focuses on
- 6) be more assertive
- 7) are strictly observed
- 8) to address
- 9) scheduled
- 10) to understand

3. *Say if the statements are true or false.*

- 1) Cultural differences play a significant role in shaping business practices and etiquette around the world.
- 2) British negotiation style focuses on compromise and finding mutually beneficial solutions.
- 3) Punctuality is highly valued in British business culture.
- 4) They value open discussions and prefer win-win outcomes.
- 5) Russians may employ tactics such as silence or strong bargaining to gain an advantage.

4. *Create a presentation on the difference between British and Russian business.*

PART 5. READER

Text 1.

1. *Read the text and create a presentation on the given topic.*

INFORMALITY RULES IN AMERICA

If you're planning to visit or live in America, or would like to make some new American friends, here are a few tips for using informality appropriately. When you should hug

Americans are the rulers of hugs. I've travelled across Europe, Africa, and parts of Asia and no one hugs quite like Americans. In any settings with friends, work colleagues (that you formerly know), family members, your partner's family members or any acquaintance, we would always greet them with a hug. In fact, if you don't hug in these contexts, it's an indicator that you don't like them or they have offended you. So, if someone offers a hug, be careful to refuse them because it can be taken as a personal offense depending on the relationship.

When you should shake hands

For more formal settings, you should give a firm handshake. Handshakes typically occur in interviews or meetings with higher level professions like doctors, lawyers, scientists, and professors. Anyone with a "Dr." in front of their name will definitely expect a handshake for the first meeting. If you're unsure about whether to give a handshake or a hug to someone, wait to see what greeting they offer you first.

One other thing to mention is that hugs are a form of politeness. They are intended to make people feel more welcome and comfortable. For other cultures, hugs have very different meanings and are reserved for between family members. So if you visit America, keep this difference in mind. We don't mean to offend anyone with a hug!

Politeness in America

Speaking of politeness, being informal doesn't mean Americans aren't polite. While we don't have a formal equivalent for "you", we still add in politeness indicators in our speech through particular words. You may remember this from lessons on conditional tenses that it's more polite to use "could" instead of "can" and "would" instead of "will".

In the same manner, Americans also add modifiers to make a sentence sound less assertive. For example, "Could you maybe please help me with this task?" Here "maybe" is used as a politeness modifier. Or "Would it be possible for me to get a bit of help?" Words like "a bit" are often used to make a sentence sound less direct. Even in informal situations, these types of modifiers are quite heavily used.

Kisses are a no-go



One of the toughest things for me to get used to living in Europe as an American expat is kissing greetings. In America, kissing is reserved for partners (we don't even kiss our family members much), so my first time in France was quite uncomfortable with all the facial kissing. So if you come from a kissing greeting culture, make note of this difference in America so there aren't any awkward mishaps.

First names, please

In most situations, we refer to people by their first name. It's not rude to write an email to someone you've never met and automatically call them by their first name. In business settings, it's often on a first-name basis, likely even with your boss. To give an idea of how informal it really gets, at my college we called all our professors by their first names and everywhere I had worked thus far I referred to by their first name.

Text 2.

1. *Read the text and create a presentation on the given topic.*

TIPPING IN THE USA

The salaries for workers in some professions, such as waitresses and taxi drivers, are less than a minimum wage, and it is difficult for workers to survive only on the salary paid by the employer. Tips (additional money you give to certain employees for their service) are considered to be a part of the workers' salary.

1. Giving tips for certain jobs is standard in the U.S.

2. Waiters, waitresses, bartenders and taxi drivers are always tipped 15% of bill for adequate service, 20% or more for very good service, and no less than 10% for poor service.

Hairdressers and spa employees are usually tipped 15-20% of the cost of their services. For other services such as the person who shampoos your hair at the salon, tip \$2-5 to the service provider.

For other professions, the amount to tip can vary depending on the level of service and the quality of the establishment, but here are some good guidelines of what you should give:

1. Person who helps you with your luggage or bags should usually be tipped \$1 per bag.
2. Hotel house keepers are usually tipped \$2-\$5 per night.
3. Parking valet (person who parks your car) is usually tipped \$2-\$7.

4. Person who delivers food (pizza, sandwiches, etc.) to your home or office is tipped 10-20% of the order, and at least \$2 for orders less than \$10. It's good to tip 20% for a difficult delivery (some examples of a difficult delivery include bad weather, lots of stairs to your floor of the apartment

building, if the store is far from you, or if the neighborhood is dangerous for drivers and they are at higher risk for being robbed).

5. Coatroom attendants are usually tipped \$1 per coat.

6. Professional movers hired to move furniture are usually tipped \$4-\$6 per person per hour.

It is optional to tip staff at coffee/food retailers (for example, Starbucks, Dunkin' Donuts, and ice cream shops) that have tip jars on the counter when you pick up your order. Tips are not usually given in cafeterias or "fast food" establishments such as McDonalds or Burger King.

There are some people who you do not have to tip or should not tip:

1. Gas station attendants.

2. Bus drivers (unless they are a guide on a tour; tour guides should be tipped usually around a couple of dollars for short tours).

3. Store clerks or cashiers.

Be sure never to tip or give gifts to government employees, because this can be categorized as a bribe and is a serious crime. Government employees include:

1. Policemen.

2. Customs or immigration officials.

3. Driver's test examiners.

4. Anyone associated with a public service job

Text 3.

1. *Read the text and create a presentation on the given topic.*

AUSTRALIAN VALUES WHAT DO AUSTRALIANS VALUE?

One of the recurring themes of Australian public discourse is the vexed issue of "Australian values", and how best to promote and disseminate them.

It's clear that Australian values are enormously popular and we'd all love to see more of them about the place. But what exactly are they?

So here are the Ten Most Australian Values That Make Australia So Valuable:

1. The gift of the nature strip

You can take anything you like from the nature strip.

Generations of Australians have been raised to cherish the principle that when you don't need something anymore – be it kitchen appliance, games console or lounge suite – you chuck it on the grass out the front: and anyone who happens to be passing and sees something they fancy is free to grab it.

Council regulations might say otherwise, but the freedom to gather up strangers' garbage whenever opportunity knocks is a vital Australian value and one we do well to safeguard.

2. The front seat

In a taxi, we always sit in the front. The front seat is the proper place to sit in a taxi.

I grew up watching American movies and TV shows where people always jumped in the back of cabs, but when it came time for me to catch a taxi, the back seat never felt right, and with good reason: I am an Australian, and the Australian way to ride in a cab is up front next to the driver.

We do not do this because it is pleasant. No, we do it simply because it is right. Because we live our egalitarian ideals every day and in every way, particularly those ways that are insignificant and objectively meaningless.

3. Hating/respecting authority

Australians are resolutely committed to calling themselves anti-authoritarian.

It is every Australian's moral duty to declare, with great frequency and volume, how much we as a people hate authority and define ourselves by our rebellious free-spirited nature.

However, to be truly Australian it is important that these declarations are never put into practice: real Australians respect authority with a zealot's passion, and demand harsh punishments for those who defy it. As long as these demands are punctuated by the aforementioned proclamations of our anti-authoritarian nature, Australianness is maintained.

4. Democracy sausages

Democracy sausage references are always comedy gold.

Australians think mentioning sausages on election day is hilarious. It may be a uniquely Australian value to stage sausage sizzles at polling places.

But it's definitely a great Australian value to mark every state or federal election with incessant references to "democracy sausages" and a deep, unshakeable belief that every single one of these references is 24-carat comedy gold.

5. A sport obsession

Australians love sport.

We believe ourselves to be unusually obsessed with sport.

Whether lauding our religious devotion to sport or decrying it, all Australians are united in the belief that our national obsession is uniquely overwhelming.

It is a wonderful Australian value to think nobody loves sport as much as us. Or to put it another way, it is a wonderful Australian value to have never heard of the NBA, the NFL, or soccer.

6. A love of (TV) democracy

Our love of democracy is absolute, as evidenced by the Gold Logie.

We are profoundly democratic. So committed to participatory democracy are we that our most prestigious entertainment award, the Gold Logie, is won on the basis of a public vote.

The Gold Logie is awarded to the "Most Popular Personality", and can be won by anyone, regardless of ability, accomplishment, or whether they've actually been on TV that year or not.

As long as they get the votes, they get the gold — no country is so invested in the democratic process for popular personality determination.

In political terms, we're a bit more ambivalent, but in TV awards, our love of democracy is absolute.

7. Americanism

We can't stand Americanism. We are a proud people who resent US cultural imperialism, and apart from music, television, movies, clothes and food, we reject the empty glamour of the Yanks.

8. Creativity

We are deeply suspicious of imagination. When it comes to chants at sporting events, a simple, "Aussie Aussie Aussie! Oi oi oi!" will do.

We designed our flag by copying another country's flag and drawing a picture of the sky. And we make Neighbours.

Creativity is not something encouraged in the Australian psyche, and anyone who allows themselves to imagine things unseen and dream of things unknown cannot reasonably expect a comfortable place in Australian society.

From the music of AC/DC to the exquisite simplicity of the pub parma, Australians pride themselves on just how far inside the box their thinking is. Other countries can run around being fancy: it's not our way.

9. Reasons for a day off

We want a day off. As Australians, we are heirs to a magnificent birthright: to take a day off from work for literally any reason.

Reasons for an Australian to miss work include: religious holidays; historical commemorations; a weekday falling between a weekend and a religious holiday or historical commemoration; a weekday falling before or after a weekend that has a religious holiday or historical commemoration on the other side of it; the fake birthday of a Queen; a horse race; a football game being on tomorrow; feeling a bit sick; getting to bed late the night before; missing a train; needing a haircut; noticing it's a lovely day outside and why not go to the beach; having a big breakfast; and being unemployed.

No other country works as hard at coming up with reasons to skip work, because no other country deserves a day off as much as we do.

10. Larrikins?

We are larrikins. Nobody knows what this means, but we definitely are.

Text 4.

1. *Read the text and create a presentation on the given topic*

THE MENTALITY OF ENGLISH PEOPLE – HUMBLE AND ARISTOCRATIC

Class status mainly rules the mentality of English people. The Working classes, middle and upper classes have a significant impact on forming their mindset. The social class, take into account the economic, social, and political meaning of the phrase. When people say that they belong to the working class, they say it proudly. The English, who hail from working-class families, have their origins from families that have been for centuries worked for wages. Most of these people receive weekly wages working in agricultural or industrial fields.

The family surrounding working class people rarely are degree holders and most of them live in rented houses. They support the Labour Party and have a connection with labour unions. On the other hand, the British people who describe themselves as Middle Class have gained a good education, and they hold white collar jobs in the private or government sector. They typically receive monthly salaries and pursue higher education even though they are well-employed.

Most of Middle-Class people support the Conservative party and live in urban houses they own or rent. They always try to educate their children well and make a conscious effort in this regard. On the other hand, upper-class people come from aristocratic family backgrounds. They enjoy inherited assets from past generations. Some wealthy people own companies, estates and similar investments that free them from economic difficulties. They are also supporters of the Conservative party and live in villas or own residences.

However, class definitions when having relationships do not bear much importance in today's British society. But the mentality that seeks people of their class affinity still prevails. Hate attitude towards different ethnicities now plays no role in the British society. They respect every ethnicity in equal terms. However, the ancient hatred towards black people still prevails in some parts of England. With mixed relationships on the increase, discrimination against blacks is not so strong as in the past.

English males are chivalrous irrespective of their ages and respect the female gender. They offer the first place to women at parties, family and social gatherings. They show their respect by opening doors to women, doffing hats and bowing to females can be seen more often in the higher British society. They also like witticism very much. Those who show ideal witticism at get-togethers

become highly popular. They utter such phrases instantly but do not intend any harm to anyone by joking. Since most witticisms are sublime, foreigners will not understand them very fast. But when they realise the meaning, they can laugh very much at them.

The English do not tolerate anyone talking with their mouths full of food, and coughing at such gathering, etc. They are most helpful and always willing to give a hand to someone even on the road. They honour people who follow etiquette at social gatherings, breakfast, luncheons, and dinners. 'Excuse me, Thank you, Sorry and so on are the norm most used in the British People's vocabulary.

Text 5.

1. *Read the text and create a presentation on the given topic.*

CANADIAN CHARACTER

What an average Canadian looks like? Are they nice and friendly? Do they like Americans, Europeans and first and foremost British people? Are they tall, short, fat, slim?

It is impossible to describe what they are really like. Canada is famous for its racial diversity. Next to Native Americans and Canadians and their European origin you can identify immigrants from literally all over the world.

Learn interesting things about native Canadians. Find out who they like and who they do not! What do they eat, how they behave and what are their main traits of character.

Interesting things about Canadian people

Canadians are tolerant

Canadian people are accustomed to their racial and cultural diversity. You can wear almost anything you like and you won't shock anyone. If somebody would look at you it would probably smile at you with expression of sympathy on his or her face. Of course you can hear of incidents related to racial discrimination, but they are really rare, and the law is always on the side of the victim. Tolerance is a word of a great importance in Canada.

Canadian people are proud

The phrase "Proud to be Canadian" is used very often. Canadians love their country, are proud of it, though the history showed that Canada wasn't always as liberal as it is today. Another interesting thing about Canadian people is they proudly show off their flag, and for some of you this may seem strange, but waving flags can be seen in supermarkets, museums, hotels, as well as in gardens. It isn't connected with national holidays only. Flag is an every-day demonstration of national pride. How to recognize a Canadian tourist? It the one with the Canadian flag on his backpack!

Canadians are open-minded and honest

And it doesn't mean asking 'How are you?' just for being polite. Canadian people are talking without embarrassment or confusion on subjects that can be considered taboo by other nations. That includes income and salaries, religion, politics and history, sexual orientation, etc. In example, an average Canadian man in the presence of his wife has no problem talking about his former marriage, alcohol addiction, mental breakdown, and how hard it was to understand the culture of his spouse.

Canadians are hardworking but they know how to relax after work

The citizens of Canada are not afraid of any type of work. White collar employee made redundant does not hesitate to get a job as a taxi driver or a pizza man. What is more, in Canada women often work in typically men jobs, in example car mechanic. And it it's not a result of lack of job on the market, but those professions are simply well-paid and let you live on good level.

Canadian people love nature

This country has an amazing wild nature. If only a bank holiday or extended bank holiday is coming, all lakes, parks, forests, beaches, campsites, trekking routes become populated. Canadians are aware of the beauty of their country and exactly know how to relax out of town without spending a fortune. Renting a bike, a kayak, or skis is never a problem here.

Canadians are thrifty

Don't be surprised when you will be invited by a fellow Canadian for a coffee, and you will have to pay for yourself.

Don't be surprised if you lend someone \$ 5, and he or she would ask for a return just the next day. Is this that greed? Not really, that is Canadian nature in fact.

You have to be simply self-reliant.

Being in Canada, you are on your own. In this country people redecorate their living room when the furniture is not repairable and is falling into pieces.

People in Canada are selfless

If you ask Canadians for help, they will definitely help you if they only can. That includes assisting with finding a job, helping with paper work, etc. Showing Canadian people your real face, with flaws, being helpless in some situations, you will have even a better chance to accommodate in Canada. Another important thing is that you don't have to feel obligated to make a favour back as soon as possible. If Canadian will need your help, the one will simply ask for it.

Canadians love hockey and beer

Hockey for People in Canada is like football for Brazilians. Imagine that even on the Canadian \$5 note you can see the image of children playing hockey. Approximately 80% of children who were born and grew up in this country, at some stage were involved in this sport.

The hockey match is not only a sport show. It's really blood, sweat and tears. Blood on the ice, wild, shouting crowd of hockey supporters, with this unique atmosphere of unification, all people in the team colours, the euphoria at each score, this is something you cannot forget.

What's more, in the season, usually on Wednesdays, when the games are on, it is not unusual to meet a woman walking in a bank in a T-shirt fan, a saleswoman in a supermarket with nails in the colours of the team, a bus driver in the cap with team logo, or vast of cars with flags.

Canadians don't like Americans

Although the world is getting smaller and smaller and more reachable, the neighbour you know the best is most likely the one you like the least. It's just the same like in case of Britons and French, Japanese and Koreans, etc.

American are described by Canadians as buffoons who believe they live in the hub of the, where everything is the best and the biggest. On the other hand, ordinary Americans think of Canadians as scouts who love running through the woods and mountains, enjoy the cold and snow, bears and deer, and get drunk with maple syrup instead of whiskey. This all is not hate or hostility, it's just the USA is like a big brother to Canada, and we all know how things are between siblings.

People in Canada are righteous

In the country, which is inhabited by almost all the nations of the world, native Canadian people are the ones who give an example how to comply with the regulations. If the rule says that the lights-out starts at 22.00, a typical Canadian will turn down the music at 21.55, just in order not to expose himself to the anger of neighbours.

Canadians will be the first, who will pay attention to person smoking on a bus stop or in other public place where smoking cigarettes is forbidden, even if they are smokers themselves.

There is a belief in this country that everyone should contribute to the society, live according to the rules and law, so all Canadians could live in nice, safe, clean towns and villages.

Text 6.

1. *Read the text and create a presentation on the given topic.*

NEW ZEALAND: INTERCULTURAL DIALOGUE

New Zealand, a beautiful island nation in the southwestern Pacific Ocean, is known for its diverse and multicultural society. With a rich history and a blend of various cultures, New Zealand offers a unique opportunity for intercultural dialogue.

One of the most prominent aspects of New Zealand's cultural diversity is its indigenous Maori culture. The Maori people have a deep connection with the land and have played a significant role in

shaping the country's identity. Their language, customs, and traditions are an integral part of New Zealand's cultural fabric. Engaging in a dialogue with the Maori community can provide valuable insights into their history, values, and way of life.

Furthermore, New Zealand is home to people from all corners of the globe. Immigrants from Europe, Asia, the Pacific Islands, and other parts of the world have made New Zealand their home, bringing with them their unique customs, languages, and perspectives. This multicultural mix creates an excellent environment for intercultural dialogue.

Intercultural dialogue in New Zealand can take place in various settings, such as schools, workplaces, community centers, and social events. It allows individuals from different cultural backgrounds to come together, share their experiences, and learn from one another. By fostering mutual understanding and respect, intercultural dialogue promotes harmony and unity within society.

Language plays a crucial role in intercultural dialogue. In New Zealand, English is the predominant language, but efforts are being made to preserve and revitalize the Maori language. Learning basic Maori greetings and phrases can be a great way to show respect and appreciation for the indigenous culture.

Food is another excellent medium for intercultural dialogue. New Zealand's cuisine is a fusion of various culinary traditions, reflecting the country's multiculturalism. Exploring and trying different dishes from different cultures can be an enjoyable way to engage in intercultural dialogue and appreciate the diversity of New Zealand's food culture.

Art and music also provide avenues for intercultural dialogue. New Zealand has a thriving arts scene, with artists from different cultural backgrounds showcasing their talents. Attending art exhibitions, concerts, or cultural performances can expose individuals to different artistic expressions and spark conversations about cultural influences and inspirations.

Intercultural dialogue in New Zealand is not just about understanding and appreciating other cultures; it is also about celebrating diversity and building bridges between communities. Through open-mindedness, empathy, and a willingness to learn, New Zealanders can create a society that embraces its multicultural heritage and fosters a sense of belonging for all its residents.

In conclusion, New Zealand's multicultural society offers a fertile ground for intercultural dialogue. By engaging with the indigenous Maori culture, immigrants, and diverse communities, individuals can gain a deeper understanding of different perspectives and foster unity within society. Intercultural dialogue in New Zealand is an opportunity to celebrate diversity and create a harmonious future for all.

Text 7.

1. *Read the text and create a presentation on the given topic.*

KEY DIFFERENCES BETWEEN NEW ZEALAND,
CANADA AND AUSTRALIA

New Zealand, Canada, and Australia are three countries that share similarities in terms of their geography, history, and cultural diversity. However, there are also key differences that set them apart from one another.

Geography:

- New Zealand is located in the southwestern Pacific Ocean, while Canada is in North America and Australia is in Oceania.

- New Zealand is made up of two main islands, the North Island and the South Island, along with numerous smaller islands. Canada is the second-largest country in the world and spans from the Atlantic Ocean to the Pacific Ocean. Australia is a continent-country and is the world's largest island.

- New Zealand is known for its stunning landscapes, including mountains, fjords, and pristine beaches. Canada is famous for its vast forests, lakes, and the Rocky Mountains. Australia is renowned for its diverse ecosystems, such as the Great Barrier Reef and the Outback.

History and Government:

- New Zealand was originally inhabited by the indigenous Maori people and later colonized by the British. It has a parliamentary democracy with a constitutional monarchy. The Maori culture and language have a significant influence on New Zealand's identity.

- Canada was also colonized by the British but has a more recent history of French colonization in Quebec. It is a federal parliamentary democracy and a constitutional monarchy. Canada has a strong emphasis on multiculturalism and bilingualism.

- Australia was initially settled as a British penal colony and later developed into an independent nation. It is a federal parliamentary constitutional monarchy. Australia has a diverse population due to immigration from various countries.

Culture:

- New Zealand has a strong Maori cultural presence and celebrates traditional customs, such as haka performances and Maori language revitalization efforts. It also embraces its multicultural society, with influences from European, Asian, Pacific Islander, and other cultures.

- Canada prides itself on its multiculturalism and promotes diversity. It has a rich indigenous heritage, with over 600 recognized First Nations. Canadian culture is influenced by British, French, and Indigenous traditions.

- Australia has a diverse cultural landscape, with influences from Indigenous Australian cultures, British heritage, and multiculturalism brought by immigrants. It is known for its laid-back lifestyle, love for sports, and vibrant arts scene.

Economy:

- New Zealand has a mixed-market economy with a strong agricultural sector, including dairy farming and horticulture. It also has a growing tourism industry and is known for its film production.

- Canada has a highly developed mixed economy, with significant industries in natural resources, manufacturing, and services. It is one of the world's largest exporters of natural resources.

- Australia has a prosperous market economy, heavily reliant on mining and exports of natural resources. It also has a strong services sector, including finance, tourism, and education.

These are just a few key differences between New Zealand, Canada, and Australia. Each country has its own unique characteristics, history, and cultural identities that make them distinct from one another. Despite their differences, they all offer beautiful landscapes, diverse societies, and opportunities for growth and intercultural dialogue.

PART 6. READER

Text 1.

1. *Read the text and create a presentation on the given topic*

MATERIAL WEALTH AND HARD WORK IN THE USA

One of the reasons why immigrants have traditionally come to the United States is to have a better life – that is, to raise their standard of living. For the vast majority of the immigrants who came here, this was probably the most compelling reason for leaving their homeland. Because of its incredibly abundant natural resources, the United States appeared to be a land of plenty where millions could come to seek their fortunes. Of course, most immigrants did not “get rich overnight,” and many of them suffered terribly, but the majority of them were eventually able to improve upon their former standard of living. Even if they were not able to achieve the economic success they wanted, they could be fairly certain that their children would have the opportunity for a better life.

The phrase “going from rags to riches” became a slogan for the “American Dream.” Because of the vast riches of the North American continent, the dream came true for many of the immigrants. They achieved material success and many became very attached to material things. Material wealth became a value to the American people.

Placing a high value on material possessions is called materialism, but this is a word that most Americans find offensive. To say that a person is materialistic is an insult. To an American, this means that this person values material possessions above all else. Americans do not like to be called materialistic because they feel that this unfairly accuses them of loving only material things and of having no religious values. In fact, most Americans do have other values and ideals. Nevertheless, acquiring and maintaining a large number of material possessions is still of great importance to most Americans. Why is this so?

One reason is that material wealth has traditionally been a widely accepted measure of social status in the United States. Because Americans rejected the European system of hereditary aristocracy and titles of nobility, they had to find a substitute for judging social status. The quality and quantity of an individual’s material possessions became an accepted measure of success and social status. Moreover, as we shall see in the religion chapter, the Puritan work ethic associated material success with godliness.

Americans have paid a price, however, for their material wealth: hard work. The North American continent was rich in natural resources when the first settlers arrived, but all these resources were undeveloped. Only by hard work could these natural resources be converted into material possessions, allowing a more comfortable standard of living. Hard work has been both necessary and

rewarding for most Americans throughout their history. Because of this, they came to see material possessions as the natural reward for their hard work.

In some ways, material possessions were seen not only as tangible evidence of people's work, but also of their abilities. In the late 1700s, James Madison, the father of the American Constitution, stated that the difference in material possessions reflected a difference in personal abilities.

Most Americans still believe in the value of hard work. Most believe that people should hold jobs and not live off welfare payments from the government. There have been many efforts to reform the welfare system so that people would not become dependent on welfare and stop looking for jobs to support themselves. However, a larger question is how much hard work will really improve a person's standard of living and level of material wealth.

Is it still possible to work hard and get rich in America?

As the United States has shifted from an industry-based economy to one that is service- or information-based, there has been a decline in high-paying jobs for factory workers. It is now much more difficult for the average worker to go from rags to riches in the United States, and many wonder what has happened to the traditional American Dream. As the United States competes in a global economy, many workers are losing their old jobs and finding that they and their family members must now work longer hours for less money and fewer benefits.

When the economy weakens, everyone suffers, and there are greater numbers of the working poor—those who work hard but have low-paying jobs that do not provide a decent standard of living and may not provide health insurance and retirement benefits, and many have to rely on some outside assistance, from the government or other sources.

Text 2.

1. *Read the text and create a presentation on the given topic.*

THE AMERICAN DREAM

The American dream is the most important and, perhaps, the most paradoxical culturological concept, not only for the **USA**, but for the whole world. Why it is of great importance, more or less clear - these are ideals that have been disturbing people's minds for more than one century. But why a paradox? Yes, because in fact no one knows exactly what it looks like. But there are many guesses, which we describe next.

Who first started dreaming

Like any great idea, it all started in hard times.

Imagine: 1931 - the sharp peak **of the Great Depression (Great Depression)**. Yesterday's giant plants fail, business goes bankrupt. Children are starving, unemployment, the economy has been

collapsing for the third year now, and it seems that there will be no lumen. Recently working in the banking sector, but becoming a freelance writer, **James Terslow Adams** cannot calmly watch everything go downhill. He observes how people lose their last bits of humanity, are addicted to **radical trends** and are ready for anything, just to save their own life. Sitting in a small room in Brooklyn, he plans to write, no less, "Epic of America" to remind the Americans who they are and what their **great mission** is. And it worked.

In fact, the term "**American dream**" in this treatise is indicated quite indirectly - as the path to benefits and equality through labor. Practically, all the same was described in the **Declaration of Independence** of 1776, in our times **Adams** would be threatened with a court for plagiarism. But everything sounded rather pathetic and rather vague, so that the powers that be picked up the term and made a motivating motto of the generation.

Since the 1930s, no election campaign in the United States has managed without this phrase. It was used thousands of times in commercials and in sermons. If **William Safire** or **Donald Trump** talked about his greatness, then **William Faulkner** and **Hunter Thompson** smashed to smithereens. That is, its place in the culture, it has firmly taken.

How she looks like

The American dream is too **abstract** to give it a single definition. Historians, philosophers and culturologists have still not agreed on any of the interpretations. But during the existence of the term, a lot of social stereotypes and versions of its performance have been gathered, from which a certain picture can be folded.

As part of this concept is placed a whole complex of aspects:

1. **Values and ideals** - politics, religion, social consciousness, etc .;
2. **Household life** - that you need to have from the material;
3. **Relations in society** - how to interact with other people.

We will understand in more detail the main points and the most important components - what needs to be done to make the dream come true.

What to think about

Since the foundation of the country, the main ideals of society have been freedom, democracy and the possibility of self-realization. Of course, not without reservations - women got the right to vote only in the 20s, and the tense situation with the African population subsided only by the 70th. The election of **Barack Obama** as president or the formation of **Oprah Winfrey's** career is considered an unprecedented achievement even for such a deliberately **democratic** and **tolerant** country as the United States. But nevertheless, it is customary to think that it is the reliance on freedom and the concept of self-made (cultivating yourself as an intelligent person on your own) can create a miracle and turn anyone into a socially significant, open-minded person with a favorite and profitable job.

What to get

Stereotypical American life With a ***dream come true***, it looks like this: a large bright ***house*** in the ***suburbs***, a ***star-striped flag***, a neat garden, a friendly family with two or more children are ***flying*** on the facade. After work on weekdays, family dinners and passive rest. Every Saturday - family holidays or barbecue in the courtyard, every Sunday - the church, most likely, Protestant. Food, clothing, ***car***, money for entertainment, education and anything else - always in plenty, even a little in excess. And of course, it is assumed that all this will be earned by honest work and in proportion to the efforts.

Not that all this is not available in the apartment, the format itself is just changing. ***Material wealth*** should be as much as necessary to maintain a ***high quality of life***. Well, maybe a little more. And a bit more. Until you get tired of their presence and need to spend.

Who and how to communicate

You can communicate with everyone, but in different ways. The most important contacts are business. Here all means are good and there is no room for error. In second place is family and relatives, they will always understand and forgive. In the third - the image in society and maintaining the image of a confident and influential person. Even if this is not always the case, the brand is worth keeping. For the rest, only ***mutual respect*** and ***friendliness*** is required.

Nothing seems familiar? Almost the same ***concept of an ideal society***, as in the USSR, only turned in a capitalist fashion. All the same rules of existence in order to feel good and find the approval of others. ***The American dream*** allows for individualism and encourages the ***accumulation of money*** as a resource for achieving happiness.

Text 3.

1. *Read the text and create a presentation on the given topic.*

AMERICAN FASHION AND CLOTHING

The history of American fashion originates many decades ago, when the prevailing trend was folk motifs. Since then, much has changed and American women have become real trendsetters: numerous shopping tours, brand stores, and luxury clothing manufacturers confirm this.

Features of American style today

Finding a representative of American culture is not difficult: just pay attention to his clothes. The most prominent features here will be:

1. ***Jeans***. An essential element of both women's and men's wardrobe will be jeans. Comfortable, stylish, fashionable style. Most Americans would prefer jeans to the classics - and this will be appropriate even at work.

2. **Color range.** A big mistake that Americans use only practical colors in their wardrobe. In fact, representatives of this culture boldly prefer bright colors and are not afraid to combine unexpected colors.

3. **Elements of a sports wardrobe.** Naturally stylish, branded and expensive. Here you can separately select T-shirts (*Nike, Adidas*), sneakers or sneakers (*New Balance, Puma*), baseball caps (*Reebok, Vans*), etc.

Of course, not the last role is played by the hairstyle, manner of speech, culture of behavior, immediately issuing an American in the crowd. See for yourself by visiting amazing America with American Butler.

Impact of other cultures

Formation of the American style in clothing for a single century occurred with the constant external influence of other cultures. It is very important to note here the influence of the following European countries:

1. Germany;
2. Italy;
3. Ireland;
4. Poland.

It is necessary to pay special attention to carefree Hawaiians who took part in the formation of the American style, as well as African slaves, who undoubtedly contributed to the motifs of clothing of the inhabitants of this continent.

Dress Code in the USA

Compared with many other countries, the dress code in America is distinguished by a minimal level of severity with a footnote for increased convenience and comfort. Experts particularly note the following features of the business style of American clothing:

1. **The shoulders, abdomen and back** are necessarily closed. Comfort a priori displaces any vulgarity and frankness, which is why today's baggy and loose-fitting things can be so often met in the boutiques of American megalopolises.

2. Of course, in some organizations there is a special **dress code** or uniform. This applies to all sorts of schools or universities. Accordingly, any uniform here is universal, and sometimes suggests some ways for self-expression.

3. **Modesty and rigor.** If it is not customary in an organization to wear certain dress code, then employees more often prefer universal gray or black shades, neutral models that are comfortable and simple.

It is often difficult in America to understand whether a certain person is a home programmer or is a millionaire in front of you. **American culture to dress** "by the dress code" is, first of all, restraint and modesty, without any fanciful elements. Remember Steve Jobs or Mark Zuckerberg.

Culture dress stylish

Modern American fashion is very young. It began to take shape in the early 20th century, with local stylists rejecting such common postulates as a focus on pathos, luxury, and wealth. Initially, American designers relied on the needs of the common man, namely, comfort and simplicity.

American women of fashion can buy cheap and simple dress, but never cheap shoes. This country of workaholics, who are accustomed to work hard (and physical labor plays a significant role here), does not allow ladies a lot of time to go in high heels. **Hairpin** - only for individual cases. Sneakers - for every day.

Text 4.

1. Read the text and create a presentation on the given topic.

KEY DIFFERENCES BETWEEN AUSTRALIAN, AMERICAN AND BRITISH WORK CULTURE

Australia, Great Britain and the U.S. may all speak the same language, but that doesn't mean the culture and customs of each nation are also the same. Work culture is one thing in particular which can vary quite a bit from country to country and there are some surprising differences between these particular three.

Whether you're headed on a business trip to Sydney, transferring to London, spending a year or two working in New York or interacting with clients and co-workers from other parts of the world, it's a pretty good idea to read up on what to expect so you don't commit a *faux pas*. Read on to discover some of the key differences between American, Australian and British work cultures so you can take the business world by storm, no matter where you are!

Meetings

U.S.

When attending a meeting in the U.S., you should expect it to be run more in the vein of a brainstorming session. American business people tend to be very straight-forward with their opinions and aren't afraid to contribute to the discussion. For this reason, outsiders often feel that American business meetings are more about the talk than the action.

Australia

While Australian business culture is known to be more laid back than in the U.K. or the U.S., that doesn't mean their approach to meetings is lax. Punctuality is a must for business meetings in

Australia and people generally like to keep these events short and to the point. However, you must always take some time for small talk at the beginning of a meeting as diving straight to the point is considered aggressive and rude.

Great Britain

British business meetings are run in an almost completely opposite manner to American ones. As opposed to American or Australian work culture, in the U.K. people tend to be more reserved in meetings and not as quick to offer an opinion or speak up. Sometimes this can make outsiders feel like their thoughts are not wanted, but knowing when to speak up and when to keep your thoughts to yourself can be something of an asset!

Chit-Chat

U.S.

In the U.S., chit-chat is the norm whether you're at work or shopping at your local grocery store. Americans aren't shy about chatting up complete strangers and making small talk about everything from the weather to last night's football game. This can lead to a warm work environment where it's easy to get to know your co-workers.

Australia

In Australia, profanity is the norm and is a natural part of the local vocabulary. It's not uncommon to hear swear words used in the work place and not taboo to drop the occasional profanity. However, as always be aware of who you're talking to. While using profanity might be okay with co-workers that you know well, you don't want to risk offending a more conservative client, for example.

Great Britain

British tend to be more reserved when it comes to chit-chat and outsiders might think they come off as cold and standoffish as a result. What it really comes down to though, is difference in humour. While Americans or Australians might be prone to make loud and brash jokes when engaging in chit-chat, British are very proud of their dry wit and intellectual humour. At first it may be hard to tell when they're telling a joke, but once you get a grasp of the good ol' British humour you'll be laughing along with the best of them!

Dressing Sense

U.S.

In the United States alone business dress can vary depending on which side of the country you live on. The West Coast is known for a more casual approach to business attire while the East Coast tends to be more formal. But even in areas where formal business attire is part of work culture, high-end brand clothing isn't always noticed or appreciated.

Australia

Most Australians tend to be conservative with their dress code, meaning they lean towards simple dark suits and white shirts. One of the more unique aspects of Australian culture is that people don't tend to travel to the office in full-on suit and shoes. Most will wear flip-flops while walking to work then change into their work shoes once they arrive.

Great Britain

Similar to Australia, the British tend to prefer conservative, classic clothes and aim for darker colours like black, dark blue, and grey. In British work culture it's considered perfectly okay to invest in high-end clothing and to wear designer items – in fact, it's often encouraged as it shows status and affluence. This is one nation where 'dress for success' is taken very literally!

Text 5.

1. *Read the text and create a presentation on the given topic.*

20 CULTURAL TABOOS IN 20 COUNTRIES

When you travel in some countries, must know local cultural taboo, or DON'T; this article is a brief introduce about 20 cultural taboos in 20 countries:

In New Zealand: Do not press the horn;

In Japan: Do not give a tip;

In France: Don't ask or talk about anything about money;

In India: Do not touch the opposite sex in public places;

In Norway: Do not ask anyone whether to go to church;

In Ukraine: when buy flowers, the number of flowers must be odd numbers;

In UK: Do not ask the income or salary of others;

In Germany: Do not celebrate birthday ahead of time;

In Ireland: Do not imitate their accent;

In Kenya: Do not call the name of others first;

In Chile: Do not eat anything with your hands;

Singapore: Do not eat anything on public transport, such as buses and subways;

In Turkey: Do not make OK gestures, which means attack locally;

In Hong Kong: Don't stand road;

In United States: Must give a tip;

In Italy: Do not choose cappuccino at the restaurant;

In China: Do not take umbrellas and clock as gifts;

In Hungary: do not make a sound when clinking glasses;

In Malaysia: Do not use your index finger to point at other people;

In Taiwan: Do not knock at a bowl or put chopsticks upright in a bowl; besides the number 4 means unlucky.

Text 6.

1. Read the text and create a presentation on the given topic.

KANGAROOS AND SKYSCRAPERS: EXPLORING AUSTRALIA'S UNIQUE LANDSCAPE

Australia is a country known for its diverse wildlife and stunning landscapes. One of the most iconic symbols of Australia is the kangaroo, while its cities are famous for their modern skyscrapers. Let's delve into the unique relationship between kangaroos and skyscrapers in Australia:

1. Kangaroos: Kangaroos are marsupials native to Australia, and they are well-adapted to the country's arid and varied terrain. These fascinating creatures have powerful hind legs and a strong tail, which allows them to hop at high speeds and cover great distances. Kangaroos are herbivores and mainly feed on grass, leaves, and shrubs.

2. Skyscrapers: Australia's major cities, such as Sydney, Melbourne, and Brisbane, boast impressive skylines dominated by towering skyscrapers. These modern architectural marvels reflect Australia's economic growth and urban development. Skyscrapers house offices, residential apartments, hotels, and various other facilities.

3. Coexistence: Despite the stark contrast between kangaroos and skyscrapers, they often coexist harmoniously in Australia. Many cities have designated green spaces and parklands where kangaroos can roam freely. Urban planners and conservationists make efforts to preserve natural habitats for wildlife, allowing kangaroos to thrive alongside urban infrastructure.

4. Wildlife sanctuaries: In some areas, wildlife sanctuaries have been established to protect kangaroos and other native species. These sanctuaries provide a safe haven for kangaroos, allowing them to live undisturbed by urban development. Visitors can observe these unique creatures up close while learning about their behavior and conservation efforts.

5. Tourist attractions: Kangaroos have become a major tourist attraction in Australia. Visitors from around the world are eager to witness these incredible animals in their natural habitat. Wildlife tours and kangaroo spotting excursions are popular activities, providing tourists with an opportunity to experience the unique wildlife of Australia.

Text 7.

1. *Read the text and create a presentation on the given topic.*

WHY PEOPLE CHOOSE NEW ZEALAND ?

New Zealand, a picturesque island nation located in the southwestern Pacific Ocean, has emerged as a popular destination for people from all over the world. Despite its relatively small size, this country has gained immense popularity among travelers, students, and even those seeking to settle abroad. So, what makes New Zealand such an attractive choice? Let's delve into the reasons why people choose New Zealand.

First and foremost, New Zealand's breathtaking natural beauty is a major draw for tourists and nature enthusiasts. With its diverse landscapes ranging from snow-capped mountains to pristine beaches, lush forests to sparkling lakes, New Zealand offers a wide array of stunning scenery. The country is renowned for its adventure sports, including bungee jumping, skiing, hiking, and water sports, making it an ideal destination for adrenaline junkies.

Moreover, New Zealand boasts a clean and green environment. The government and locals take great pride in preserving the country's natural resources, resulting in a high level of environmental consciousness. This commitment to sustainability is evident in the country's efforts to reduce carbon emissions and protect its unique flora and fauna.

Apart from its natural wonders, New Zealand also offers excellent educational opportunities. The country's education system is highly regarded worldwide, with several universities consistently ranking among the top institutions globally. International students are attracted to New Zealand's quality education, innovative teaching methods, and a wide range of courses available across various disciplines.

Another reason why people choose New Zealand is its welcoming and inclusive society. Kiwis, as the locals are affectionately known, are known for their friendly and laid-back nature. The country has a multicultural society that embraces diversity, making it easier for immigrants to integrate into the community. The low crime rates and high standard of living further enhance the appeal of New Zealand as a safe and comfortable place to live.

Furthermore, New Zealand's healthcare system is considered one of the best globally. The government provides accessible healthcare services, ensuring that residents receive high-quality medical care. This, coupled with a well-developed infrastructure, makes New Zealand an attractive destination for those seeking a better quality of life.

Lastly, New Zealand offers a favorable work-life balance. The country promotes a healthy lifestyle, with many recreational activities available for residents to enjoy. The emphasis on work-

life balance allows individuals to pursue their passions outside of work, leading to a more fulfilling and satisfying life.

In conclusion, New Zealand's natural beauty, commitment to sustainability, excellent education system, inclusive society, quality healthcare, and work-life balance make it an appealing choice for people around the world. Whether it's for tourism, education, or settling down permanently, New Zealand has proven itself to be a destination that offers a unique blend of opportunities and experiences.

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