

for students' speech and all others is the correct speech that corresponds to the literary norms. The educational linguistics points out that every teacher should know everything about professional speech in order to do it understandable for people. This kind of knowledge has such synonyms as "specific language", "language of science" and "language for special purposes". Professional speech is a functional kind of professional language, linguistically, psychologically and socially determines choice of linguistic units including professionally marked means of the language. The course of professional speech may become some interlink in studying pedagogical disciplines.

Language specialty, types of speech, teacher's professional speech, communicative actions of the teacher.

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TEACHING BUSINESS ENGLISH FOR AGRARIAN STUDENTS OF ECONOMIC SPECIALITIES

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Methods of teaching business English are highlighted in the article. The algorithm of business games has been proposed. The effective technique of giving presentation in Business English is described.

Business English, teaching methods, business games, presentation.

Nowadays higher education is one of the determining factors of the intellectual and productive forces of society reproduction. In the current conditions of the global informational, scientific, technical and educational cooperation Ukrainians should interact with people from different cultures a lot. That is why international communication is a distinguish feature of modern Ukrainian society and the priority of the educational system. In the modern world of international business, it is important to be able to speak Business English for successful cooperation in a way that people can understand. The aim of Business English course for agrarian economists is to make students familiar with the basic concepts of business and economics, introduce them to the specific field of business and economic English, teach them how to understand complex economic texts and practise all language skills - reading, writing, listening and speaking – to meet the needs of future agrarian economists.

Analysis of the latest research studies and publications. The problem of teaching business English are investigated by many linguists, philologists and other scientists all over the world. P. Connor, A. Pilbeam, F. Scott-Barrett, D. Rodgers studied the ways of using English for international negotiation, P. Knowles, F. Bailey and R. Jillet researched the problems of functioning in business. Teaching Business English are studied by Mark Ellis and Christine Johnson. Ukrainian scientists I. Gadzhevych, Y. Dehtyaryova and others investigated the methods of teaching Business English.

The aim of the research. The aim of the article is to describe the methods of teaching Business English for agrarian students of economic specialities.

Task outline. Business English is English needed to conduct business in a professional manner. It provides students with the skills to write emails, produce reports, make presentations, negotiate with clients, participate in meetings and conferences, write CV and letters, deal with clients on the telephone and in a face-to-face situation. So, rather than focusing on general English for conversations and socialising etc, Business English focuses on communication in business related situations. Also it is absolutely necessary to understand the culture of business partners, because people like doing business with someone they like and trust. Learning slang and humor are sometimes as important as knowing the technical terms when studying business English. Future specialists need to know what to say, when to say it, who to say it to, and how to say it. Most people don't have any idea what they are doing in business meetings and feel stressed and confused about why they are not getting ahead in their company.

Nowadays, Business English is in high demand and most teachers will be asked to teach a business English class at some point. There's a lot more to teaching Business English than just introducing new business terms or handing over endless lists of business vocabulary. It is essential to learn how to make sure that students are really prepared to use English in a real business setting.

Some Business English teachers may find it difficult to decide what points to focus on when asked to guide students for that big step into the real world. As the world market becomes smaller and more interdependent, it is imperative that teachers keep in mind that some of their students may one day have to work for a foreign or a multinational company. It means not only training students on how to develop their foreign business language skills, but also helping them come to terms with cultural differences and business styles.

The first step is to learn exactly what students expect. "Business English" means different things to different people. To some it means the language of international trade while others define it as the language and communications skills office workers need. It is always a good idea to ask students how they intend to use their English knowledge outside the classroom, in their future work and business lives.

One of the best ways of teaching Business English is to give students realistic business English practice through role plays (business games) of

meetings, business negotiations, telephone conversations and more. So, the following exercises can be used to develop student skills of negotiation with foreign partners:

Ex. 1. Read the information how to negotiate with Japanese partners.

Japanese people will appreciate the effort.

Many Japanese businesspeople speak English, but the Japanese and Ukrainian ways of thinking are very different. It's a good idea to have someone with you who understands from the Japanese way.

The Japanese exchange cards more often than Ukrainians.

The Japanese like details.

If you can't answer their questions, you may fail.

Japanese people are proud of their culture and appreciate foreigners who try to learn about their country.

The Japanese expect people to be on time.

The Japanese admire people who can stay calm.

In general, Japanese social behavior is more formal than Ukrainian behavior.

It isn't the Japanese custom to bring business into the home.

Ex. 2. Read the negotiation plan of Ukrainian. Will it be successful?

Why?

1. *I'll show that I'm friendly by using first names.*

2. *I'll say «Hello,» «Goodbye,» and Thank you» in Japanese.*

3. *I'll give everyone my business card.*

4. *I'll always smile, even if I'm angry.*

5. *I'll know everything about my business.*

6. *I'll expect an answer right away.*

7. *I won't need an interpreter: everyone speaks English.*

Almost all professionals who use English for business will need to write CVs, letters, memos, invitations and short reports. For each writing lesson, it is advisable to select just one type of correspondence, such as a CV or letter of complaint, and provide good examples, useful phrases and practice writing a full example. For example, following task will be useful for learning how to write CV.

Ex. 1. Archie Wong's CV has got mixed up in the word processor.

Rearrange the items in the right order by matching the headings

(1 - 11) with the information (a - k).

- | | |
|--------------------|--|
| 1 Name | a) English, French, Cantonese |
| 2 Date of birth | b) British |
| 3 Nationality | c) Theatre, military history, squash |
| 4 Marital status | d) Loopers and Kylebrand, Chartered Accountants, 1988-91
Gabstock and Thring, Chartered Accountants 1991-94 |
| 5 Education | e) Assistant General Manager, Kazoulis Communications |
| 6 Qualifications | f) Archibald Wong |
| 7 Experience | g) 8 September 1967 |
| 8 Current position | h) MA in Politics and Economics 1988
Member, British Institute of Chartered Accountants 1991 |

		MBA 1995
9	Responsibilities	i) General management of the company Objective of 25% growth per year over the next four years
10	Languages spoken	j) Single
11	Leisure interests	k) Oundle School, UK, 1980-84 Keble College, Oxford, 1985-88 INSEAD, Fontainebleau, 1994-95

Many business English learners find it useful to practice creating and giving presentations in English. In order to help students create such presentations, it is important to provide useful phrases for introducing a theme, transitioning from one idea to the next, concluding a presentation and taking questions. It is important to explain students the structure, length, language and useful phrases for giving successful presentations.

Ex. 1. Read the instruction of presentation:

Before the presentation

1. *define the audience*
1. *clarify the objectives/purpose*
1. *plan the content*
1. *design suitable visual aids*
1. *control the length*
1. *follow a clear structure: introduction, main parts, summary and conclusion.*

During the presentation

1. *keep eye contact with the audience*
1. *don't rush (remember to pause)*
1. *articulate clearly and project your voice.*

Ex.2 Study the language of giving presentation and use them to make your own one.

Good morning. My name's I'm the new Finance Manager.

I'd like to talk to you today about ...

I'm going to inform you about ...

The subject of my talk/speech/ presentation is ...

We are here today to decide/to learn about ...

I shall only take ... minutes of your time.

I plan to be brief.

I've divided my presentation into three parts/sections. They are ...

I'd be glad to answer any questions at the end of my talk.

If you have any questions, please feel free to interrupt.

To make your presentation smooth you should use the **linking words**.

firstly ... secondly ... thirdly ...

then... next ... finally ...

let's start with ...

let's get back to ...

That covers all I wanted to say today.

Thank you for listening.

Do you have any questions?

Ex. 3. Introductions can become repetitive. It's important to have a choice of words and expressions at your fingertips.

Use one of the following expressions to replace each of the expressions in italics in this introduction.

don't hesitate I'm delighted in more depth	a chance sections my purpose is	I take care go through divide
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Good morning, ladies and gentlemen. *It's a pleasure (a)* to be with you today. My name's Gordon Matthews and *I'm in charge (b)* of corporate finance at our headquarters here in Brussels. *We are here today (c)* to *review (d)* some key figures and to outline financial strategy over the next five years. So what I intend to do is to *break down (e)* this presentation into three *parts (f)*: first, the financial review; second, the options facing us; and finally, the strategy I propose. If you have any questions, please *feel free (g)* to interrupt me, but I should also say there'll be *an opportunity (h)* to discuss issues *at greater length (i)* after my talk.

And a lot of other methods and approaches can be used to teach students Business English.

To use Business English successfully students should:

1. have good knowledge of general English – developed skills of reading, writing, listening and speaking, knowledge of general vocabulary, knowledge of grammar and functions (the chunks we generally use to indicate our feelings, attitudes, intentions, etc.: agreeing / disagreeing, asking for / giving opinions, advising / suggesting, etc.)

2. master business communication skills (correspondence, telephoning, socializing, meetings, negotiations, presentations)

3. have knowledge of the business world, including cross-cultural awareness

4. master the management skills of problem solving and decision making

5. master the ground skills of understanding business data and modifying business information.

Conclusions and prospects for further researches. English has emerged as the global language of trade and commerce in the past few decades, affecting many key aspects of business in the modern world. The English language first spread as the result of colonial expansion, and has become the standard for all important official communications in an increasingly large number of countries with a wide variety of native languages. In the modern world, thanks to the Internet, English continues to spread as the major medium through which both small businesses and large corporations do business.

So, learning Business English can be the cornerstone of future agrarian economists success in the business world due to the fact that English has become a global language in many industries, including agrarian sphere.

A lot of methods and techniques of teaching Business English are described. But the problem of teaching Business English for agrarian economists has not been investigated enough yet.

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Наведено методи навчання ділової англійської мови студентів – аграріїв економічних спеціальностей. Запропоновано методику проведення ділових ігор в ході вивчення ділової англійської мови. Описано прийоми навчання студентів ефективною презентації.

Ділова англійська мова, методи навчання, ділові ігри, презентація.

Приведены методы обучения деловому английскому языку экономистов – аграриев. Предложена методика проведения деловых игр в процессе изучения делового английского языка. Описаны приемы обучения студентов эффективной презентации.

Деловой английский язык, методы обучения, деловые игры, презентация.