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WORKING ON TEXT I

A

World Exhibitions

The first world industrial exhibition was held in London in 1851. It was great success. It displayed exhibits of 40 participating nations and the number of visitors reached **over** six million.

Since then world industrial expositions have had a colourful history. Many such events have been held, some of them on a large **scale**. They have changed not only in size and scope, but also in character and **overall** purpose. Such events provided **opportunities** for exchanging scientific, **technological** and other achievements of the people of Europe, America, Australia, Asia and Africa.

Beginning with the **early 60s**, international expositions began to take new forms, trying to **emphasize** not only technological progress, but also other aspects of life. They became festivals of industry and culture. Fairs and exhibitions provide an opportunity to establish profitable contacts and **promote** mutual understanding among different nations.

Russia has been **host** to a growing number of international exhibitions. The first international exhibition in our country was held in Moscow in 1964. Since then exhibitions have been held in other cities as well, and their number has increased to a great extent. However, traditionally Moscow is still the centre of such events.

Even in ancient Russia this city, which is conveniently **located** on a river, always attracted thousands of traders. The Fair in those days was a highly festive occasion with colourful crowds filling the streets and much merry-making. On such days the streets were packed with traders, many of whom arrived from far-away places. Moscow has always been famous for its **hospitality**. Today Moscow is a regular meeting place of traders from different countries.

The trade partners participating for many years in the international exhibitions which are held in Moscow and other cities of Russia **appreciate** the amicable atmosphere and business-like spirit of the commercial negotiations at these events.

Some of the old Russian cities along the Volga-river and in Siberia such as Nizhniy Novgorod, Chelyabinsk, Tobolsk and others are restoring their old fame of trading centres.

International trade is quickly growing and there is always a demand to **expand** the exhibition **areas** to provide all the participants with suitable display **facilities**.

B

At the International Exposition

An exposition is being held in Vancouver, British Columbia. Here is what Ms Baker, a hostess of the Canadian Pavilion, said about her activities, speaking at the Russian Pavilion.

«I am a hostess of the Canadian Pavilion and basically my job is to greet dignitaries and presidents of the companies and important businessmen. I usually tour the pavilion, explain to them all about the displays, show movies and then make sure that they are comfortable and well-served. Your pavilion is very popular with the VIPs and we often bring them here.

When I visited your pavilion I was really impressed. I've never been to your country as yet. Your displays are very well done and it was the first time I met Russian people and spoke with them. Truly, meeting you and visiting your pavilion has helped to cross the barrier, that unfortunate wall, which was built up. You realize that we are all human beings, all with the same feelings and desires. It was an eye opener for me».

Students are regular visitors of such events. One of them came up to the guide to share his impressions.

Student: We have just visited your **space** stand featuring some models of your **spaceships**. Frankly, I was amazed at the technology that is displayed here in your pavilion.

Guide: By the way, have you **noticed** our orbital stations which are **controlled** from the Earth? Space **crews** can stay there for a long period of time to carry out their **research**.

Student: Sure, your spaceships are very impressive. I even had a chance to get inside the spaceship. It was really fascinating.

At the end of the tour the guide takes a group of students to a hall which is **devoted** to local art, traditions and customs.

Student: The displays showing handicrafts seem to be very popular.

Guide: Yes, indeed. They always attract large crowds of visitors. Here you can see modern Russian paintings and other works of art from different parts of our large country. The hit of this display is sculptures, so small that you can see them only under a microscope.

Student: It's incredible. I can hardly believe it.

Guide: Have a good look at the displays if you wish. Then you can go to

the cinema hall to see films or our fashion shows and listen to our musical groups. You can find the schedule at the entrance.

Student: Thank you very much indeed. It was a very interesting tour. We enjoyed every minute of it.

Notes:

- 1) exposition (expo) – (амер.) - exhibition
- 2) Ms [miz] – used before the name of a woman who doesn't want to indicate her marital status (the same as Mr before the name of a man). Compare Mrs, Miss, Ms Baker
- 3) dignitary ['dignit(ə)ri] – высокопоставленное лицо
- 4) VIP – very important person
- 5) handicrafts – изделия кустарного промысла

Exercise 1. Read the text

Exercise 2. Say what information the text gives about:

- 1) the history of world exhibitions;
- 2) the international exhibitions that were held in Russia;
- 3) the hospitality of Moscow and Muscovites;
- 4) the revival of old Russian traditions;
- 5) the exhibition facilities that Moscow offers to participating nations.

Exercise 3. Think and answer

1. Why can most of the international expositions be called festivals of industry and culture now?
2. Why do you think fairs and exhibitions improve international relations? In what way?
3. Why do businessmen from all over the world like to participate in the fairs and exhibitions which are held in our country?
4. Why is it necessary to improve exhibition facilities from time to time?

Exercise 4. Read the dialogue

Exercise 5. Say what you have learned about:

- 1) the activities of Ms. Baker;
- 2) the visit of a group of students to a space stand;
- 3) the hall which was devoted to local art, traditions and customs;

Exercise 6. Act out the scenes at the exposition

Exercise 7. Supply the articles where necessary

1. ... world exposition is usually a great event.
2. ... Poznan Fair is held once a year.
3. The World Trade Centre provides the necessary facilities for ... international exhibitions.
4. ... World exposition of 1939 attracted thousands of visitors.
5. We are inviting you to participate in ... International Exposition of the Food Industry.
6. ... Radio Show will be held in London in October.
7. ... London Radio Show is held every year.
8. ... chemical exhibition which was held last year in Sokolniki was a great success.

Exercise 8. Supply the correct forms of the verbs

1. I (not to see) him ever since I (to leave) Moscow.
He (to be interested) in different space systems ever since he (to read) a book about them last year.
2. We (to participate) in all the international expositions ever since the first one (to hold) in London in 1851.
3. Many interesting international exhibitions (to hold) in Sokolniki Park ever since the first one (to hold) there in the early 60s.

Prepositions

Exercise 9. Supply the prepositions where necessary

1. The World Exposition in Osaka was held ... a large Scale.
2. Such events provide opportunities ... exchanging scientific and cultural achievements.
3. The exhibition was sponsored ... the Russian Federation Chamber ... Commerce and Industry.
4. The Exposition was visited ... many people.
5. The exhibition area in Sokolniki Park has expanded ... a great extent.
6. A large stand was devoted ... space achievements.
7. The spaceship was created ... the joint efforts of scientists from different parts of Russia.
8. The orbital station was controlled ... the Earth.

Miscellaneous

Exercise 10. Choose and use

many, much

1. She didn't devote ... time to studying English.
2. Lately very ... new sports facilities have been built in Moscow.
3. Was ... space research carried out in the late 60s?
4. Does the Chamber of Commerce and Industry of the Russian Federation sponsor ... exhibitions abroad?
5. I haven't had ... spare time lately.
6. Have there been ... joint crews who participated in space experiments?
7. Before a contract is signed very ... preparatory work must be done.

SPEECH EXERCISES

Exercise 11. a) Read the interview

A newspaper-correspondent came over to Mr. Petrov, managing director of the exhibition, and asked him a number of questions.

Correspondent: Today is the last day of your national exhibition. Are you satisfied with the results?

Petrov: It was a very interesting experience. First of all it was a chance to promote our achievements in different fields of science and economy.

Correspondent: Was that the only purpose of the exhibition?

Petrov: It also gave us an opportunity to develop business contacts. More than 50 Russian companies participated in the exhibition.

Correspondent: Were any trade agreements signed?

Petrov: Oh, yes. Although the main purpose was commercial advertising and meeting with representatives of different foreign firms, a number of contracts were signed and some negotiations were initiated. On the whole I think the exhibition was a success.

Notes:

1) experience [iks'piəriəns] – зд. событие

2) to initiate [i'niʃieit] – начинать

b) Say what you have learned about:

1) the purpose of the National Exhibition;

2) the business contacts which were made there.

c) Reproduce the interview.

Exercise 12. a) Read the text

Show Business

Every year Expocentre plays host to many foreign business representatives who come to Moscow. It is continually expanding its co-operation with similar organizations all over the world. Co-operation with firms in Britain, France, Italy, Germany, Switzerland and Japan is growing from year to year.

The Chamber holds international, specialized, national and single-industry exhibitions and displays, and sponsors congresses and symposiums.

Popular exhibition locations in Moscow include Sokolniki Park, VDNKh (the Exhibition of Economic Achievements), the World Trade Centre on the bank of the Moscow River.

Sokolniki Park has long been a favourite place of rest for Moscovites, starting with the Russian Tsars who went falcon-hunting there in the 16th century and gave it its name – «Sokol» (which is the Russian for falcon). Later the park attracted thousands of people every summer weekend and just as many in winter to its skating-rinks and ski runs. And, of course, special attractions in recent years have been the many exhibitions which are held here regularly. There are few places where business and pleasure may be combined in an atmosphere more amicable and peaceful than in Sokolniki Park.

Notes:

to go falcon-hunting – устраивать соколиную охоту

b) Say what information the text gives about:

- 1) the Chamber of Commerce and Industry (its functions, facilities, etc.);
- 2) Sokolniki Park.

c) Think and answer

1. What is the role of Expocentre in organizing exhibitions?
2. What do you know about co-operation of the Chamber of Commerce and Industry of the Russian Federation with similar organizations abroad?
3. Why are exhibitions often held in parks?
4. Do you believe that expansion of exhibition facilities is a good investment? Why so?

d) Now say what you know about the exhibition facilities that Moscow offers to foreign businessmen.

Exercise 13. a) Read the letter

Very often the Chamber of Commerce and Industry of the Russian Federation or our trading organizations directly, get offers from international exhibitions abroad, inviting them to participate in their events. Here is an invitation which was received by Rossexport

13th March, ...

Dear Sirs,

The London Radio Show will again this year be held at the Cafe Royal, Regent Street, London, beginning on Sunday, the 19th May and continuing until

the 23rd. A very large hall has been booked and the overall show plan is under consideration with an accent on this year's range of models, emphasizing their advantages.

As you know, the show offers an opportunity to familiarize visitors with new future products and we would like to make the necessary preparations for their display and demonstration; it is precisely about these future products that I am writing to you now.

Would you please, therefore, make early arrangements with the plants for the various samples which were discussed during our last visit, and send them to us in advance so that we could discuss your future stand, the necessary facilities, etc. that will be required.

Yours faithfully,
Brown & Co

Note:

precisely – именно, точно

b) Say what you have learned about:

- 1) the time, place and purpose of the London Radio Show;
- 2) the preparations which were made before the opening of the exhibition.

c) Summarize the letter.

Exercise 14. Translate into English

1. Об этой выставке много говорят.
2. Вчера нам показали видеофильм о Джеймсе Бонде.
3. Петрова попросили продемонстрировать компьютер в работе.
4. Испытание машин обычно проводится на заводе-изготовителе.
5. Сколько специализированных выставок будет проведено в этом году в Москве?
6. Товар не был поставлен вовремя, так как у фирмы было слишком много заказов.
7. В классе Петрову сказали, что он может купить билет только на восьми-часовой поезд.
8. Каждый год в Москве строится много красивых зданий.
9. Контракт будет подписан завтра.

WORKING ON TEXT II

Fairs and Exhibitions

A

Every year a lot of international, **national** and **specialized** exhibitions and fairs are held in different countries of the world. The number of countries and companies who **take part** in them **is growing** from year to year and the **scope** of fairs and exhibitions is becoming larger.

The **display** during these exhibitions includes a wide range of **exhibits** which show the latest **achievements** in different **fields** of **industry**, **science** and **agriculture** of many countries.

Usually fairs and exhibitions are crowded with visitors, who show much interest in the exhibits on display.

At international and national exhibitions **commercial** centres are established where **participants** can **negotiate** the **sale** and the purchase of different goods.

Every exhibition is an eye-opening experience and also **a method** to **advertise** products. Fairs and exhibitions are usually held **under various mottoes**: people and **progress**, peace and progress **through economic** cooperation and so on. International fairs and exhibitions **pave the way** for the **consolidation** of **friendship** among countries and **nations**.

B

Last month Stepanov, an engineer from Rossimport, had instructions to visit an exhibition of **electronic** equipment which was held at Olympia in London.

Rossimport was interested in purchasing computers of the latest model. The Model R 800 computer of Wilson & Co **attracted** Stepanov's **attention**. After he had seen the computer in operation he **got in touch** with Mr Adams, the **Sales Manager** of the company, to start talks for the purchase of computers.

Stepanov: Good morning, Mr Adams. Here is my card.

Adams: Good morning. I'm glad to meet you. How do you like our **stand**?

Stepanov: Oh, it's really interesting. We've seen your latest achievements in electronic industry. I must say you've made much progress in this field.

Adams: Glad to hear that.

Stepanov: Mr Adams, your **stand-attendant** has just shown me the Model 800 computer in operation. Is it for sale?

Adams: Certainly. It's an **up-to-date** model. It **was introduced** into the world market six months ago and since then it has been a great **success**. So I'm not surprised you got interested in it.

Stepanov: Yes, I was impressed by its **efficient** performance and the design.

Adams: The computer meets the highest world **standards**.

Stepanov: But as you know, Mr Adams, to buy a computer is only half the business. You must have your own operators and **programmers** to operate the equipment. I'd like to know if it will be possible to send

our **specialists** here so that they could get good **training** at your plants.

Adams: No problem to arrange it.

Stepanov: Fine. As soon as I come back to Moscow we'll send you our enquiry.

Notes:

1) **every exhibition on is an eye-opening experience** – каждая выставка помогает посетителям воочию убедиться в достижениях той или иной страны;

2) **and so on** — и т.д.;

3) **Olympia** – «Олимпия» (большой выставочный зал в Лондоне);

4) **performance** – зд. работа.

SECTION A

Exercise 15. Read the text.

Exercise 16. Say what you have learned about:

1) different kinds of exhibitions;

2) the business side of fairs and exhibitions.

Exercise 17. a) Think and answer:

1. Why are exhibitions and fairs growing in size and scope from year to year?

2. Why do we say that every exhibition is a good method to advertise different goods?

3. Why do fairs and exhibitions pave the way for the consolidation of peace and friendship among nations?

4. What is the purpose of arranging exhibitions and fairs?

b) Supply the articles where necessary.

Read the story.

Remember: a helicopter [heli'kɔptə] – вертолет

unexpectedly [,ʌniks'pektidli] – неожиданно

Mr. Rolf Bollman, ... advertising agent from Germany, wanted to have ... helicopter in his business but he couldn't get ... type which he wanted in his country, as ... **helicopters** were not quite reliable.

But what ... aviation industry couldn't offer in ... West, Mr. Bollman found in ... East. At ... Paris Air Show ... Russian helicopter attracted his attention. It was ... really extra-class machine: it was reliable, easy in operation and its finish was excellent.

... telephone talk with ... representative of... Russian Company and ... trip to Moscow ended quite **unexpectedly**. ... customer has become ... sales representative for that model of... helicopter in ... Germany.

Half ... year later Mr. Bollman sent ... telex to his partners in ... Russia: «First helicopter sold. ... delivery required in 8 weeks». So ... first Russian helicopter appeared in Germany to ... pleasure of those who built it, those who sold it and those who bought it.

c) Say what you have learned from the text about Mr. R. Bollman and his business transaction with Rossexport.

Tense and Voice Exercise

Exercise 18. a) Supply the correct forms of the verbs

Petrov, a Russian businessman, (to call) at the British pavilion [pə'viljən] at the international exhibition which (to hold) in London last month. He (to become) interested in the Model K2 machine-tool. After he (to see) the machine in operation he (to get) in touch with Mr. Black.

Petrov: Good afternoon, Mr. Black. Here (to be) my card.

Black: Good afternoon, Mr. Petrov. Glad to see you.

Petrov: I (to come) to London on business and I (to be) happy to visit this exhibition.

Black: I (to hope) you (to find) it interesting.

Petrov: It (to be) wonderful. I (to impress) by the size and scope of the exhibition. It (to be) one of the largest exhibitions I ever (to visit).

Black: Yes, over 350 companies (to take) part in it.

Petrov: Mr. Black, I just (to see) your pavilion. The Model K2 machine-tool (to attract) my attention. I must say your country (to make) much progress in the field of machine-tool industry.

Black: It (to be) a pleasure to hear that. It (to be) an up-to-date model. It (to introduce) into the market at the beginning of the year and since then it (to be) a great success. A lot of companies (to show) much interest in the model.

Petrov: You see, Mr. Black, we'd like to place an order with your company for this model and we'd like to negotiate the price for the machines.

Black: Yes, of course. We (to be) glad to establish business relations with your company.

Petrov: When we (can, to meet) to discuss the matter in detail?

Black: What about Tuesday, 10 in the morning?

Petrov: All right. I (to be glad) to meet you on Tuesday. Good-bye!

b) Say what you have learned about Petrov's visit to the exhibition and his impression of the British pavilion.

Prepositions

Exercise 19. a) Supply prepositions where necessary

1. How many companies will take part ... the exhibition?
2. I'd like to get ... touch ... your Sales Manager to negotiate some business matters.
3. The exhibition was held ... the motto «Peace ... economic cooperation».
4. International fairs and exhibitions pave the way ... the consolidation ... peace ... different countries.

b) Read the text

Swiss clock and watch exhibitions ... Switzerland are always a great success. A lot ... businessmen and tourists ... many countries visited the specialized exhibition which was held ... Geneva [dʒi'ni:və] not long ago. The exhibition was very popular and every day the halls were crowded ... visitors. The words which were written ... the Visitors' Book showed that the visitors were impressed ... the display.

«The quality ... the watches impressed me», wrote one ... the French visitors.

«This is a very interesting exhibition. The latest model ... electronic watches is especially attractive. We hope to see it ... our shops», wrote a Russian visitor.

«We usually see beautiful things ... display ... special galleries, but the things which are close ... us also play an important part ... our life, the exhibition gives us an idea ... the achievements which are made ... Swiss clock and watch industry and people are impressed ... the friendly atmosphere ... «the world ... watches».

Those words were written ... a tourist from ... Canada. ... the exhibition talks were held, some transactions were negotiated and some contracts were signed ... Swiss companies.

c) Say what you have learned from the text about the exhibition in Geneva.

The words you mix up

Exercise 20. Choose and use

progress, success

1. You have made a lot of... in English since you began to study it.
2. I didn't like the new comedy. It wasn't ...
3. This ballerina is ... in all performances.
4. «Peace and ... to all nations» was the motto of the exhibition which was held at the International Trade Centre in Moscow.
5. The exhibits on display showed the ... which was made by different countries in the field of electronic industry.

SPEECH EXERCISES

Exercise 21. a) Read the dialogue

Remember: particularly [pə'tɪkjʊləli] – особенно

to reconstruct [ˌri:kəns'trʌkt] – перестраивать, реконструировать

continually [kən'tɪnjuəli] – постоянно

Not long ago a group of Russian businessmen came to Paris. They visited some French plants where press equipment is produced.

Mr. Octon, a correspondent of one of the French newspapers, met Yuri Orlov, a Russian businessman, at a pressmaking plant and asked him to answer a few questions.

Octon: When was the first French press bought by your company?

Orlov: It was in 1965 at the International Fair in Paris. A few presses were displayed on the French stand. We were particularly interested in a 160-ton press. The next day we bought it. Since that time we have been regular buyers of French press equipment. One of our new plants is completely equipped with French presses. What attracts Russian customers in French presses? The presses are reliable in operation, they are of excellent quality and the performance is efficient.

Octon: Are you going to place some more orders for French presses?

Orlov: Yes, certainly. We are going to order a few presses of a new model. I'm sure large contracts will be concluded with France in the future.

Octon: What are the impressions of your trip?

Orlov: Most pleasant. Our representatives visit your country rather often. And each time they find great changes which take place in French industry. Plants are growing, old shops are reconstructed and new shops are built. Up-to-date equipment is introduced into production. The range of goods continually increases.

b) Say what information you have learned from the dialogue about Russia and French cooperation in the field of pressmaking industry.

Exercise 22. a) Read the journal clipping:

Remember:

to head – возглавлять

a view – обзор

an interior [in'tiəriə] – интерьер

a residential hotel [rezi'denʃəl] – отель для длительного проживания

an origin ['ɔridʒin] – начало, происхождение

to date – относиться

to invent – изобретать

safety – безопасность

to crash – разбиваться

cable – кабель

to install – устанавливать

a race – зд. состязание в скорости

Businessmen who come to the International Trade and Exhibition Complex in Moscow usually go by lifts and escalators which were built in the USA. In 1976 Otis & Co. signed the first contract of this kind with Russia to supply 27 lifts and 4 escalators to the Exhibition Centre. The contract was signed in New York. It was one of the largest contracts among the contracts that Otis & Co. had ever made before. Mr. Macmillan who **headed** the talks said that the value of the contract was between 3 million and 4 million dollars with the payment through the Ex-Im and the Chase Manhattan Banks.

All the equipment was made in the USA. Seven lifts are presented in the 13-storey hotel. They are so-called glass lifts, they offer the view of the hotel **interior** when passengers go up or down from their rooms. The remaining 20 lifts and escalators are in the 22-storey office building and the 19-storey **residential** hotel.

«This is the first time we had talks with Russian representatives», – Mr. Macmillan said, – «and we are satisfied with the results of the talks».

The **origin** of the Otis Company **dates** to 1852 when Elisha Otis **invented** the first «**safety**» lift – one that would not **crash** if the **cable** broke. Five years later he **installed** the first passenger lift in a five-storey building in New York and the **race** for the tallest building began because there was an easy way to get to the top. Now Otis & Co. are one of the leading lift and escalator companies. You can find their units in Austria, France and other countries of the world.

b) Now say what you have learned from the journal clipping about the transaction between Rossimport and Otis & Co. and about the American Company itself.

Exercise 23. Give extensive answers

1. What does Russia do to establish business contacts with other countries?
2. Why do foreign companies show interest in the exhibitions which are held in Russia?
3. Why is it necessary to have efficient stand-attendants at exhibitions?
4. What do you know about trade fairs?

Exercise 24. Speak on the topics

1. My visit to an exhibition.
2. The exhibition I worked at.

VOCABULARY

- 1) **fair** [fɛə] *n* - выставка, ярмарка
- 2) **exhibition** [ˌɛksɪˈbɪʃn] *n* - выставка
- 3) **national** [ˈnæʃənəl] *adj* - национальный
- 4) **over** *prep* - более
e.g. He spoke for over an hour.
syn. more than
- 5) **scale** *n* - масштаб
on a large scale - в большом масштабе
e.g. They produced cars on a large scale.
- 6) **overall** *adj* - общий

overall		purpose
		results
		impression
- 7) **opportunity** [ˌɒ pəˈ tjuːnɪti] *n* - возможность

to have		an		for smth.
		no		for doing smth.
		little		

e.g. I had little opportunity for visiting museums when I was in London.
- 8) **technological** *adj* - технический, технологический
- 9) **the early /mid/ late 60s** - начало / середина / конец 60-х годов
e.g. He was born in the late 50s.
- 10) **to emphasize** [ˈɛmfəsaɪz] *v* - подчеркивать
- 11) **to promote** *v* - способствовать, содей-

СТВОВАТЬ

to promote | **good business relations**
trade
sales of goods
peace
mutual understanding
e.g. Exhibitions promote the sale of goods.

12) **host** *n*

- хозяин (принимающий гостей)

to be (play) host to...

- принимать гостей

to be host to | **Olympic games**
exhibitions
symposiums
conferences

e.g. Havana was host to the Youth Festival in 1978.

13) **to sponsor** *v*

- организовывать, финансировать (какое-либо) мероприятие

to sponsor | **exhibitions**
conferences
seminars
symposiums

14) **the Chamber of Commerce and Industry of the Russian Federation**

- Торгово-промышленная палата Российской Федерации

15) **to locate** *v*

- располагать

e.g. We thanked them for their hospitality.

16) **to appreciate** *v*

- ценить

to appreciate | **help**
friendship
hospitality

e.g. They appreciate the hospitality of Moscovites.

17) **amicable** *adj*

- дружественный

amicable | **relations**
atmosphere
negotiations

e.g. They appreciated the amicable atmosphere.

- 18) **atmosphere** *n* - атмосфера, обстановка
- 19) **spirit** *n* - дух
in a spirit of friendship
in a business- like spirit
e.g. The talks were held in a business - like spirit.
- 20) **to expand** *v* - расширять
- | | |
|------------------|--|
| to expand | business contacts
industry
exports
co - operation |
|------------------|--|
- 21) **area** *n* - площадь, территория
e.g. It became necessary to expand the exhibition area.
- 22) **facilities** - средства
transport - транспорт
exhibition - выставочные помещения и оборудования
testing - тоннаж
shipping - оборудование для проведения испытаний
sports - спортивные сооружения
- | | |
|-----------------------------------|-------------------|
| testing
shipping | facilities |
|-----------------------------------|-------------------|
- 23) **space** *adj* - космический
- | | |
|--------------|---|
| space | flight
research
center |
|--------------|---|
- 24) **space** *n* - космос
syn. **the cosmos**
- 25) **spaceship** *n* - космический корабль
- 26) **spaceman** *n* - космонавт
syn. **cosmonaut** [ˈkɒzmənɔːt]
astronaut (амер.) [ˈæstrənɔːt]
- 27) **to feature** *v* - изображать, показывать,

e.g. The exhibition featured
the latest space achievements.

уделять особое место

28) **to notice** *v*

- замечать, обращать внима-
ние на

29) **to control** *v*

- управлять

to control		machines
		equipment
		spaceships
		rockets

e.g. A space station is controlled from the
Earth.

30) **crew** *n*

- команда, экипаж

crew of a		plane
		ship
		spaceship

- исследование

31) **research** *n*

- посвящать, отдавать

32) **to devote** *v*

to devote smth. to smb. (smth.)

to devote		exhibitions
		museums
		galleries
		floor
		time
		efforts
		energy
		attention

e.g. He devoted all his free time to sport.
The article was devoted to the latest events
in Asia.

33) **incredible** *adj*

- невероятный

e.g. It's incredible.

- невероятно

34) **hardly** *adv*

- едва

e.g. I hardly know her

35) **entrance** *n*

- вход

at the entrance

- 36) **to exist** *v* - существовать
- 37) **specialized** [ˈspeʃəlaɪzd] *adj* - специализированный
- 38) **to take part** *v* - принимать участие
to take part in | **talks**
fairs
exhibitions
e.g. Did you take part in the talks yesterday?
- 39) **to grow (grew, grown)** - расти
[grəʊ, gruː, grəʊn] *v*
- 40) **scope** [skəʊp] *n* - размах, охват
- 41) **display** [disˈpleɪ] *n* - показ, демонстрация, экспозиция
to be on display - экспонироваться, экспонировать
- 42) **exhibit** [ɪgˈzɪbɪt] *v, n* - экспонат
- 43) **achievement** [əˈtʃiːvmənt] *n* - достижение
achievement in | **art**
industry
architecture
to make achievements - достичь успехов
- 44) **field** [fiːld] *n* - область, сфера
- 45) **industry** [ˈɪndəstri] *n* - промышленность
heavy |
light | **industry**
- 46) **science** [ˈsaɪəns] *n* - наука
- 47) **agriculture** [ˈægrɪkʌltʃə] *n* - сельское хозяйство
- 48) **commercial** [kəˈmɜːʃəl] *adj* - коммерческий, торговый
commercial | **life**
matters
transaction
- 49) **participant** [pɑːˈtɪsɪpənt] *n* - участник

50) **to negotiate** [ni'gouʃieit] *v*

- вести переговоры (о покупке, продаже)

to negotiate		a contract
		a transaction
		an order

e.g. They are negotiating a contract with Brown & Co now.

51) **sale** [seil] *n*

- продажа

52) **method** ['meθəd] *n*

- метод, способ

53) **to advertise** ['ædvətaiz] *v*

- рекламировать

to advertise		goods
		machines, equipment

e.g. The goods are advertised at fairs and exhibitions.

54) **under** ['ʌndə] *prep*

- под

under		a table
		a desk

e.g. The book is under the table.

55) **various** ['væəriəs] *adj*

- различный, разнообразный

various		countries
		books

56) **motto** ['mɒtəu] (pl. mottoes) *n*

- девиз

under the motto

e.g. Fairs and exhibitions are held under various mottoes.

57) **progress** ['prəʊgres] *n*

- прогресс, успех

to make		much		progress
		little		
		good		

e.g. He has made much progress in English.

Существительное **progress** употребляется только в единственном числе.

58) **through** [θru:] *prep*

- зд. посредством

59) **economic** [i:kə'nɒmik] *adj*

- экономический

economic		cooperation
		plans

progress

- 60) **to pave** [peiv] *v*
to pave the way
e.g. Exhibitions and fairs pave the way
for peace and progress.
- 61) **consolidation** [kən,sɒli'deɪʃn] *n*
- 62) **friendship** ['frendʃɪp] *n*
- 63) **nation** [neiʃn] *n*
- 64) **electronic** [elɪk'trɒnɪk] *adj*
- 65) **attention** [ə'tenʃn] *n*
to attract attention
e.g. The latest model of computer
attracted the Buyer's attention.
- 66) **to get in touch with smb.**
e.g. As soon as Lavrov arrived in London
he got in touch with Mr. Brown.
- 67) **Sales Manager** *n*
- 68) **stand** [stænd] *n*
- 69) **stand-attendant** ['stændə'tendənt] *n*
- 70) **up-to-date** ['ʌptə'deɪt] *adj*
up-to-date | **plant**
up-to-date | **model**
up-to-date | **equipment**
e.g. The Model BK machine is an
up-to-date model.
syn.: **modern**
- 71) **to introduce** [ɪntrə'dju:s] *v*
to introduce into (to)
e.g. The model was introduced into
the world market not long ago.
- 72) **success** [sək'ses] *n*
to be a success
- 73) **efficient** [e'fɪʃiənt] *adj*
efficient | **engineer**
efficient | **performance**

efficient | **method**
- мостить
прокладывать путь
- укрепление
- дружба
- нация
- электронный
- внимание
- привлекать внимание
- связаться с кем-либо
- коммерческий директор
- стенд
- стендист
- современный
- вводить; представлять
- успех, удача
- иметь успех
- квалифицированный, умелый
- производственный,

equipment

Эффективный

- 74) **finish** *n* - отделка
- 75) **standard** [ˈstændəd] *n*
to be up to standards - стандарт
e.g. Our machines are up to standard. - соответствовать стандарту
to meet standards - отвечать стандартам
- 76) **programmer** [prəʊˈgræmə] *n* - программист
- 77) **specialist** [ˈspeʃəlɪst] *n* - специалист
- 78) **training** [ˈtreɪnɪŋ] *n* - обучение, тренировка

Additional Words and Expressions

1. **performance** - работа (машины, станка т.д.)
2. **a helicopter** - вертолет
3. **unexpectedly** - неожиданно
4. **particularly** - особенно
5. **to reconstruct** - перестраивать, реконструировать
6. **continually** - постоянно
7. **to head** - возглавлять
8. **a view** - обзор
9. **an interior** - интерьер
10. **a residential hotel** - отель для длительного проживания
11. **an origin** - начало, происхождение
12. **to date** - относиться
13. **to invent** - изобретать
14. **safety** - безопасность
15. **to install** - устанавливать
16. **a race** - состязания в скорости
17. **to crash** - разбиваться