

МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ РОССИЙСКОЙ ФЕДЕРАЦИИ
КАЗАНСКИЙ ГОСУДАРСТВЕННЫЙ АРХИТЕКТУРНО-СТРОИТЕЛЬНЫЙ УНИВЕРСИТЕТ

Кафедра иностранных языков

Listening Practice for Masters

Методические указания для магистров
по развитию умения
воспринимать на слух иноязычный текст

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Данные методические указания способствуют формированию и дальнейшему развитию умения воспринимать на слух и понимать основное содержание аутентичных общественно-политических, публицистических и прагматических текстов. А также развивают коммуникативную компетенцию магистров как в профессиональной, так и бытовой сферах деятельности.

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Lesson 1: Value of Education

1. Translate the following words and word combinations into Russian. Write down the unknown ones and learn them by heart.

Uniform, to wear, to make smb do smth, to show off, horrible, to take for granted, freedom, to express, personality, awful, to afford, to cover up, it is rubbish, difference, to complain, to allow.

2. Match the word and the definition:

Uniform	very unpleasant
To wear	very bad
To make smb/smth do smth	to have enough money to buy smth
To show off	a person's nature and characteristics
Horrible	to put smth on
To take for granted	smth that is not true
Freedom	to make sure no one knows about smth
To express	to say that you are not pleased about smth
Personality	to cause smth to happen
Awful	the way in which smth is different from smth else
To afford	to think that it is true or will happen
To cover up	to let smb do smth
It is rubbish	special clothes pupils wear at school
Difference	to make smth seen or understandable
To complain	being free; independence
To allow	to try to impress people

3. Read the statements below and Listen to four people speaking about school uniform. While listening you are to mark each statement with the number of the speaker (1, 2, 3 or 4) whose ideas coincide the statement:

- Doesn't think that school uniform is something awful. It would be much cheaper to have one skirt and cardigan for school use.
- Doesn't like to wear uniform but thinks it certainly has some advantages.
- School uniform helps pupils to express their personality.
- School uniform can't hide the financial difference between pupils.

4. Match the speaker and his social position:

Speaker 1	a parent
Speaker 2	a schoolgirl
Speaker 3	a teacher
Speaker 4	a schoolboy

5. Discuss the following topics:

- Did you like wearing uniform at school?
- Is it worth introducing uniform in universities following the example of famous English and American High Schools?
- How do you evaluate Russian system of secondary education?

Unit 2. Live and learn.

1. Translate the following words and word combinations into Russian. Write down the unknown ones and learn them by heart.

Practical aspect; to get going; expect; Westwood College; self access centre; to make use of; to be available; wealth of materials and resources; to take advantage of; English learning software; demand; to reserve; to be desperate; to book; to sign up; expensive; to issue; a festival; to be worth.

2. Give synonyms or explain the words and word combinations in the ex.1.

3. Listen to the welcoming speech of a Westwood College professor and fill in the gaps using necessary words or word combinations:

Welcome to Westwood Collage! We are very glad to greet you here. I would like to give you some information about your life in the campus.

Classes begin and end But on Fridays

..... You work not only in the class but also

..... There are a lot of useful materials and resources there such as

..... But demand is high so you need to We organize a trip to

The trip is very popular so don't forget to Food and Drink festival is an event where you

..... The food there is a little Student discount card will be issued to only if you have

passport with you. The card gives a student a for all sorts of goods.

4. Say if the sentences are true or false according to the speech you've heard

- The foreign students came to Oregon State University.
- Friday is the end of studying week so the classes last less than usual.
- Self-studying is an important part of the education in the higher school.
- You may come to the self-access centre any time you want.
- A lot of books are available in the self-access centre. You can find there anything you need.
- The trip to London is organized by a travel agency.
- During Food and Drink festival you can try national food of the countries all over the world.
- The food is very tasty and free.
- You mustn't pay any money to get to the festival.
- Student discount card lets you enter all the academic buildings in the campus.

5. Answer the following questions and discuss them with the class

- What are the advantages of Russian educational system?
- What about foreign education? Does it have anything in common with Russian one?
- Would you like to study abroad? If yes then where?
- What are the reasons for getting education abroad?
- Does the quality of education depend on the country you get it?

Unit 3. City traffic.

1. Translate the following words and word combinations into Russian. Write down the unknown ones and learn them by heart.

To be late, to drive, without, to pollute, pollution, useful, to park, traffic jam, dangerous, to walk, to exercise, public transport, regular, safe, to feel safe, environment, to carry, a haircut.

2. Give definitions to the words given in the ex.1 and make up sentences with them.

3. Listen to three friends discussing the same thing and complete the conversation.

Karen: You are late!

Ron: Yes, I'm really sorry – I had to wait ages for a bus.

Jill: Why didn't you drive?

R: Ah, well. I have sold my (1)_____.

K: Oh, are you getting a new one?

R: No, I am not getting another car. I have decided to live (2)_____ one.

J: Wow – what made you do that?

R: I think there are too many cars, and this town is far too (3)_____.

J: Well, that's true. But a car is (4)_____.

R: I don't think so. Not in the city centre anyway. I can never find anywhere to (5)_____, and you spend most of time sitting in (6)_____.

K: But how are you going to get to work?

R: By bicycle.

K: Don't you think bicycles are (7)_____?

R: Not really. I don't think they are as dangerous as cars.

J: Well, I couldn't do (8)_____ my car. I have to take children to school every day.

R: I don't think children get (9)_____ exercise these days – they should walk to school.

K: Well, I haven't got children, but I agree with Jill – I couldn't live (10)_____ my car. Sometimes I have to come home late from the office.

R: Why don't you get the bus? (11)_____ is very good.

K: That's not true. The buses are not very (12)_____ where I work and anyway, as a woman, I don't feel (13)_____ waiting for a bus late at night.

R: Okay, I see what you mean. But aren't you worried about (14)_____?

J: Of course, but you don't understand – it's easy for you to worry about the (15)_____. I have to worry about carrying the shopping and children and...

R: Okay, okay, you are right! Come on. Let's get another drink. Hey, what do you think of my (16)_____ haircut?

4. Say if the sentences are true, false or the information is not given in the conversation you have heard.

1. The conversation takes place in a café.
2. Three friends met to have a chart.
3. Ron came first and Karen and Jill were late.
4. Karen wants to buy a new car.
5. Jill doesn't have any children.
6. Ron has sold his car.
7. Karen wants to join Green Peace organization.
8. Ron usually comes home from work late.
9. Ron doesn't want to buy a new car because of the expensiveness of petrol.
10. Jill decided to use bicycle to get to work.

5. Talk on the following topics.

- Advantages and disadvantages of owing a car.
- Following traffic rules and restrictions; heavy fines.
- How to solve the problem of traffic jams.

Unit 4. Scientists.

1. Translate the following words and word combinations into Russian. Write down the unknown ones and learn them by heart.

to be bored with, to be interested in, to invent, voice imitating machine, teenager, instead, speech therapist, deaf, human ear, voice vibration, to result, conversation, life-long, to lead, a flight, to design, famous, dedicated astronomer, to encourage, to admit, a female profession, to create, a tribute, a moving wing aircraft, an airship, a submarine, to patent.

2. Match the words from the left column with those in the right and get the correct word combinations.

To be bored with	actor
To be interested in	the team
To invent	to London
An informative	a new invention
Life-long	a bad book
To lead	something useful
A flight	a female profession
To design	Mathematics
The famous	learning
To encourage	a voice imitating machine
To admit	conversation
Nurse is	the discussion
To create	a house
To patent	the failure

3. Read the statements below and Listen to the description of life of three great people. While listen you are to mark each statement with the number of the person whom this phrase refers to. (1 – Alexander Graham Bell, 2 – Maria Mitchell, 3 – Jan Szczepanik)

- Was bored at school but liked experimenting;
- Was the Polish Edison;
- Was born in 1818;
- Scientific interest was encouraged by father;
- Built a human voice imitating machine with brother Melvin;
- Was born in poor uneducated family;
- Died at the age of 54;
- Wanted to become an actor or a sailor;
- Taught deaf people;
- Discovered a new comet;
- Has many inventions in the field of colour photography and film production;
- Mark Twain wrote two articles about his inventions;
- Was the first female professor;
- Invented telephone;
- House turned into museum;
- Invented an aircraft and a submarine.

4. Make up a dialogue: Tell your friend about one of the scientists you have heard about and ask him to do the same but certainly about the other scientist.

5. Talk on the following topics:

- Is it difficult to become a scientist? What qualities do you need?
- Is science popular in Russia? Would you like to be a scientist?
- Name other scientists you know. What are they famous for?

Unit 5. Inventors and their inventions.

1. Translate the following words and word combinations into Russian. Write down the unknown ones and learn them by heart.

To bridge, to be served, to place an order, a cashier, an interpreter, sign-language translator, a shape, to transmit, a receiver, to communicate, a judge, to produce, a product prototype, electronics, hands-on experience, to hunt, a golf glove, profoundly, an impact, to manufacture, brainy, a gap, a customer, deaf, to consist of, to detect, similar, to be impressed, to wire, a part-time job.

2. Make up sentences with the words and word combinations from ex. 1.

3. Listen to the radio programme and fill in the gaps in the sentences. Words in ex.1 can help you.

- Ryan's invention may the communication gap between the and those who can hear.
- I was waiting to at the local Burger king and there was a group of using sign language to
- They were obviously deaf and communicated with the
- I called it a sign language
- It a glove which is lined with ten sensors.
- Deaf people can without the help of interpreter.
- The were impressed.
- Ryan experimented for sometime to create a
- He had-..... experience from his part-time job.
- He got used for hard work to build competition reports.
- was the best solution for his invention.
- Many people in the US are deaf.
- Will Ryan invention make an on the situation?
- The device he has at the moment isn't ready for
- It will take much time until the sign-language interpreter is

4. Answer the following questions using the words from ex.1.

- 1) What is the name of the programme?
- 2) Who is the hero of the programme?
- 3) What did he invent?
- 4) How did he get the idea of creating such a thing?
- 5) What does this device look like? How does it work?
- 6) How did he call it?
- 7) What did Ryan get for his invention?
- 8) Where did he practice his skills of inventing?
- 9) What kind of glove did he use?
- 10) Is his invention introduced into practice?

5. Invent something of your own. It should be useful and interesting. Describe it to the class. (work in groups)

Unit 6. Modern cities.

1. Translate the following words and word combinations into Russian. Write down the unknown ones and learn them by heart.

Neighbourhood, conditions, distant, to imagine, isolated, lonely, the outback, faraway, luck, lucky, two-way radio, a mean, urgently, to cover, an emergency, within, to solve, boarding school, to communicate, as well as, medical service, to send.

2. Complete the sentences using the words from the ex.1

- The flat is bad! I need better _____ for living.
- In a modern city there are various _____ of transport such as bus, tram, underground and taxi.
- In the case of _____ you must dial “911”.
- You can’t even _____ how beautiful the city is!
- The problem touches upon many aspects that’s why it is very difficult to _____ it.
- In England children from noble families are usually sent to _____ to get their education.
- If you need to connect with me _____ call to my cell phone.
- I am a very talkative person, so I like to _____ with different people.
- In spite of it is a faraway district I will be there _____ thirty minutes.
- I need to _____ a letter to my distant relative to Australia. How do you think it is expensive?

3. Say if the sentences are true or false and correct the false ones.

- 1) The name of the programme is “Our Neighbourhood”.
- 2) The programme takes place in Sidney, the capital of Australia.
- 3) It is really great that your nearest neighbours are over one hundred kilometres away.
- 4) Most of the people in the outback of Australia do have telephones but don’t have internet connection.
- 5) The most popular way of communication is the two-way radio.
- 6) The special medical service covers six million square kilometres.
- 7) It takes the doctor twenty five minutes to get to he patients in any part of the outback.
- 8) Doctors visit 16000 people every year.
- 9) Most of the outback children go to boarding schools.
- 10) Others have their lessons sent by post.

4. Answer the following questions:

- What is the programme “Our Neighbourhood” about (in general)?
- How do people live in the outback of Australia?
- What means of communication do people in the outback have?
- How is the special medical service called?
- Why is it called so?
- How many bases do the doctors in the outback have?
- Is communication the only problem of the outback people?
- How do children study? (name the most popular way and other ways)
- Describe the process of using the most popular way of studying.

5. Discuss in the class the following topics.

- Where do you prefer to live: in the city, in the town, in the village?
- What city of the world would you like to visit/ to live in?
- Name advantages and disadvantages of living in a big city.

Unit 7. Architecture.

1-A. Study carefully the proper names those you will meet while listening.

Egypt, Ancient world, Great Egyptian pyramid, Herodotus, La tour Eiffel (Eiffel tower), Paris, Sidney Harbour Bridge, The Millennium Dome, Pentagon, Secon World War, Washington DC, the Forbidden City, the republic of China, Beijing, Ming dynasty, Britain, Hassan II Mosque, Morocco.

1-B. Translate the following words and word combinations into Russian.

Write down the unknown ones and learn them by heart.

To accomplish, to cover, according to, a historian, to construct, a stone, to weigh, a trend, lattice, to withstand, wind pressure, an arch bridge, a harbour, spectacular view, to be thought, concentric ring, a rectangular, an emperor, best-preserved, a dome, an electrical door, controversial, utilize, space, to worship, visible, to include, heated floor, to shine, a tonne, to commemorate, industrious revolution, an anniversary, pure iron, landmark, to admire, a hectare, to be located, to occupy, rare, valuable, an acre, former, towards, to square, to climb, to take, to relocate, an employee, a palace complex, enormous, cost, sliding roof.

2. Fill in the gaps in the sentences using the words and word combinations from the ex.1.

1. In winter snow usually _____ ground, houses and everything around.
2. The standard form of a usual window is _____.
3. Modern supermarkets are equipped with _____ _____ for convenience.
4. My room is very small! I don't even have _____ for a wardrobe.
5. For our wedding's _____ my husband gave a wonderful diamond ring.
6. Monuments to famous people are created to _____ them and their achievements for future generations.
7. Bill Clinton is the _____ president of the USA.
8. One of the main points in any region is _____ the God.
9. I live extremely far from my office. It _____ me two hours to get there.
10. If a person is strong he can _____ all the difficulties and doesn't give up facing a problem.

3. Look at the photos and try to guess which structure:



1. is large enough to house the Eiffel tower?
2. was built to celebrate a king's 60th birthday?
3. was constructed by 400.000 men?
4. is known as the "coathanger"
5. takes twenty minutes to walk around?
6. is one of the largest palaces in the world?
7. was built in 1889?
8. is made of pure iron and very light?
9. is the tomb of a pharaoh?
10. was built to commemorate the beginning of a new century?

Listen and check your answers.

4. Listen again and write notes about each building or structure.

	Date of construction	Size	Location	Material	Purpose
Pyramids					
Eiffel tower					
Sydney harbour bridge					
Pentagon					
The Forbidden city					
The Millennium dome					
Hassan II mosque					

5. Discuss in the class the following topics.

- How has architecture been used through history? (how did it serve people)
- Which structures do you think are the most impressive or interesting? Which have you visited/would you like to visit?
- Modern architecture; should we restore old houses or destroy them and build new?

Unit 8. Travelling by car.

1-A. Study carefully the proper names those you will meet while listening.

Paris, Calais, the Lake district.

1-B. Translate the following words and word combinations into Russian.

Write down the unknown ones and learn them by heart.

Awful, a trip, to be green with envy, no wonder, a ferry, a terminal worker, a strike, to go on strike, to be excited, to turn out, to board, a passage, to be sea-sick, a puncture, a tire, to change the tire, noisy, to pour, to complain, furious, to shorten, to imagine, to be mad at, to flood, to bite, a cage.

2. Among the words given below find synonyms to the words given in the ex.1; use dictionary if necessary. (Some of the words in ex.1 don't have synonyms)

A barge, to float, a voyage, a coop, an industrial action, a ship, horrible, nausea, to waterlog, loud, to beef, a bad dream, to sink, to reduce, to give food, angry, to nip, a packet boat, to embark, to snap, a stoppage, to blow-off, to look through green glasses, a trip, hilarious, emotional, to abridge, a night-hog, a tyre, to float, to look forward, to get aboard, to think, to blow out, to be jealous of smb, displeased, dreadful, to cut, a bar, to sting, a square, to accuse.

3. Listen to the conversation of two friends and match the person/people and his/her/their action or duty.

Went to Paris

Was green with envy because of her friend's trip

Wasn't ill

Let the hamster out of the cage

Had to wait for 8 hours to board the ferry

Took care of the hamster

Went shopping for clothes

Didn't notice what had happened

Was sea-sick

Thought that her friend looked fantastic

Couldn't visit galleries they wanted

Went on strike

Was responsible for the children

Got furious

Had changed the tire

Meg

Pola

Mark

Sheela

Mark's mother

ferry terminal workers

4. After you listen answer the following questions.

- 1) What were the woman's emotions about her trip?
- 2) With whom was she going to Paris?
- 3) Did Mark have any problems at work?
- 4) Who is Sheela?
- 5) What means of transport did they use to get to the continent?
- 6) What was the weather during the passage?
- 7) How many days did they spend in Paris?
- 8) Why didn't Pola like the hotel?
- 9) Why was Mark angry with his wife?
- 10) What had happened to their flat while they were away?

5. Discuss in the class the following topics.

- Travelling by car: advantages and disadvantages;
- Using a car in the city: if it is comfortable or not;
- How strict should the traffic rules be;
- Cars from the ecological point of view;
- Would you like to have a car?

Unit 9. Water transport

1-A. Study carefully the proper names those you will meet while listening.

Alaska, port of Valdez, California, the USA, captain Jeff Haselword, Axelon oil company, the Axelon-Valdez, the Blie reef.

1-B. Translate the following words and word combinations into Russian.

Write down the unknown ones and learn them by heart.

Industry, forest, oil, coast, oil tanker, to be in command, to own, a seaman, journey, to be in charge, midnight, a hole, to flow (out), clean-up operation, immediately, a boat, to damage, oil spill, calm, still, to cover, to destroy, a disaster, to blame, huge.

2. Give synonyms and antonyms to the words and word combinations in the ex.1-B.

3. Fill in the gaps in the sentences using the numbers given below.

50 million; 25%; 4; 15; 24; 4800 km²; 5; 1989; 1st; 3^d.

- 1) There are _____ main industries in Alaska.
- 2) On the _____ of March captain Jeff Haselword was in command of an oil tanker "Axelon-Valdez".
- 3) The tanker started its journey in the late evening of 24th of March _____.
- 4) Captain Haselword left the ship in the command of the _____ officer.
- 5) After crashing at the reef the tanker had _____ holes, the biggest one was 2 m. wide and 6 m. long.
- 6) _____ litres of oil started flowing out of the ship into the sea.
- 7) The clean-up began _____ hours after the oil spill.
- 8) _____ was covered with oil from the tanker.
- 9) _____ of the plankton in the sea was destroyed in the disaster.

10) The Axelon-Valdez disaster was one of the _____ huge oil spills in history.

4. Retell the programme.

5. Discuss the following topics with the class.

- What conclusion can you make after listening to the programme?
- In your opinion is water transport dangerous or not?
- Name advantages and disadvantages of water transport.

Unit 10. Air transport.

1. Translate the following words and word combinations into Russian. Write down the unknown ones and learn them by heart.

To cling, an aircraft, to take off, wind, a jet, to fit, to gain height, pressure, to increase, the wind screen blew out, a life-belt, flight, crew, explosive decompression, co-pilot, to head, emergency landing, the cockpit, desperately, to lose one's consciousness, to suffer (from), broken arm, to survive, an operational flight, to blank out, to involve, to regard.

2. Using the words from ex.1 describe a flight of an airplane. Say how it starts, continues and finishes.

3. Listen to the interview and answer the following questions.

- 1) What is the reason for presenting the interview?
- 2) Who is the main character of the interview?
- 3) How many passengers were aboard?
- 4) What was their destination?
- 5) What happened to the windscreen and why did it happen?
- 6) In what situation did the captain appear?
- 7) How did the crew react to the emergency?
- 8) For how long was the captain outside the cabin?
- 9) What injuries did he have?
- 10) How much time spent before he came back to flying?
- 11) Did Captain Lancaster have any worries about coming back?
- 12) How is the plane regarded by the pilots?

4. Say if the sentences are true or false.

- 1) The report is given from the Heathrow Airport.
- 2) Most of the passengers were flying to Spain on business.
- 3) The wind of the jet in front of the captain's seat had been fitted at Birmingham airport the day before.
- 4) The reason of the accident was weather conditions.
- 5) The captain ran away from the cabin when everything happened.
- 6) The crew failed to take control and the aircraft fell down.
- 7) After spending twenty minutes outside the plane captain Lancaster was injured but survived.
- 8) The cabin crew visited the captain in the hospital.
- 9) Six months later captain Lancaster decided he would never fly again.
- 10) He remembered about the catastrophe only when he saw the cabin crew.

5. Talk on the following topics:

- Air transport: the safest or the most dangerous;
- Advantages and disadvantages of air transport comparing with other kind of transport;
- Express your opinion if you like traveling by plane or not. If you haven't done it yet would you like to.

Unit 11. Construction materials and structures.

1. Translate the following words and word combinations into Russian. Write down the unknown ones and learn them by heart.

Adobe, informational technology company, soil, to shape, a brick, a top, low cost way, to contain, clay, pure, to stretch, hard, a fire, an oven, mud, to mix, liquid, to lay bricks, percent, sticky, to pour, a mold, a desire, to break, to shrink, weak, to resist, humidity, to strengthen, straw, a stem, wheat, millet, sorghum, content, lime, cement, a layer, hot, a farm building, to experiment.

2. Divide the words from ex.1 into groups according to common features they have. Give the names to the groups yourself.

3. Listen to the report about one of the most popular building materials and fill in the gaps with the correct words.

This week in our report we are going to talk about adobe. No, not the information technology company in California, Adobe Systems. We mean the traditional (1)_____ product made of soil and other materials. Adobe is shaped into (2)_____ that are laid one on top of another and used as a low cost way to build walls and houses.

Adobe is (3)_____ that contains at least forty percent clay. In its purest form, (4)_____ can be shaped and stretched and used to make objects. Clay becomes very hard when it is put in a (5)_____ or a special oven.

Adobe becomes a sticky mud when it is mixed with (6)_____. Liquid adobe mixture can be poured into (7)_____ called molds. This way the adobe can be shaped into bricks of the desired size.

Adobe bricks must be dried completely before they are used. This is necessary so that the (8)_____ of a building will not shrink or break.

Too much water can make adobe (9)_____. Sometimes other materials are added to the adobe mixture to strengthen it. These materials help keep the water in correct balance with the (10)_____. This will help the adobe resist changes in the weather and humidity.

One material that is commonly added to strengthen the adobe is straw. (11)_____ is the dried stem part of plants such as wheat, millet and sorghum. Straw is especially popular in places where the clay (12)_____ of the soil is high.

Other materials such as lime and (13)_____ can be added to strengthen the adobe. About once a year, houses made from adobe should be given a layer of (14)_____. This so-called paint job helps keep the adobe strong.

Adobe can take a long time to (15)_____ and become hard. So the bricks should be made in hot dry weather. If the weather is right, the bricks should dry in (16)_____ to ten days.

Many people around the world have found that adobe is a good way to make houses or farm buildings. But people who work with (17)_____ must experiment. They must find the right combination of soil mix, water content and drying methods.

4. Answer the following questions.

1. Is the report devoted to Adobe Systems?
2. What is adobe?
3. What is it used for?
4. What elements does it consist of?
5. How is adobe shaped?
6. What makes adobe a very strong and hard material?
7. What material is added to the adobe to strengthen it?
8. What should be done once a month with the houses made from adobe?
9. What conditions should be followed to create a good adobe brick?
10. What must people who work with adobe do to get the best result?

5. Talk on the following topics:

- Construction nowadays as you see it.
- Modern building materials; their advantages and disadvantages.
- The profession of a builder.

Unit 12. PC means personal computer.

1. Translate the following words and word combinations into Russian. Write down the unknown ones and learn them by heart.

A difference, communication, a hassle, a letter, an e-mail, to send, to depend on, it depends, to save, to get at, an addiction, fair, rubbish, reliable, to shout, to publish, to go through, meaningful, to check, a research, to regulate, regulated, security measures.

2. Complete the sentences using the words from ex.1 and translate them.

1. We couldn't understand each other at all. There was a language _____ between us.
2. My car is too old that's why I am _____ money for a new one.
3. Tom is a _____ person; I can always trust him.
4. It is not _____ that you have eaten all the candies yourself!
5. There is a great _____ between a raft and a motor ship.
6. Drug _____ is one of the most serious problems of our generation.
7. What are you _____ when you look at me like that?

8. If you want John to get information faster send him an _____ rather than a _____.
9. _____ with people from different countries gives you more knowledge about their culture.
10. The environment is in danger because many people through _____ anywhere they want.
11. Why are you _____ at me? I haven't done anything wrong!
12. The author must put much effort before a book is _____.
13. _____ your e-mail before going to the meeting; maybe it was cancelled.
14. To write a good _____ paper you need to process a lot of data.
15. The traffic in the city is _____ by the traffic police.

3. Listen to two people discussing internet communication and tick the phrases that have the same meaning with the ideas from the conversation.

- Internet is the best means of communication.
- Nowadays we still use letters to be in touch with each other.
- Sending an e-mail to somebody whom you love is almost the same thing as to see him or her.
- It would be great to use e-mail instead of telephone for informing customers.
- The vast amount of information is stored in the internet.
- The man doesn't use internet for doing his research.
- Internet isn't a reliable source of information.
- Communication in real life is much better than through internet.
- Internet becomes an addiction.
- To publish something in the internet you need to have some registration.

4. Work in pairs: write your own script of the conversation and act it out.

5. Talk on the following topics:

- How often do you use internet? What do you use it for?
- Are there any websites that you use frequently? What do you like about them?
- Do you trust what you read on the internet? Why/Why not?
- Has the increased use of computers and the internet been a good thing (a) for you (b) in general?

Unit 13. A few concepts of market economy.

1. Translate the following words and word combinations into Russian. Write down the unknown ones and learn them by heart.

Buying habit, to influence, an advertisement, to be mistaken, a survey, a consumer, Consumers' federation, customer, a questionnaire, to admit, to advertise, majority, to insist, to match, a brand, washing powder, a shopping trolley, to realize, to aim, to make smb do smth, a goal, to avoid, a tip, a shopping list, to stick, stomach, in advance, to limit, leisure time activity, a battle.

2. Match the words from the ex.1 with their definitions given below.

- 1) A short item on TV or radio when you are told that exactly this or that brand is better to buy.
- 2) Someone who uses a shop, bank or business.
- 3) A list of questions about some particular topic (usually socially important theme).
- 4) To understand smth.
- 5) Something you use to buy.
- 6) Things you do at you free time.
- 7) To have impact on smb.
- 8) Special truck where you put good in the shop.
- 9) To be wrong.
- 10) To keep yourself away from something; to find a way of not doing smth.
- 11) To agree that something is true.
- 12) Someone who buys goods or services.
- 13) To keep smth or smb within some particular borders.
- 14) A general look at a topic when people are asked for their opinion about a problem.
- 15) To cause something to happen.
- 16) A fight between two opponents.
- 17) To be firm in saying smth.
- 18) To follow something.
- 19) We use it to wash our clothes.
- 20) To coincide one thing with the other which has some relation to the first one.
- 21) The greatest part of a group of people or things.
- 22) The part of the body where food starts to be digested.
- 23) To praise something in a newspaper or on television so that people will want it.
- 24) To try to do something.
- 25) Beforehand
- 26) A particular kind of goods.
- 27) Something you try to achieve.
- 28) A quick piece of advice.

3. You are going to listen to a radio report on advertising. Listen and tick the five sentences which have the same meaning as statements in the report.

- Some people wrongly believe they are not influenced by advertising.
- Most of us like taking part in opinion surveys.
- There is too much advertising on TV.
- Most customers know popular advertising slogans.
- The music played in supermarkets has a marketing role.
- The smell of fresh bread makes people buy more food.
- Supermarket customers usually buy more than they need.

- Very few people make shopping lists.
- If you go shopping when hungry, you will buy too much food.
- Children prefer going shopping to going on a picnic.

4. Answer the following questions.

- 1) How many people did take part in the survey?
- 2) Where did the survey take place?
- 3) What was the purpose of the survey?
- 4) What makes customers buy more food than they need?
- 5) How many people admitted they buy one or five things more than necessary?
- 6) How to avoid spending too much?
- 7) Should we spend a lot of time in the shop?
- 8) With what does the woman compare shopping?
- 9) What product in the shopping trolleys of customers was mentioned?
- 10) What is one of the goals of advertising?

5. Talk on the following topics:

- Are you influenced by advertisement? Do we need it?
- What other tricks of marketing besides advertisement do you know? Are they efficient?
- Role of economy in our life; in the life of our country.
- Place of Russia in the world economy.

Listening Practice for Masters

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