

ЗБІРНИК ТЕКСТІВ З АНГЛІЙСЬКОЇ МОВИ



ЗБІРНИК ТЕКСТІВ З АНГЛІЙСЬКОЇ МОВИ

**навчальний посібник з англійської мови для здобувачів вищої
освіти Державного закладу «Луганський національний
університет імені Тараса Шевченка»**

Лубни - 2026

УДК: 81'243.42:811.111

Рецензенти:

Федічева Н.В. – кандидат педагогічних наук, доцент, доцент кафедри літературознавства і східної філології ДЗ «Луганський національний університет імені Тараса Шевченка»

Щербина Д.В. – доктор філософії з філології, викладач кафедри перекладу та слов'янської філології Криворізького державного педагогічного університету

Збірник текстів з англійської мови: навчальний посібник з англійської мови для здобувачів вищої освіти Державного закладу «Луганський національний університет імені Тараса Шевченка» / за ред. С.А. Шпетної. Лубни: Вид-во ДЗ „ЛНУ імені Тараса Шевченка”, 2026. 305 с.

Збірник текстів з англійської мови призначений для формування та розвитку мовленнєвих, комунікативних і читацьких компетенцій здобувачів вищої освіти. Він містить тексти різної тематики з лексичним коментарем (вокабуляром) та питаннями для перевірки розуміння, що сприяє розвитку навичок читання, словникового запасу та критичного мислення. Збірник може використовуватися як навчальний матеріал на заняттях англійської мови у вищих навчальних закладах, а також для самостійної роботи здобувачів вищої освіти.

Рекомендовано до друку Вченою радою

ДЗ „Луганський національний університет
імені Тараса Шевченка”

(протокол № 11 від 29.05. 2026 року)

© кафедра іноземних мов, 2026

ПЕРЕДМОВА

У сучасному світі, де професійна діяльність дедалі більше виходить за межі національних кордонів, володіння іноземною мовою стає необхідною умовою успішної комунікації та кар'єрного зростання. Особливе значення має іноземна мова професійного спрямування, адже вона забезпечує доступ до спеціалізованих знань, зокрема іншомовної професійної термінології та професійних дискурсів.

Запропонований навчальний посібник створено з метою допомогти здобувачам освіти різних спеціальностей університету сформувати навички читання та розуміння іншомовних текстів, що відображають реалії професійної сфери. Читання є одним із базових видів мовленнєвої діяльності, який не лише формує мовну компетентність, а й відкриває шлях до глибшого розуміння культури, мислення та професійних практик іншої країни. Саме через читання здобувач освіти отримує можливість зануритися у світ автентичних текстів, розширити словниковий запас, засвоїти термінологію та навчитися інтерпретувати інформацію у відповідності до професійних завдань.

Матеріали посібника складають тексти для читання, доповнені списком активної лексики і завданнями на перевірку розуміння їх змісту. Такий підхід дозволяє не лише ознайомитися з інформацією, а й активно працювати з нею: аналізувати, узагальнювати, робити висновки, застосовувати отримані знання у практичних ситуаціях. Завдання спрямовані на розвиток критичного мислення, формування навичок роботи з інформацією та підготовку майбутніх фахівців різного профілю до реальних комунікативних ситуацій у професійній сфері.

Особливу увагу приділено добору текстів, які відповідають сучасним тенденціям розвитку науки, техніки, економіки та культури. Ми пропонуємо матеріал, який дає змогу не лише вдосконалювати мовні навички, а й орієнтуватися у термінології відповідної галузі. Отже, читання стає засобом навчання та інструментом професійного саморозвитку.

Посібник адресовано здобувачам освіти ДЗ «Луганського національного університету імені Тараса Шевченка», які вивчають іноземну мову за професійним спрямуванням у рамках своїх освітніх програм, а також викладачам, котрі прагнуть зробити навчальний процес більш ефективним. Ми переконані, що систематична робота з текстами та завданнями сприятиме формуванню високого рівня іншомовної компетентності, необхідної для успішної професійної діяльності у глобалізованому світі.



*З повагою,
колектив авторів*

ЗМІСТ

Факультет природничих і аграрних наук

Агрономія	7
Біологія	11
Середня освіта.Географія	15
Хімія	20
Екологія	23
Садово-паркове господарство	29
Лісове господарство	34
Науки про землю	39

Факультет соціальних і гуманітарних наук

Історія	43
Міжнааодні відносини	49
Політологія	53
Соціологія	57
Українська мова і література	62
Журналістика	69
Китайська мова та література	72
Японська мова та література	76
Лінгвокраїнознавство англомовних країн	80

Факультет мистецтв

Дизайн	89
Мистецтво	94
Музика	107
Образотворче та декоративне мистецтво	115
Образотворче мистецтво	119
Хореографія	122
Аудіовізуальне мистецтво та виробництво	127

ІІІ Бізнесу, менеджменту і публічного управління

Банківська справа і страхування	135
Біржоводіяльність	140
Документознавство та інформаційна діяльність	144
Економіка	147
Маркетинг	151
Менеджмент	155
Фінанси	160

ІІІ технологій і торгівлі

Готельно-ресторанна справа	164
Аграрне виробництво	172
Переробка сільськогосподарської продукції та харчові технології	179
Підприємництво і торгівля	185
Транспорт	191
Трудове навчання і технології	199
Туризм	206

Факультет педагогіки і психології

Початкова освіта	213
Початкова освіта та українська мова	220
Дошкільна освіта	224
Логопедія	227
Олігофренопедагогіка	232
Психологія	236
Психологія (Магістратура)	239
Педагогіка вищої школи (Магістратура)	242

ІНІ математики та інформаційних технологій

Інженерія програмного забезпечення	248
Комп'ютерні науки та інформаційні технології	251
Комп'ютерна інженерія	255
Математика	259
Середня освіта (Інформатика)	265

Факультет охорони здоров'я і спорту

Спорт	268
Фізична терапія та реабілітація	275

Тексти різної тематики

Реклама	280
Англійська для розвитку кар'єри	291

ФАКУЛЬТЕТ ПРИРОДНИЧИХ І АГРАРНИХ НАУК

Агрономія

Text 1. SUSTAINABLE AGRICULTURE: THE FUTURE OF FARMING

Modern agriculture faces numerous challenges such as climate change, soil degradation, water scarcity, and the need to feed a growing global population. To address these issues, many agronomists are turning to sustainable agriculture practices that protect the environment, ensure economic profitability, and support social responsibility.

Sustainable agriculture involves the careful management of natural resources. One key principle is crop rotation, which improves soil fertility and reduces pests and diseases. Another important method is integrated pest management (IPM), which combines biological, cultural, and chemical tools to minimize the use of harmful pesticides. Moreover, organic farming is gaining popularity as it avoids synthetic fertilizers and promotes biodiversity.

Water management is also crucial. Efficient irrigation systems such as drip irrigation help conserve water while ensuring crops receive the moisture they need. Conservation tillage, which reduces how much the soil is disturbed, can prevent erosion and maintain organic matter. Agronomists also promote cover cropping, where specific plants are grown to cover the soil and improve its structure and nutrient content.

Technology plays a vital role in sustainable agriculture. Precision farming uses GPS, drones, and data analysis to optimize field-level management. This results in better yields, reduced input waste, and less environmental damage. Education and farmer training are essential for adopting these practices effectively.

As the demand for sustainable food production increases, agronomists must continue to research and implement innovative methods. Their work is essential in creating a balance between productivity and ecological health for future generations.

Vocabulary:

1. Soil degradation – the decline in soil quality caused by improper use.
2. Crop rotation – the practice of growing different types of crops in the same area in sequential seasons.
3. Integrated pest management (IPM) – an approach to controlling pests using a combination of techniques.
4. Conservation tillage – a farming method that reduces soil disturbance.
5. Cover cropping – planting crops to cover and enrich the soil.
6. Precision farming – using technology to manage crops more efficiently.

Questions:

1. Do sustainable practices help improve soil health?

2. Does organic farming avoid synthetic fertilizers?
3. Is crop rotation beneficial for pest control?
4. Can precision farming reduce environmental impact?
5. Have agronomists developed new methods to conserve water?

Text 2. THE IMPORTANCE OF SOIL HEALTH IN AGRICULTURE

Soil is more than just a place where plants grow — it is a complex, living system that plays a vital role in agriculture. Healthy soil supports plant growth, stores water, recycles nutrients, and helps fight pests and diseases. Maintaining soil health is essential for sustainable and productive farming.

One of the most important indicators of healthy soil is its organic matter content. Organic matter includes decomposed plant and animal materials that improve soil structure and fertility. It helps the soil retain moisture and provides nutrients for plants and microorganisms. Farmers often add compost or manure to increase organic matter levels naturally.

Soil pH is another critical factor. It affects how nutrients are absorbed by plants. Most crops grow best in slightly acidic to neutral soils (pH 6.0–7.0). If the pH is too low or too high, farmers may use lime or sulfur to adjust it.

Soil erosion is a major problem that reduces fertility and pollutes waterways. It can be caused by wind, rain, or improper farming methods. To prevent erosion, agronomists recommend techniques such as contour farming, planting windbreaks, and maintaining ground cover with cover crops.

Soil testing is a useful tool that helps farmers understand the current state of their soil. Based on test results, they can apply the right type and amount of fertilizers and avoid overuse, which can damage the environment.

Healthy soil is the foundation of agriculture. Without it, long-term food production would not be possible. That is why agronomists emphasize the need for soil conservation and responsible land management.

Vocabulary:

1. Soil health – the condition of soil in terms of its ability to support plant life.
2. Organic matter – decomposed material in the soil that improves fertility.
3. Soil pH – a measure of how acidic or alkaline soil is.
4. Soil erosion – the wearing away of the top layer of soil.
5. Contour farming – plowing along the contours of the land to reduce erosion.
6. Soil testing – analyzing soil to determine its composition and needs.

Questions:

1. Do cover crops help protect soil from erosion?
2. Does soil pH influence nutrient availability?
3. Is soil testing a common practice in modern farming?
4. Can compost improve the soil's moisture retention?

Text 3. THE ROLE OF FERTILIZERS IN CROP PRODUCTION

Fertilizers are essential tools in modern agriculture, helping to increase crop yields and ensure food security. They provide nutrients that plants need to grow, especially when the natural soil lacks certain elements. However, the use of fertilizers must be balanced and managed carefully to avoid environmental damage.

There are two main types of fertilizers: organic and inorganic. Organic fertilizers are made from natural materials such as compost, animal manure, or bone meal. They release nutrients slowly and improve soil structure. Inorganic fertilizers, also called synthetic or chemical fertilizers, are manufactured and contain specific ratios of nutrients like nitrogen (N), phosphorus (P), and potassium (K), often referred to as NPK.

Each of these nutrients plays a specific role. Nitrogen promotes leafy growth, phosphorus supports root development and flowering, and potassium helps with disease resistance and overall plant strength. Farmers often choose fertilizer blends based on soil tests and crop needs.

Overuse or misuse of fertilizers can cause problems such as water pollution, soil acidification, and reduced biodiversity. Excess nitrogen, for example, can run off into rivers and lakes, causing algal blooms that harm aquatic life. To prevent this, agronomists encourage practices like precision application, timed fertilization, and the use of slow-release fertilizers.

Sustainable fertilization is a key part of integrated nutrient management. This approach combines organic and inorganic sources and relies on monitoring and planning to meet crop needs without harming the environment.

Vocabulary:

1. Fertilizers – substances added to soil to improve plant growth.
2. Organic fertilizers – natural fertilizers made from plant or animal materials.
3. Inorganic fertilizers – man-made chemical fertilizers.
4. NPK – the main nutrients in fertilizers: nitrogen, phosphorus, potassium.
5. Precision application – accurate and targeted use of fertilizers.
6. Algal blooms – rapid growth of algae due to nutrient pollution in water.

Questions:

1. Do all fertilizers contain nitrogen, phosphorus, and potassium?
2. Does overuse of fertilizers affect aquatic life?
3. Is precision application recommended for fertilizer use?
4. Can organic fertilizers improve soil structure?
5. Have farmers started using slow-release fertilizers more often?

Text 4. THE IMPACT OF CLIMATE CHANGE ON AGRICULTURE

Climate change is one of the biggest challenges facing global agriculture today. Rising temperatures, changing rainfall patterns, and more frequent extreme weather events are all affecting crop production and food security. Agronomists and farmers must adapt their practices to reduce risks and maintain productivity.

Higher temperatures can accelerate crop growth but also shorten the growing season, which may reduce yields. Some crops, like wheat and maize, are especially sensitive to heat during flowering and grain development. In addition, warmer conditions can increase the spread of pests and diseases, which puts extra pressure on farmers.

Rainfall patterns are becoming less predictable. Some areas experience longer droughts, while others suffer from floods. Both extremes are harmful to crops and soil health. Drought reduces water availability, while flooding can wash away nutrients and damage roots. Efficient irrigation systems and proper drainage are becoming essential tools in managing these risks.

Climate change also affects the timing of planting and harvesting. Farmers must now rely on weather forecasts, climate models, and early warning systems to make better decisions. Agronomists are helping develop resilient crop varieties that can tolerate heat, drought, or excess water.

Mitigation is another key strategy. This includes reducing greenhouse gas emissions from farming activities, such as using less synthetic fertilizer or adopting no-till farming. Sustainable practices not only protect the environment but also help farms become more resilient to climate stress.

Vocabulary:

1. Climate change – long-term changes in temperature and weather patterns.
2. Extreme weather events – unusual and severe weather like floods or droughts.
3. Resilient crop varieties – plants bred to survive difficult environmental conditions.
4. Drought – a long period with little or no rainfall.
5. Irrigation systems – tools or methods used to supply water to crops.
6. Mitigation – actions taken to reduce the severity or impact of something.

Questions:

1. Do rising temperatures always improve crop growth?
2. Does climate change affect the timing of planting?
3. Is irrigation important in managing drought risk?
4. Can extreme weather events harm soil health?
5. Have agronomists created crops that can tolerate drought?

Text 5. MECHANIZATION IN MODERN AGRICULTURE

Mechanization has transformed agriculture, making farming faster, more efficient, and less physically demanding. The use of machines in agriculture helps increase productivity, reduce labor costs, and improve the precision of field operations. Tractors, harvesters, seeders, and irrigation systems are now common on modern farms.

Tractors are among the most important machines in agriculture. They are used for plowing, planting, spraying, and transporting materials. Their power and versatility allow farmers to work larger areas in less time. Harvesters, such as combine harvesters, can cut, thresh, and clean grain in one pass, greatly speeding up the harvesting process.

Mechanized seeders ensure that seeds are planted at the correct depth and spacing, leading to better germination and uniform crop growth. Sprayers allow for accurate application of fertilizers and pesticides, minimizing waste and environmental damage. Irrigation systems, especially automated ones, help deliver water precisely where and when it is needed, saving both time and resources.

Despite the benefits, mechanization also has challenges. Machines are expensive and require maintenance. In some regions, small-scale farmers may not afford modern equipment. There are also concerns about soil compaction, which can result from heavy machinery and affect root development.

To support sustainable mechanization, agronomists and engineers work together to design lighter, more efficient machines. Training programs also help farmers learn how to operate and maintain equipment properly.

Vocabulary:

1. Mechanization – the use of machines to perform agricultural tasks.
2. Tractor – a powerful vehicle used to pull farm machinery.
3. Harvester – a machine used to gather crops at harvest time.
4. Seeder – a device that plants seeds in soil.
5. Soil compaction – the compression of soil that limits air and water flow.
6. Precision agriculture – farming that uses technology to apply inputs more accurately.

Questions:

1. Do modern tractors perform multiple farming tasks?
2. Does mechanization reduce labor on farms?
3. Is soil compaction a risk of heavy machinery?
4. Can small-scale farmers afford high-tech machines?
5. Have engineers developed lighter farming equipment?

*Біологія***Text 1. MECHANIZATION IN MODERN AGRICULTURE**

Mechanization has transformed agriculture, making farming faster, more efficient, and less physically demanding. The use of machines in agriculture helps increase productivity, reduce labor costs, and improve the precision of field operations. Tractors, harvesters, seeders, and irrigation systems are now common on modern farms.

Tractors are among the most important machines in agriculture. They are used for plowing, planting, spraying, and transporting materials. Their power and versatility allow farmers to work larger areas in less time. Harvesters, such as combine harvesters, can cut, thresh, and clean grain in one pass, greatly speeding up the harvesting process.

Mechanized seeders ensure that seeds are planted at the correct depth and spacing, leading to better germination and uniform crop growth. Sprayers allow for accurate application of fertilizers and pesticides, minimizing waste and environmental damage. Irrigation systems, especially automated ones, help deliver water precisely where and when it is needed, saving both time and resources.

Despite the benefits, mechanization also has challenges. Machines are expensive and require maintenance. In some regions, small-scale farmers may not afford modern equipment. There are also concerns about soil compaction, which can result from heavy machinery and affect root development.

To support sustainable mechanization, agronomists and engineers work together to design lighter, more efficient machines. Training programs also help farmers learn how to operate and maintain equipment properly.

Vocabulary:

1. Mechanization – the use of machines to perform agricultural tasks.
2. Tractor – a powerful vehicle used to pull farm machinery.
3. Harvester – a machine used to gather crops at harvest time.
4. Seeder – a device that plants seeds in soil.
5. Soil compaction – the compression of soil that limits air and water flow.
6. Precision agriculture – farming that uses technology to apply inputs more accurately.

Questions:

1. Do modern tractors perform multiple farming tasks?
2. Does mechanization reduce labor on farms?
3. Is soil compaction a risk of heavy machinery?
4. Can small-scale farmers afford high-tech machines?

5. Have engineers developed lighter farming equipment?

Text 2. THE HUMAN IMMUNE SYSTEM: A NATURAL DEFENSE

The human immune system is a complex network of cells, tissues, and organs that protects the body from harmful pathogens such as bacteria, viruses, fungi, and parasites. Without this defense system, the human body would be vulnerable to constant infections.

There are two main types of immunity: innate and adaptive. Innate immunity is the first line of defense. It includes physical barriers like the skin and mucous membranes, as well as immune cells that attack any foreign invaders immediately. This response is quick but not specific.

Adaptive immunity, on the other hand, is more advanced. It involves special white blood cells called lymphocytes. These include T cells and B cells, which recognize specific pathogens and remember them. Thanks to this memory, the immune system can respond faster and more effectively if the same pathogen attacks again. This is the principle behind how vaccines work.

The immune system also includes important organs like the thymus, spleen, bone marrow, and lymph nodes. Each of these plays a vital role in producing or storing immune cells.

Maintaining a strong immune system requires a healthy lifestyle. A balanced diet, regular exercise, enough sleep, and low stress levels all help keep your immune system working properly. Additionally, avoiding smoking and excessive alcohol consumption is important.

In some cases, the immune system can become overactive and attack the body's own cells, leading to autoimmune diseases such as type 1 diabetes, rheumatoid arthritis, or lupus. Scientists are still researching these complex conditions to find better treatments.

Overall, the immune system is essential for survival. It works every day to protect us from disease, and understanding how it functions helps doctors and researchers develop better medicines and treatments.

Vocabulary:

1. Immune system – the body's defense system against infections.
2. Pathogen – a microorganism that can cause disease.
3. Innate immunity – the natural, immediate defense response.
4. Adaptive immunity – the body's ability to recognize and remember specific pathogens.
5. Lymphocyte – a type of white blood cell involved in the immune response.
6. Autoimmune disease – a condition in which the immune system attacks the body's own tissues.
7. Vaccine – a substance used to stimulate immunity against a specific disease.

Questions:

1. Do lymphocytes help the body remember specific pathogens?
2. Does the immune system include organs like the spleen and thymus?
3. Is adaptive immunity slower but more specific than innate immunity?
4. Can lifestyle factors influence how well your immune system works?
5. Have scientists developed vaccines using the idea of immune memory?

Text 3. GENETIC INHERITANCE AND DNA

Genetic inheritance is the process by which parents pass on their genes to their offspring. These genes are located on structures called chromosomes, which are found in the nucleus of every cell. Humans have 46 chromosomes, arranged in 23 pairs, and they receive half from each parent.

Genes are made up of DNA, which stands for deoxyribonucleic acid. DNA carries the instructions for building and maintaining all living organisms. The structure of DNA is a double helix, resembling a twisted ladder. It consists of four nitrogenous bases: adenine, thymine, cytosine, and guanine. The order of these bases forms a genetic code that determines an organism's traits, such as eye color, blood type, or risk for certain diseases.

Some traits are controlled by a single gene, while others are influenced by multiple genes and environmental factors. For example, height is affected by both genetic makeup and nutrition during childhood. Inherited genetic disorders, such as cystic fibrosis or sickle cell anemia, result from mutations or changes in specific genes.

Genetics also plays a vital role in modern medicine. Through genetic testing, doctors can identify inherited diseases, predict health risks, and even personalize treatments based on a person's DNA. This growing field is known as genomic medicine.

Understanding inheritance also helps scientists study evolution and trace the history of populations. DNA analysis is used in fields such as anthropology, forensic science, and agriculture to improve crops and livestock.

In conclusion, DNA is the foundation of life. It holds the instructions for who we are, and studying it gives us powerful tools to understand biology, medicine, and evolution.

Vocabulary:

1. Gene – a unit of heredity passed from parent to offspring.
2. Chromosome – a structure made of DNA that contains many genes.
3. Mutation – a change in the DNA sequence.
4. Trait – a characteristic or feature of an organism.
5. Genetic disorder – a disease caused by abnormalities in an individual's DNA.
6. Inheritance – the process of passing traits from parents to offspring.
7. Genomic medicine – the use of genetic information to guide medical care.

Questions:

1. Do humans inherit half of their chromosomes from each parent?
2. Does DNA carry the instructions for building living organisms?
3. Is eye color determined by genetic information?
4. Can genetic testing help doctors predict disease risks?
5. Have scientists used DNA analysis in fields outside of medicine?

Text 4. THE NERVOUS SYSTEM: COMMUNICATION IN THE BODY

The nervous system is the body's communication network. It allows organisms to receive information from the environment, process it, and respond appropriately. In humans, the nervous system controls everything from breathing and heartbeat to memory and emotions.

The nervous system is divided into two main parts: the central nervous system (CNS) and the peripheral nervous system (PNS). The CNS includes the brain and spinal cord. It processes information and coordinates actions. The PNS consists of all the nerves outside the CNS and connects it to the rest of the body.

The basic unit of the nervous system is the neuron, or nerve cell. Neurons transmit signals using both electrical impulses and chemical messengers called neurotransmitters. A typical neuron has a cell body, dendrites that receive messages, and a long axon that sends messages to other cells.

When you touch a hot surface, for example, sensory neurons in your skin send a signal to your spinal cord and brain. Then, motor neurons carry the response back to your muscles to pull your hand away. This rapid response is known as a reflex.

The brain is the most complex organ in the body. It is responsible for learning, reasoning, controlling movement, and interpreting sensory input. Different parts of the brain specialize in different functions. For example, the cerebellum controls balance and coordination, while the cerebral cortex is involved in thinking and decision-making.

Damage to the nervous system, such as from injury or disease, can lead to serious health problems. Conditions like multiple sclerosis, Parkinson's disease, and epilepsy affect how the nervous system works.

In conclusion, the nervous system is essential for survival. It helps us interact with the world, learn new things, and respond to danger – all in a matter of seconds

Vocabulary:

1. Neuron – a nerve cell that transmits signals.
2. Nervous system – the body's system for communication and control.
3. Spinal cord – the part of the CNS that runs down the back and connects the brain to the body.
4. Neurotransmitter – a chemical messenger used by neurons.
5. Reflex – an automatic and quick response to a stimulus.
6. Cerebral cortex – the outer part of the brain responsible for higher thinking.
7. Motor neuron – a neuron that sends signals to muscles.

Questions:

1. Do neurons send signals using both electrical and chemical means?
2. Does the peripheral nervous system connect the CNS to the rest of the body?
3. Is the brain responsible for decision-making and memory?
4. Can a reflex happen without the brain's involvement?
5. Have diseases like multiple sclerosis been linked to nervous system damage?

Text 5. CELL DIVISION: MITOSIS AND MEIOSIS

Cell division is the process by which a parent cell divides to produce new cells. It is essential for growth, repair, and reproduction in living organisms. There are two main types of cell division: mitosis and meiosis. While both processes involve the division of a parent cell, they serve different purposes and produce different results.

Mitosis is the type of cell division responsible for growth and repair. It occurs in somatic cells, which are all the cells in the body except for gametes (sperm and egg cells). During mitosis, a single parent cell divides to produce two genetically identical daughter cells. Mitosis consists of several stages: prophase, metaphase, anaphase, and telophase, followed by cytokinesis, where the cytoplasm divides and two new cells are formed. Mitosis ensures that each daughter cell has the same number of chromosomes as the parent cell.

Meiosis, on the other hand, occurs only in the formation of gametes. It reduces the number of chromosomes by half, ensuring that when sperm and egg cells unite during fertilization, the resulting offspring has the correct number of chromosomes. Meiosis consists of two rounds of division: meiosis I and meiosis II. In the first division, homologous chromosomes are separated, while in the second division, sister chromatids are separated. As a result, meiosis produces four genetically diverse daughter cells, each with half the number of chromosomes of the original cell.

Both mitosis and meiosis are vital for life. Mitosis allows organisms to grow and repair tissues, while meiosis ensures genetic diversity in sexually reproducing organisms. Together, these processes contribute to the development, health, and reproduction of all living things.

Vocabulary:

1. Cell division – the process by which a parent cell divides to form new cells.
2. Mitosis – cell division that produces two identical daughter cells.
3. Meiosis – cell division that produces four genetically different gametes.
4. Chromosome – a structure made of DNA that carries genetic information.
5. Cytokinesis – the final stage of cell division, where the cytoplasm divides.
6. Gametes – reproductive cells (sperm and egg).
7. Homologous chromosomes – chromosomes that are similar in shape, size, and genetic content.

Questions:

1. Do somatic cells undergo mitosis or meiosis?
2. Does meiosis reduce the number of chromosomes in the resulting cells?
3. Is genetic diversity a result of mitosis or meiosis?
4. Can mitosis produce cells with half the number of chromosomes as the original cell?
5. Have both mitosis and meiosis stages like prophase, metaphase, and anaphase?

Середня освіта. Географія

Text 1. CLIMATE CHANGE AND ITS GEOGRAPHIC IMPACT

Climate change is one of the most urgent environmental issues facing the modern world. It refers to significant changes in global temperatures and weather patterns over time. While climate variation has always existed, human activities—particularly the burning of fossil fuels – have accelerated the process dramatically in recent decades.

Geographically, the effects of climate change are uneven. Some regions experience more extreme weather events such as droughts, floods, or hurricanes. For example, countries in Sub-Saharan Africa are increasingly facing longer dry seasons, affecting agriculture and water supplies. In contrast, some areas in Northern Europe are experiencing wetter conditions, which can lead to frequent flooding.

Rising sea levels are another serious consequence. As polar ice melts due to rising global temperatures, coastal areas are at risk of being submerged. This poses a threat to low-lying countries like Bangladesh and island nations in the Pacific Ocean. Many cities near the coast may also face increased flooding and erosion.

Moreover, climate change can disrupt ecosystems. Species that cannot adapt to new conditions may become endangered or extinct. For instance, warmer ocean temperatures can bleach coral reefs, reducing biodiversity. On land, animals may migrate to cooler areas, changing the balance of local ecosystems.

Governments, scientists, and international organizations are working together to reduce the impact of climate change. Strategies include cutting carbon emissions, using renewable energy sources, and protecting natural habitats. Still, these solutions require global cooperation and long-term commitment.

Understanding the geographic consequences of climate change is essential for planning and adapting to future challenges. Geography plays a key role in analyzing data, mapping risk areas, and helping societies prepare for environmental change.

Vocabulary:

1. Drought – a long period without rain
2. Erosion – the process of being worn away by natural forces
3. Biodiversity – the variety of life in a particular habitat
4. Emissions – gases released into the atmosphere
5. Submerged – covered with water
6. Renewable – a source of energy that is not depleted when used
7. Adapt – to change in order to survive or fit new conditions

Questions:

1. Do all regions experience climate change in the same way?
2. Does rising sea level affect inland countries as much as coastal ones?
3. Is renewable energy considered a solution to climate change?
4. Can climate change lead to species extinction?
5. Have any cities already suffered from severe flooding due to climate change?

Text 2. NATURAL RESOURCES AND THEIR GLOBAL DISTRIBUTION

Natural resources are materials or substances that occur in nature and can be used for economic gain. These include water, minerals, forests, fossil fuels, and fertile soil. The distribution of natural resources across the globe is highly uneven, and this imbalance has significant effects on global politics, economics, and development.

For example, countries in the Middle East, such as Saudi Arabia and Iraq, possess large reserves of oil, which gives them strong influence in the global energy market. Meanwhile, nations like Canada and Russia have vast forest resources, allowing them to export timber and paper products. On the other hand, some countries lack essential resources and rely heavily on imports to meet their needs.

This uneven distribution can lead to both cooperation and conflict. Countries may form trade agreements to access resources they lack, such as Japan importing oil or grain. In contrast, competition over valuable resources like water or minerals can lead to disputes or even wars.

Another important aspect is the sustainable use of natural resources. Overexploitation can lead to environmental degradation, such as deforestation, soil erosion, and pollution. Renewable resources like wind, solar, and hydro energy are becoming more popular as alternatives to non-renewable ones like coal and oil.

Geographers study the location, use, and sustainability of natural resources. They use maps, satellite data, and fieldwork to analyze how resources are managed and how they affect human activities. Understanding resource distribution helps countries make informed decisions about conservation, trade, and development.

Vocabulary:

1. Resource – a useful natural material or substance
2. Overexploitation – using a resource excessively or unsustainably
3. Degradation – the process of something being damaged or reduced in quality
4. Renewable – able to be replaced naturally
5. Distribution – the way something is spread over an area
6. Fertile – capable of producing abundant vegetation or crops
7. Conflict – a serious disagreement or fight

Questions:

1. Do all countries have equal access to natural resources?
2. Does overexploitation lead to environmental problems?
3. Is solar power considered a renewable resource?
4. Can the uneven distribution of resources lead to conflict?
5. Have some nations become rich due to their natural resources?

Text 3. URBANIZATION AND ITS EFFECTS ON THE ENVIRONMENT

Urbanization is the process by which more people move to cities and urban areas, leading to the expansion of these regions. It is a global trend that has accelerated rapidly in the 20th and 21st centuries, especially in developing countries. While urbanization brings economic growth and improved infrastructure, it also poses serious environmental challenges.

As cities grow, they require more land, water, and energy. Forests are often cleared to build housing and roads, which leads to habitat loss and a decrease in biodiversity. Additionally, urban areas produce large amounts of waste and pollution. Air quality in many major cities is poor due to emissions from vehicles and factories, which can cause health problems for residents.

Another major concern is the urban heat island effect. Cities tend to be warmer than rural areas because buildings and roads absorb and retain heat. This can increase energy use for cooling and worsen the impacts of heatwaves. Moreover, urban expansion often leads to the destruction of wetlands and green spaces that help regulate the local climate and reduce flooding.

Despite these issues, sustainable urban development is possible. Solutions include creating green spaces like parks and rooftop gardens, improving public transportation to reduce car use, and constructing energy-efficient buildings. Governments and city planners must balance population growth with environmental protection.

Geographers analyze urbanization by studying population trends, land use, and environmental data. Their research helps policymakers design cities that are both livable and sustainable.

Vocabulary:

1. Urbanization – the growth of cities and towns
2. Infrastructure – the basic physical systems of a city (roads, water supply, etc.)
3. Biodiversity – the variety of living organisms in an area
4. Emissions – harmful substances released into the air
5. Sustainable – able to be maintained without harming the environment
6. Heatwave – a period of unusually hot weather
7. Wetlands – areas of land saturated with water, like swamps or marshes

Questions:

1. Do all cities face the same environmental problems from urbanization?
2. Does urbanization always lead to economic growth?

3. Is it possible to make cities more environmentally friendly?
4. Can green spaces reduce the effects of urbanization?
5. Have cities already started to apply sustainable urban planning?

Text 4. THE IMPORTANCE OF OCEANS IN THE EARTH'S SYSTEM

Oceans cover about 71% of the Earth's surface and play a crucial role in maintaining the planet's environmental balance. They regulate the climate, provide food and oxygen, support biodiversity, and serve as major transportation routes for global trade. Without healthy oceans, life on Earth would be dramatically different—and much more difficult.

One of the oceans' most important functions is climate regulation. Oceans absorb solar energy and distribute heat around the world through currents such as the Gulf Stream. They also absorb about a quarter of the carbon dioxide (CO₂) released into the atmosphere by human activity, helping to reduce the effects of climate change.

Oceans are also vital for biodiversity. They are home to millions of species, from tiny plankton to massive whales. Coral reefs, for example, support around 25% of all marine life, even though they cover less than 1% of the ocean floor. These ecosystems are essential for maintaining food chains and protecting coastlines from storms.

However, oceans are under serious threat. Pollution, overfishing, and rising sea temperatures are damaging marine ecosystems. Plastic waste is particularly dangerous—it kills marine animals and takes hundreds of years to break down. Acidification, caused by CO₂ absorption, also harms corals and shellfish by weakening their skeletons.

To protect the oceans, international cooperation is required. Marine protected areas (MPAs), sustainable fishing practices, and reducing plastic use are some of the strategies being used. Scientists and geographers study ocean patterns and human impacts to guide environmental policy and raise awareness.

The health of the oceans is directly linked to the health of our planet. By protecting them, we are also protecting ourselves and future generation.

Vocabulary:

1. Currents – large streams of moving water in the ocean
2. Absorb – to take in or soak up
3. Biodiversity – the variety of living species in an environment
4. Pollution – the presence of harmful substances in the environment
5. Overfishing – catching fish faster than they can reproduce
6. Acidification – the process of becoming more acidic
7. Ecosystem – a community of living organisms and their environment

Questions:

1. Do oceans help regulate the Earth's temperature?
2. Does plastic waste break down quickly in the ocean?
3. Is biodiversity in the ocean under threat?
4. Can international cooperation improve ocean health?
5. Have scientists proposed ways to reduce ocean pollution?

Text 5. NATURAL DISASTERS AND THEIR GEOGRAPHIC IMPACT

Natural disasters are extreme, sudden events caused by environmental factors that result in significant damage or loss of life. Common types of natural disasters include earthquakes, floods, hurricanes, wildfires, volcanic eruptions, and tsunamis. Geography plays a key role in understanding where and why these disasters occur and how societies can prepare for them.

The impact of a natural disaster often depends on the location. For example, earthquakes are more frequent along tectonic plate boundaries, such as in Japan or Chile. Coastal regions are more vulnerable to hurricanes and tsunamis, while dry areas like California and Australia are prone to wildfires.

In addition to loss of life, natural disasters can destroy infrastructure, homes, and agricultural land. They often leave communities without electricity, clean water, or transportation. The economic cost of recovery can be enormous, especially for developing countries with limited resources.

Climate change is increasing the frequency and intensity of some disasters. Rising global temperatures contribute to stronger storms, more severe droughts, and an increased risk of flooding. As a result, disaster preparedness and risk management have become priorities for governments and humanitarian organizations around the world.

Geographers use maps, satellite imagery, and field research to study the causes and effects of disasters. Their work helps identify high-risk areas, improve early warning systems, and design safer cities. Public education and emergency planning also play a crucial role in saving lives.

While natural disasters cannot be prevented, better planning and scientific understanding can reduce their impact and help communities recover more quickly.

Vocabulary:

1. Tectonic plates – large pieces of Earth's crust that move and cause earthquakes
2. Vulnerable – at risk or easily harmed
3. Infrastructure – basic systems like roads, water supply, and electricity
4. Preparedness – the state of being ready for something
5. Wildfire – an uncontrolled fire in forests or grasslands
6. Recovery – the process of returning to normal after a disaster
7. Risk management – identifying and reducing the danger of future problems

Questions:

1. Do wildfires occur more often in dry regions?
2. Does climate change affect the intensity of storms?
3. Is early warning important in disaster management?
4. Can natural disasters be predicted accurately?
5. Have some countries developed strong disaster preparedness plans?

Хімія

Text 1. CHEMISTRY AS A FUNDAMENTAL AND APPLIED SCIENCE

Chemistry is one of the fundamental natural sciences that studies the composition, structure, properties, and transformations of matter. It seeks to explain how substances interact with each other at the molecular and atomic levels and how these interactions lead to the formation of new compounds. As a central science, chemistry connects physics, biology, environmental science, and engineering.

From ancient times, people have used chemical knowledge in everyday life, even without understanding its scientific basis. Early forms of chemistry appeared in metallurgy, medicine, dyeing, and food preservation. Over time, chemistry developed into a systematic science based on experiments, measurements, and theoretical models.

In modern society, chemistry plays a key role in technological progress. Chemists design new materials with specific properties, such as polymers, composites, and nanomaterials. These materials are used in construction, electronics, transportation, and healthcare. Chemical research also supports the development of sustainable technologies and environmentally friendly solutions.

Chemists work in laboratories, industrial enterprises, research centers, and educational institutions. Their professional activities include conducting experiments, analyzing data, ensuring safety standards, and applying scientific knowledge to real-world problems. Without chemistry, modern civilization would not be able to function effectively.

Vocabulary

1. Fundamental science – фундаментальна наука
2. Atomic level – атомний рівень
3. Metallurgy – металургія
4. Dyeing – фарбування
5. Polymer – полімер
6. Composite material – композитний матеріал
7. Laboratory research – лабораторні дослідження

Questions

1. Why is chemistry called a central science?
2. How did chemistry develop historically?
3. What modern materials are created by chemists?
4. Where do chemists usually work?
5. Why is chemistry essential for modern civilization?

Text 2. CHEMISTRY AND ITS IMPORTANCE IN MODERN MEDICINE

Chemistry is a fundamental part of modern medicine and healthcare. Almost every medical treatment is based on chemical principles, from simple painkillers to complex cancer therapies. Pharmaceutical chemistry focuses on the design, synthesis, and testing of drugs that can prevent, treat, or cure diseases.

Medicines are produced through complex chemical processes that require precision, control, and safety. Chemists study how drugs interact with biological systems, how they are absorbed by the

body, and how they are eliminated. This knowledge helps reduce side effects and increase the effectiveness of treatments.

Chemistry is also essential in medical diagnostics. Chemical analysis of blood, urine, and tissues allows doctors to detect diseases at early stages. Laboratory tests rely on chemical reactions that indicate the presence of specific substances in the human body.

In recent years, chemistry has played a crucial role in the development of vaccines and antibiotics. Advances in chemical research have helped humanity fight infectious diseases and improve life expectancy worldwide.

Vocabulary

1. Healthcare – охорона здоров'я
2. Pharmaceutical chemistry – фармацевтична хімія
3. Drug synthesis – синтез ліків
4. Side effects – побічні ефекти
5. Diagnostics – діагностика
6. Life expectancy – тривалість життя

Questions

1. How does chemistry contribute to medicine?
2. What do pharmaceutical chemists study?
3. Why is chemical analysis important in diagnostics?
4. How does chemistry help reduce side effects?
5. What medical achievements are mentioned in the text?

Text 3. ENVIRONMENTAL CHEMISTRY AND GLOBAL CHALLENGES

Environmental chemistry studies chemical processes in air, water, and soil and their influence on living organisms. It helps scientists understand how pollutants enter the environment and how they affect ecosystems and human health. This branch of chemistry has become especially important due to industrialization and climate change.

Pollution from factories, transport, and agriculture releases harmful substances into the environment. Environmental chemists analyze these pollutants and develop methods to control or eliminate them. For example, they design water purification systems and technologies that reduce harmful emissions.

Environmental chemistry also supports sustainable development. Chemists promote the use of renewable resources, biodegradable materials, and green technologies. Their work helps reduce environmental damage and protect natural resources for future generations.

Through international cooperation and scientific research, environmental chemistry contributes to solving global ecological problems.

Vocabulary

1. Environmental impact – вплив на довкілля
2. Industrialization – індустріалізація
3. Emissions – викиди
4. Water purification – очищення води
5. Biodegradable materials – біорозкладні матеріали
6. Ecological problems – екологічні проблеми

Questions

1. What does environmental chemistry study?
2. Why has it become more important today?
3. How do chemists reduce pollution?
4. What is the connection between chemistry and sustainability?
5. How does environmental chemistry help future generations?

Text 4. INDUSTRIAL CHEMISTRY AND TECHNOLOGICAL PROGRESS

Industrial chemistry deals with the large-scale production of chemical substances and materials. Chemical industries produce fuels, plastics, pharmaceuticals, fertilizers, cosmetics, and many other products essential for everyday life. These industries form the basis of modern economies.

Industrial chemists are responsible for improving production processes. They aim to make them more efficient, cost-effective, and environmentally safe. Process optimization reduces waste, saves energy, and increases product quality.

Chemistry is also closely linked to technological innovation. New materials developed by chemists are used in electronics, aerospace, renewable energy systems, and construction. Without industrial chemistry, technological progress would be impossible.

As global demands grow, industrial chemistry must balance economic development with environmental responsibility.

Vocabulary

1. Large-scale production – великомасштабне виробництво
2. Fertilizer – добриво
3. Process optimization – оптимізація процесу
4. Cost-effective – економічно вигідний
5. Technological innovation – технологічна інновація
6. Environmental responsibility – екологічна відповідальність

Questions

1. What products are made by chemical industries?
2. What are the main tasks of industrial chemists?
3. Why is process optimization important?
4. How does chemistry support innovation?
5. What challenges does industrial chemistry face today?

Text 5. THE FUTURE OF CHEMISTRY AND SCIENTIFIC INNOVATION

The future of chemistry is strongly connected with scientific innovation and global challenges. One of the most important trends is green chemistry, which aims to reduce waste, avoid toxic substances, and use renewable raw materials. This approach helps protect both the environment and human health.

Chemistry will also play a key role in solving energy problems. Scientists are developing alternative energy sources, including hydrogen fuel, solar cells, and energy storage systems. Chemical research supports the transition to a cleaner and more sustainable energy future.

In addition, chemistry contributes to the development of nanotechnology and biotechnology. These fields open new possibilities in medicine, electronics, and materials science. As society continues to change, chemistry will remain essential for progress and innovation.

Vocabulary

1. Green chemistry – зелена хімія
2. Toxic substances – токсичні речовини
3. Energy storage – накопичення енергії
4. Nanomaterials – наноматеріали
5. Biotechnology – біотехнологія
6. Scientific progress – науковий прогрес

Questions

1. What is green chemistry and why is it important?
2. How does chemistry help solve energy problems?
3. Which future technologies are mentioned?
4. How is chemistry connected with innovation?
5. Why will chemistry remain important in the future?

Екологія

Text 1. The Importance of Ecology in the Modern World

Ecology is the scientific study of the relationships between living organisms and their environment. It plays a crucial role in understanding the balance of nature and the interactions that occur within ecosystems. With the rapid development of human civilization, the impact on the environment has become more significant. Deforestation, pollution, climate change, and loss of biodiversity are just some of the pressing issues that require immediate attention.

In the modern world, human activities such as industrialization and urbanization have contributed greatly to the degradation of the environment. The increase in greenhouse gases, particularly carbon dioxide, has led to global warming, which in turn is causing the melting of polar ice caps and rising sea levels. This not only threatens the survival of many species but also affects human populations living in coastal areas.

Conservation efforts are essential to prevent further environmental damage. Governments, non-governmental organizations, and individuals must work together to protect the natural world. Reducing carbon emissions, using renewable energy sources, recycling, and protecting wildlife habitats are some of the key strategies in preserving the environment. It is also important to educate people about the importance of sustainable living and the role they can play in protecting the planet for future generations.

As the world faces increasing environmental challenges, the field of ecology has never been more important. It provides valuable insights into how ecosystems function and how they can be managed sustainably. By understanding ecological principles, we can make informed decisions that will help us live in harmony with nature and ensure the health of our planet.

Vocabulary:

1. Ecosystem – екосистема
2. Deforestation – вирубка лісів
3. Biodiversity – біорізноманіття

4. Conservation – охорона, збереження
5. Greenhouse gases – парникові гази
6. Renewable energy – відновлювальна енергія

Questions:

1. Do you think human activities are affecting the environment in a negative way? Why or why not?
2. Does ecology help us understand the interactions between organisms and their environment? How?
3. Is climate change a result of human actions? What are its consequences?
4. Can we reverse the damage done to the environment? What steps would you suggest?
5. Have you ever participated in any conservation activities? If yes, what did you do?

Text 2. THE IMPACT OF HUMAN ACTIVITIES ON THE ENVIRONMENT

Human activities have had a significant impact on the environment. The rapid growth of industrialization, agriculture, and urbanization has contributed to a variety of environmental issues. Deforestation, soil erosion, air and water pollution, and the loss of biodiversity are just a few examples of the problems caused by human actions.

One of the most significant environmental concerns is the pollution of the air, water, and land. Industrial waste, agricultural chemicals, and plastic waste are released into the environment, causing harmful effects on ecosystems and human health. Air pollution, for example, can lead to respiratory diseases, while water pollution affects aquatic life and can contaminate drinking water.

The destruction of forests and natural habitats is another major issue. Deforestation not only reduces the number of trees that absorb carbon dioxide but also threatens the survival of countless species. Many animals and plants are dependent on specific habitats to survive, and as these habitats disappear, so do the species that rely on them.

To address these challenges, it is important to adopt sustainable practices that protect the environment. This includes reducing waste, recycling materials, using renewable energy sources, and protecting natural habitats. Governments, businesses, and individuals all have a role to play in ensuring that we create a more sustainable future.

By making informed decisions and taking action to reduce our environmental impact, we can help preserve the planet for future generations. Small changes, such as using less plastic, planting trees, and conserving water, can make a big difference when done on a large scale.

Vocabulary:

1. Industrialization – індустріалізація
2. Agriculture – сільське господарство
3. Pollution – забруднення
4. Erosion – ерозія
5. Waste – відходи
6. Sustainable – сталий, екологічно безпечний
7. Plastic waste – пластикові відходи
8. Renewable energy – відновлювальна енергія
9. Natural habitats – природні місця існування
10. Conserve – зберігати

Questions:

1. Does industrialization contribute to environmental pollution? In what ways?
2. Can deforestation have an impact on biodiversity? How?
3. Have you ever seen the effects of water pollution? What happened?
4. Is it possible to reduce pollution without affecting industrial growth? Why or why not?
5. Do you think using renewable energy can help protect the environment? How?

Text 3. THE ROLE OF RECYCLING IN ENVIRONMENTAL PROTECTION

Recycling is one of the most effective ways to reduce waste and conserve natural resources. It involves processing used materials into new products, which helps reduce the need for raw materials and decreases pollution. Recycling plays a significant role in protecting the environment by conserving energy, reducing greenhouse gas emissions, and limiting the amount of waste that ends up in landfills.

One of the main benefits of recycling is the reduction of waste. Every year, millions of tons of waste are generated worldwide, much of which ends up in landfills or is incinerated. Recycling helps divert a large portion of this waste, turning it into reusable materials, which in turn reduces the need for new resources. For example, recycling paper reduces the need for cutting down trees, and recycling metals reduces the need for mining.

Recycling also helps save energy. Manufacturing products from recycled materials generally requires less energy than making them from raw materials. For instance, recycling aluminum saves up to 95% of the energy required to produce new aluminum from bauxite, its raw material. This reduction in energy consumption leads to fewer greenhouse gas emissions, which helps combat climate change.

Another important aspect of recycling is the reduction of pollution. By recycling materials, we limit the amount of harmful chemicals and waste products that are released into the air, water, and soil. This helps protect ecosystems and the health of all living organisms, including humans.

To make recycling more effective, it is important for individuals, businesses, and governments to work together. Proper waste management, sorting materials, and encouraging the use of recyclable materials are essential steps in achieving a sustainable future.

Vocabulary:

1. Recycling – переробка
2. Conserve – зберігати
3. Greenhouse gas emissions – викиди парникових газів
4. Landfills – сміттєзвалища
5. Incineration – спалювання
6. Raw materials – сировина
7. Energy consumption – споживання енергії
8. Pollution – забруднення
9. Ecosystems – екосистеми
10. Sustainable – сталий, екологічно безпечний

Questions:

1. Does recycling help reduce the amount of waste in landfills? How?
2. Can recycling save energy? In what ways does it help?
3. Have you ever recycled materials? What did you recycle, and why?
4. Is recycling important for reducing pollution? How?

5. Do you think more people should be educated about the benefits of recycling? Why or why not?

Text 4. THE IMPORTANCE OF BIODIVERSITY FOR ECOSYSTEM HEALTH

Biodiversity refers to the variety of life on Earth, including plants, animals, fungi, and microorganisms. It is essential for the stability and health of ecosystems. Each species plays a unique role in maintaining the balance of nature, and when biodiversity is threatened, the entire ecosystem can suffer. Protecting biodiversity is crucial for ensuring the survival of ecosystems and the services they provide to humans, such as clean air, water, and food.

One of the main reasons biodiversity is so important is that it helps ecosystems function efficiently. Different species contribute to ecosystem services, such as pollination, water purification, and soil fertility. For example, bees pollinate flowers, which helps produce the food we eat. Similarly, trees absorb carbon dioxide and release oxygen, which is essential for human life.

However, biodiversity is under threat due to human activities. Deforestation, habitat destruction, pollution, and climate change are some of the major factors that lead to the decline in biodiversity. As natural habitats disappear, many species lose their homes and are unable to survive. This loss of species not only affects the environment but also impacts human life, as we depend on biodiversity for food, medicine, and other resources.

To protect biodiversity, it is important to take immediate action. Conservation efforts such as creating protected areas, reducing pollution, and promoting sustainable agriculture are essential. Additionally, raising awareness about the importance of biodiversity and encouraging people to reduce their environmental impact can help ensure that future generations inherit a healthy planet.

Vocabulary:

1. Biodiversity – біорізноманіття
2. Ecosystem – екосистема
3. Pollination – запилення
4. Fertility – родючість
5. Habitat destruction – руйнування середовища існування
6. Conservation – охорона, збереження
7. Protected areas – заповідні території
8. Sustainable agriculture – сталий розвиток сільського господарства
9. Environmental impact – екологічний вплив
10. Awareness – обізнаність

Questions:

1. Does biodiversity play an important role in maintaining ecosystem balance? How?
2. Can the loss of biodiversity affect human life? In what ways?
3. Have you noticed any signs of biodiversity loss in your local environment? What changes have you observed?
4. Is it possible to protect biodiversity while continuing economic development? Why or why not?
5. Do you think people are aware of the importance of biodiversity? How can awareness be raised?

Text 5. THE ROLE OF RENEWABLE ENERGY IN FIGHTING CLIMATE CHANGE

As the world faces the challenges of climate change, renewable energy has emerged as one of the most important solutions. Renewable energy sources, such as solar, wind, hydro, and geothermal, are essential in reducing our dependence on fossil fuels and decreasing greenhouse gas emissions. These energy sources are sustainable and environmentally friendly, making them key to a cleaner, more sustainable future.

The burning of fossil fuels, such as coal, oil, and natural gas, is the primary cause of greenhouse gas emissions, which contribute to global warming and climate change. By switching to renewable energy sources, we can significantly reduce the amount of carbon dioxide and other harmful gases released into the atmosphere. Solar energy, for example, generates electricity without producing any emissions, while wind and hydro power use natural processes to generate energy in an environmentally friendly way.

Renewable energy also has the advantage of being sustainable. Unlike fossil fuels, which are finite and contribute to environmental degradation, renewable energy sources are abundant and can be replenished naturally. Solar power, for instance, will continue to be available as long as the sun shines. This makes renewable energy a long-term solution for meeting the world's energy needs.

In addition to reducing emissions and providing sustainable energy, renewable energy also has economic benefits. The renewable energy sector creates jobs and stimulates economic growth, particularly in the development and installation of renewable energy infrastructure. As technology improves and the cost of renewable energy decreases, it will become more accessible and affordable for people around the world.

To successfully combat climate change, it is crucial that governments, businesses, and individuals invest in renewable energy. By making the transition to cleaner energy sources, we can protect the environment, reduce the impacts of climate change, and ensure a sustainable future for generations to come.

Vocabulary:

1. Renewable energy – відновлювальна енергія
2. Fossil fuels – викопне паливо
3. Greenhouse gas emissions – викиди парникових газів
4. Sustainable – сталий, екологічно безпечний
5. Global warming – глобальне потепління
6. Solar energy – сонячна енергія
7. Wind power – вітрова енергія
8. Hydropower – гідроенергія
9. Economical – економічний
10. Infrastructure – інфраструктура

Questions:

1. Does renewable energy help reduce greenhouse gas emissions? How?
2. Can renewable energy sources replace fossil fuels completely in the future? Why or why not?
3. Have you ever used any renewable energy sources in your daily life? What were they?
4. Is the cost of renewable energy likely to decrease in the future? Why?
5. Do you think the transition to renewable energy will help reduce global warming? How?

Text 6. SEASONS AND WEATHER

There are four seasons in the year: winter, spring, summer and autumn. Each of them lasts three months.

In Ukraine, winter is usually cold. It Often snows, the rivers are frozen. The most unpleasant thing about winter is that the sun sets early and rises late – especially in December and January. These days are short, the sky is often grey, nature is sleeping and sometimes it gets rather boring.

But at the end of March the weather gets gradually milder. The sun shines more brightly. The days become longer. The snow begins melting. Spring comes, and nature awakens after a long winter's sleep. All kinds of plants and flowers come out. The birds return from the South and build their nests. The farmers begin the sowing campaign. Everything around is full of life and joy. Spring is followed by summer. The weather gets still warmer and sometimes it is very hot. The sky is blue and cloudless. But sometimes there are storms with thunder and lightning. The gardens are gay with flowers all summer months. In summer people spend much time in the open air. They find time to go to the forest, to swim in the river, to sunbathe.

Autumn comes in September. Early autumn is still the harvest time, the time when the fruit and vegetables become ripe. It is also a very beautiful time of the year, when the weather is still warm and the leaves change their colour from green to yellow.

But towards the end of October the weather gets colder and colder. There's much rain and fog. Leaves fall from trees and cover the ground. Birds fly away to warm countries. Low and heavy clouds hang in the sky. The landscape becomes rather dull. Nature slowly falls asleep for winter.

In fact, every season has its fine days and is pleasant in its own way. And it is now difficult to see this beauty.

Questions:

1. What is your favourite season? –
2. What do you like it for? – За що ти її любиш?
3. What weather do you like the most? – Яка погоду ти любиш більш за все?
4. What do you often do in summer? – Що ти зазвичай робиш влітку?
5. Do you help your family with harvest in the early autumn?

Text 7. CLIMATIC CHANGES

Climate is a weather a certain place has over a long period of time. Climate has a very important influence on plants, animals and humans and is different in different parts of the world.

But recently the climate has changed a lot, especially in Europe. Scientists think that the reason is greenhouse effect. It is caused by carbon dioxide (углекислый газ). Carbon dioxide is produced when we burn things. Also people and animals breathe in oxygen and breathe out carbon dioxide. As you know, trees take this gas from air and produce oxygen. But in the last few years people have cut down and burn big areas of rainforest. This means that there are fewer trees and more carbon dioxide.

This gas in the atmosphere works like glass in a greenhouse. It lets heat get in, but it doesn't let much heat get out. So the atmosphere becomes warmer.

Greenhouse effect is sometimes called global warming.

Vocabulary:

1. Carbon dioxide – вуглекислий газ
2. Oxygen – кисень
3. Heat – тепло
4. To get in – пропускати

5. To get out – випускати

Questions:

1. What is climate like?
2. What do you know about greenhouse effect?
3. What role does carbone dioxide play in the process of global warming?

Садово-паркове господарство

Text 1. HORTICULTURE AND LANDSCAPING: A KEY TO SUSTAINABLE ENVIRONMENT

Horticulture and landscaping are essential elements of green spaces in urban areas. These fields focus on the cultivation, design, and maintenance of plants, gardens, and parks. Properly managed parks and gardens contribute to improving the aesthetic appeal of cities, enhancing the quality of life for citizens, and providing environmental benefits such as air purification and noise reduction.

Horticulture involves a variety of activities, including growing flowers, fruits, vegetables, and trees. Gardeners and horticulturists use different methods to cultivate plants, ensuring that the right environment, soil quality, and irrigation systems are in place. Landscaping, on the other hand, refers to the arrangement of plants, trees, and other elements like walkways, fountains, and benches to create visually appealing outdoor spaces. A well-designed garden or park can transform any area, providing not only beauty but also a peaceful retreat from the hustle and bustle of city life.

One of the critical components of landscape design is understanding the local climate and soil types. These factors influence the types of plants that can thrive in a particular area. For example, in regions with colder climates, hardy plants that can withstand freezing temperatures are often chosen. In contrast, warmer regions require drought-resistant plants that can survive with minimal water.

Sustainability plays a significant role in modern horticulture and landscaping practices. The use of native plants, which are adapted to local environmental conditions, reduces the need for water and chemicals, promoting a healthier ecosystem. Additionally, eco-friendly landscaping practices, such as xeriscaping and the use of organic fertilizers, contribute to the preservation of natural resources and the reduction of environmental impact.

Public parks and green spaces are crucial in urban planning as they provide places for recreation, relaxation, and social interaction. They also support biodiversity by providing habitats for various species of plants, birds, and insects. Well-maintained green areas also contribute to the health and well-being of the population by encouraging outdoor activities and improving air quality.

In conclusion, horticulture and landscaping are not just about beautifying outdoor spaces. They are essential for creating sustainable and healthy environments. By understanding the needs of plants and designing spaces that enhance the natural surroundings, we can improve our cities' livability while protecting the planet.

Vocabulary:

1. Horticulture – садівництво
2. Landscaping – ландшафтний дизайн
3. Irrigation – зрошення
4. Sustainability – стійкість
5. Xeriscaping – ксеріскейпінг (ландшафтний дизайн з використанням посухостійких рослин)
6. Biodiversity – біорізноманіття

Questions:

1. Do you think parks and gardens are important for urban areas? Why or why not?
2. Does landscaping only involve plants, or are there other elements involved in creating a garden?
3. Is sustainability an important factor in modern horticulture and landscaping practices?
4. Can different climates affect the types of plants that can grow in a particular area?
5. Have you ever visited a park that used eco-friendly landscaping practices? What did you notice?

Text 2. THE IMPORTANCE OF GREEN SPACES IN URBAN AREAS

Green spaces, such as parks, gardens, and recreational areas, play a crucial role in the development of urban environments. They are not only essential for the aesthetic appeal of cities but also provide a wide range of environmental, social, and health benefits. With the rapid urbanization and expansion of cities, preserving and creating green spaces is becoming more important than ever before.

One of the primary benefits of green spaces is their positive impact on the environment. Trees, plants, and grass help to absorb carbon dioxide from the air, reducing the level of harmful greenhouse gases. They also contribute to improving air quality by releasing oxygen, which is essential for human life. Furthermore, green areas help in reducing the urban heat island effect by providing shade and cooling the surrounding environment, thus making cities more comfortable during hot weather.

In addition to environmental advantages, green spaces have significant social and health benefits. They provide people with places to relax, exercise, and socialize. Spending time in nature has been proven to reduce stress, improve mood, and enhance overall mental health. Parks and gardens offer a sanctuary from the noise and stress of city life, allowing people to connect with nature and recharge.

For communities, well-maintained green spaces foster a sense of belonging and social interaction. They are often places where people gather for family picnics, outdoor sports, or cultural events, strengthening social ties and enhancing community spirit. In fact, urban parks and gardens can become central hubs for various recreational activities, contributing to a more vibrant and active community life.

Moreover, green spaces support biodiversity by providing habitats for a variety of plants, birds, and animals. In cities, they serve as refuges for species that might otherwise struggle to survive in highly urbanized environments. Protecting and expanding green spaces helps maintain a balance between urban development and the preservation of local flora and fauna.

In conclusion, green spaces are indispensable in urban areas. They enhance the beauty of cities, improve the quality of life, and support the health of both the environment and the people living in it. As cities continue to grow, it is essential to prioritize the creation and maintenance of green spaces to ensure sustainable urban development and a better future for all.

Vocabulary:

1. Urbanization – урбанізація
2. Greenhouse gases – парникові гази
3. Heat island effect – ефект теплового острова
4. Mental health – психічне здоров'я
5. Biodiversity – біорізноманіття
6. Refuges – притулки

Questions:

1. Do green spaces in cities contribute to better air quality? How?
2. Does spending time in parks have an impact on mental health? In what way?
3. Is it important for cities to create more green spaces? Why?
4. Can green spaces support biodiversity in urban areas?
5. Have you ever visited a park that helped you relax and reduce stress? What did you do there?

Text 3. SUSTAINABLE GARDENING PRACTICES FOR THE FUTURE

Sustainable gardening is becoming an increasingly important practice as people around the world recognize the need to protect the environment and conserve resources. In urban areas, where space is limited, sustainable gardening helps to create green spaces while reducing the environmental impact of traditional gardening practices. Sustainable gardening is not only about growing plants but also about creating ecosystems that support wildlife, preserve water, and reduce waste.

One of the most fundamental aspects of sustainable gardening is the use of organic gardening practices. This includes avoiding the use of synthetic pesticides and fertilizers, which can be harmful to both the environment and human health. Organic gardening focuses on building healthy soil through composting and mulching, which improves the quality of the soil, promotes plant health, and reduces the need for chemical interventions.

Water conservation is another crucial element of sustainable gardening. By using efficient irrigation systems such as drip irrigation or rainwater harvesting, gardeners can reduce water waste. Additionally, planting drought-tolerant plants that require less water can help conserve this precious resource. Using mulch around plants also helps retain moisture in the soil, reducing the need for frequent watering.

Biodiversity plays an essential role in sustainable gardening. By growing a variety of plants, including native species, gardeners can create a habitat for pollinators, such as bees and butterflies, as well as other beneficial insects and wildlife. Native plants are particularly valuable because they are adapted to the local climate and soil conditions, require less maintenance, and support local wildlife populations. In addition, planting a mix of trees, shrubs, and flowers can attract different types of birds and insects, helping to maintain a balanced and healthy ecosystem.

Another important aspect of sustainable gardening is reducing waste. Composting organic waste, such as kitchen scraps and yard clippings, not only reduces the amount of waste sent to landfills but also provides valuable nutrients for plants. Furthermore, using recycled materials for garden structures, such as garden paths made of reclaimed wood or stones, reduces the need for new resources and minimizes the environmental impact of construction.

In conclusion, sustainable gardening practices offer numerous benefits, including environmental conservation, resource preservation, and support for biodiversity. By adopting these practices, gardeners can contribute to a healthier planet and create beautiful, low-maintenance gardens that are in harmony with the natural world.

Vocabulary:

1. Composting – компостування
2. Irrigation – зрошення
3. Biodiversity – біорізноманіття
4. Pollinators – запилювачі
5. Drought-tolerant – посухостійкий
6. Recycled materials – перероблені матеріали

Questions:

1. Do you think sustainable gardening practices are important for the environment? Why or why not?
2. Does using organic gardening practices help reduce pollution? How?
3. Is it possible to conserve water while gardening? What methods can be used?
4. Can biodiversity in a garden attract more wildlife and beneficial insects?
5. Have you ever used composting in your garden? How does it benefit the plants?

Text 4. SUSTAINABLE GARDENING PRACTICES FOR THE FUTURE

Sustainable gardening is becoming an increasingly important practice as people around the world recognize the need to protect the environment and conserve resources. In urban areas, where space is limited, sustainable gardening helps to create green spaces while reducing the environmental impact of traditional gardening practices. Sustainable gardening is not only about growing plants but also about creating ecosystems that support wildlife, preserve water, and reduce waste.

One of the most fundamental aspects of sustainable gardening is the use of organic gardening practices. This includes avoiding the use of synthetic pesticides and fertilizers, which can be harmful to both the environment and human health. Organic gardening focuses on building healthy soil through composting and mulching, which improves the quality of the soil, promotes plant health, and reduces the need for chemical interventions.

Water conservation is another crucial element of sustainable gardening. By using efficient irrigation systems such as drip irrigation or rainwater harvesting, gardeners can reduce water waste. Additionally, planting drought-tolerant plants that require less water can help conserve this precious resource. Using mulch around plants also helps retain moisture in the soil, reducing the need for frequent watering.

Biodiversity plays an essential role in sustainable gardening. By growing a variety of plants, including native species, gardeners can create a habitat for pollinators, such as bees and butterflies, as well as other beneficial insects and wildlife. Native plants are particularly valuable because they are adapted to the local climate and soil conditions, require less maintenance, and support local wildlife populations. In addition, planting a mix of trees, shrubs, and flowers can attract different types of birds and insects, helping to maintain a balanced and healthy ecosystem.

Another important aspect of sustainable gardening is reducing waste. Composting organic waste, such as kitchen scraps and yard clippings, not only reduces the amount of waste sent to landfills but also provides valuable nutrients for plants. Furthermore, using recycled materials for garden structures, such as garden paths made of reclaimed wood or stones, reduces the need for new resources and minimizes the environmental impact of construction.

In conclusion, sustainable gardening practices offer numerous benefits, including environmental conservation, resource preservation, and support for biodiversity. By adopting these practices, gardeners can contribute to a healthier planet and create beautiful, low-maintenance gardens that are in harmony with the natural world.

Vocabulary:

1. Composting – компостування
2. Irrigation – зрошення
3. Biodiversity – біорізноманіття
4. Pollinators – запилювачі
5. Drought-tolerant – посухостійкий
6. Recycled materials – перероблені матеріали

Questions:

1. Do you think sustainable gardening practices are important for the environment? Why or why not?
2. Does using organic gardening practices help reduce pollution? How?
3. Is it possible to conserve water while gardening? What methods can be used?
4. Can biodiversity in a garden attract more wildlife and beneficial insects?
5. Have you ever used composting in your garden? How does it benefit the plants?

Text 5. THE BENEFITS OF COMPANION PLANTING IN ORGANIC FARMING

Companion planting is an agricultural practice where different plant species are grown together to enhance growth, improve pest control, and support overall farm health. This method has been used for centuries by indigenous people and is an integral part of organic farming. Companion planting promotes biodiversity, reduces the need for synthetic chemicals, and helps create a more resilient farming system. As interest in sustainable agriculture grows, companion planting is gaining attention for its ability to increase the productivity and sustainability of farms.

One of the main benefits of companion planting is pest control. Some plants have natural properties that repel pests, while others attract beneficial insects that prey on harmful pests. For example, planting marigolds alongside tomatoes can help repel nematodes, which are known to damage tomato plants. Similarly, planting basil near tomatoes can improve the flavor and help protect against aphids, whiteflies, and other pests. By attracting predators like ladybugs and lacewings, companion planting can reduce the need for chemical pesticides, making it a safer, more environmentally friendly farming practice.

Another advantage of companion planting is its ability to improve soil health. Certain plants, such as legumes, have the ability to fix nitrogen from the atmosphere and enrich the soil. When planted alongside crops like corn or wheat, legumes can help provide essential nutrients to the soil, reducing the need for synthetic fertilizers. This promotes healthier, more productive soil and contributes to the long-term sustainability of the farm. Additionally, companion plants can provide ground cover, reducing soil erosion and improving water retention.

Companion planting can also improve the overall growth and yield of crops. Some plants can provide shade or wind protection, creating a more favorable growing environment for neighboring crops. For instance, tall plants like corn can provide shade for more delicate crops such as lettuce or spinach, protecting them from excessive heat. Similarly, planting flowers like sunflowers or nasturtiums can provide natural support for climbing plants like peas or beans, allowing them to grow more efficiently and without additional infrastructure.

Moreover, companion planting encourages biodiversity on the farm, which is crucial for ecosystem health. By growing a variety of plants together, farmers create a more balanced environment where different species of plants, insects, and microorganisms can interact and support each other. This diversity helps improve pollination, prevents disease outbreaks, and creates a more resilient farming system that is less dependent on external inputs.

In conclusion, companion planting offers numerous benefits to organic farming, including pest control, improved soil health, increased crop yields, and enhanced biodiversity. By utilizing natural relationships between plants, farmers can reduce their reliance on chemicals, promote sustainable practices, and contribute to a healthier, more productive farming system. As interest in sustainable agriculture grows, companion planting will continue to play an important role in shaping the future of farming.

Vocabulary:

1. Companion planting – сусіднє вирощування
2. Pest control – контроль за шкідниками
3. Nitrogen fixation – фіксація азоту
4. Legumes – бобові
5. Biodiversity – біорізноманіття
6. Ground cover – покриття ґрунту

Questions:

1. Do companion plants help control pests naturally? Can you give an example?
2. Does companion planting improve soil health? How does this happen?
3. Is companion planting beneficial for increasing crop yields? How?
4. Can companion planting help reduce the need for synthetic fertilizers and pesticides? In what ways?
5. Have you ever used companion planting in your garden or farm? What was the outcome?

Лісове господарство

Text 1. SUSTAINABLE FOREST MANAGEMENT

Forests are one of the most valuable natural resources on our planet. They cover about 31% of the Earth's land area and provide a wide range of ecological, economic, and social benefits. Sustainable forest management (SFM) is a way of using forest resources to meet the needs of the present generation without compromising the ability of future generations to meet theirs.

SFM includes practices that maintain the biodiversity, productivity, and ecological processes of forest ecosystems. It also involves careful planning of logging, reforestation, and wildlife protection. Forests play a critical role in carbon storage, water purification, and soil conservation. In many countries, forestry is also an important part of the economy, providing jobs and materials such as timber, paper, and fuel.

One of the key principles of SFM is balance—meeting human demand while preserving forest health. This means avoiding illegal logging, promoting the use of certified wood, and encouraging community involvement. Modern technology, such as satellite monitoring and geographic information systems (GIS), helps forest managers make informed decisions and detect changes in forest cover more accurately.

Another aspect of sustainable forestry is the protection of endangered species and habitats. Forests are home to more than 80% of terrestrial biodiversity. When managed responsibly, forests can continue to support both people and nature for many generations.

Governments, environmental organizations, and forest companies must work together to ensure that forests remain productive and healthy. Education and public awareness also play an essential role in promoting sustainable forest use. Only through cooperation and responsible action can we ensure the long-term survival of the world's forests.

Vocabulary:

1. Sustainable – able to be maintained at a certain level
2. Biodiversity – variety of life in a particular habitat
3. Reforestation – planting of new trees in an area
4. Carbon storage – process of capturing and storing carbon dioxide
5. Illegal logging – cutting down trees without permission
6. Habitat – the natural home of a plant or animal
7. Ecological – related to the environment and ecosystems

Questions:

1. Do forests help in storing carbon dioxide?
2. Does sustainable forest management help protect wildlife?
3. Is technology important in monitoring forest changes?
4. Can illegal logging affect biodiversity?
5. Have reforestation projects been effective in some regions?

Text 2. THE ROLE OF FORESTS IN CLIMATE REGULATION

Forests are essential for regulating the Earth's climate. They absorb large amounts of carbon dioxide (CO₂), a greenhouse gas that contributes to global warming. Through the process of photosynthesis, trees take in CO₂ and release oxygen, making forests important carbon sinks that help reduce the impact of climate change.

Deforestation is one of the main contributors to increased greenhouse gas emissions. When forests are cleared or burned, the carbon stored in trees is released into the atmosphere. This not only contributes to global warming but also leads to habitat loss, soil erosion, and reduced water quality. Protecting existing forests and planting new ones is a key strategy in the fight against climate change.

Forests also influence weather patterns and rainfall. By releasing water vapor into the atmosphere through transpiration, trees help maintain local and global climate balance. Large forests like the Amazon play a crucial role in producing rain, not only for their regions but for areas far beyond.

In recent years, many countries have committed to afforestation and forest conservation projects. These efforts aim to restore degraded lands and reduce CO₂ levels. However, climate regulation through forests can only be effective if supported by strong policies, international cooperation, and sustainable land-use planning.

Educating people about the importance of forests is vital. Climate change is a global problem, and forests are one of our best natural allies in addressing it. By managing them responsibly, we help secure a healthier planet for current and future generations.

Vocabulary:

1. Carbon sink – a natural system that absorbs more carbon than it releases

2. Deforestation – the removal of forests by cutting or burning
3. Photosynthesis – the process by which plants convert sunlight into energy
4. Greenhouse gas – gases that trap heat in the atmosphere
5. Transpiration – the release of water vapor from plants
6. Afforestation – planting trees in areas where there were no forests before
7. Soil erosion – the wearing away of topsoil due to wind or water

Questions:

1. Do forests help reduce global temperatures?
2. Does deforestation contribute to climate change?
3. Is afforestation an effective way to capture carbon?
4. Can trees influence rainfall in distant regions?
5. Have governments taken steps to protect forests?

Text 3. FOREST MACHINERY AND MODERN EQUIPMENT

Modern forest management depends not only on knowledge of ecology but also on advanced machinery and equipment. Today, forest operations such as logging, planting, and transporting timber are performed with the help of powerful machines that increase productivity and improve safety.

One of the most commonly used machines in forestry is the harvester. It can cut trees, remove branches, and cut the trunk into logs—all in a matter of minutes. Another essential machine is the forwarder, which transports logs from the forest to the roadside without damaging the forest floor. These machines are often equipped with GPS and computer systems to ensure precision and efficiency.

In reforestation projects, planting machines are used to plant young trees quickly and evenly. These machines help reduce manual labor and ensure the proper spacing between seedlings. In mountainous or hard-to-reach areas, helicopters or drones may be used to transport materials or monitor forest conditions.

Safety is a top priority in forest operations. Workers must wear protective gear, including helmets, gloves, and special clothing. Machines are also regularly maintained to avoid accidents and reduce environmental impact, such as fuel leakage or soil disturbance.

With the help of technology, forest work has become faster, safer, and more sustainable. Training in the use of modern equipment is now a key part of forestry education, preparing professionals for real-life challenges in the field.

Vocabulary:

1. Harvester – a machine that cuts and processes trees
2. Forwarder – a vehicle used to transport logs
3. Precision – the quality of being accurate and exact
4. Reforestation – the process of planting trees in an area
5. Protective gear – clothing and equipment for safety
6. Maintenance – regular checking and fixing of equipment
7. Sustainable – environmentally responsible and long-lasting

Questions:

1. Do harvesters make forestry work more efficient?
2. Does modern equipment reduce the need for manual labor?
3. Is worker safety important in forestry operations?
4. Can drones be used in forest monitoring?
5. Have GPS systems improved logging accuracy?

Text 4. SOIL CONSERVATION AND LAND MANAGEMENT

Soil is one of the most important natural resources on Earth. It supports plant growth, stores water, and provides nutrients to trees and crops. Without healthy soil, agriculture, forestry, and even water quality would suffer. That's why soil conservation and proper land management are essential in environmental and resource-based professions.

Soil erosion is one of the biggest threats to land productivity. It happens when wind or water removes the top layer of soil, which is rich in nutrients. Deforestation, overgrazing, and poor farming practices make erosion worse. In some cases, it can lead to desertification and loss of biodiversity.

To prevent soil erosion, various techniques are used. Contour plowing, for example, involves plowing along the natural curves of the land, which reduces water runoff. Planting cover crops, such as grasses or legumes, also helps protect the soil during off-seasons. Terracing is used on hillsides to slow water flow and prevent landslides.

Good land management also includes crop rotation, controlled grazing, and reforestation of degraded areas. These practices help maintain soil fertility and improve long-term productivity. In forestry, managing access roads, avoiding heavy machinery on wet soil, and protecting riverbanks are important for reducing erosion.

Soil is a living system, and taking care of it means taking care of future generations. Sustainable land use not only increases agricultural and forestry output but also helps fight climate change and protect water supplies.

Vocabulary:

1. Soil erosion – the wearing away of the topsoil
2. Contour plowing – plowing along the shape of the land
3. Cover crops – plants grown to protect the soil
4. Terracing – creating step-like fields on slopes
5. Desertification – turning fertile land into desert
6. Grazing – feeding of animals on grasslands
7. Fertility – the ability of soil to support plant growth

Questions:

1. Do farming methods affect soil health?
2. Does erosion reduce land productivity?
3. Is soil conservation part of forestry work?
4. Can reforestation help restore damaged land?
5. Have farmers used crop rotation for centuries?

Text 5. BIOENERGY: A RENEWABLE RESOURCE FOR THE FUTURE

Bioenergy is a type of renewable energy made from organic materials, also known as biomass. These materials include agricultural waste, wood chips, sawdust, and even food or animal waste. Bioenergy is considered an eco-friendly alternative to fossil fuels, as it produces less pollution and helps reduce greenhouse gas emissions.

In the forestry sector, wood waste from logging or sawmills is often used as a source of bioenergy. This waste can be turned into wood pellets or burned directly to produce heat or electricity. Modern biomass power plants are highly efficient and can supply energy to homes, factories, and public buildings.

One of the main advantages of bioenergy is that it uses materials that would otherwise be thrown away. It also supports local economies by creating jobs in biomass collection, transport, and processing. In rural areas, bioenergy can provide a stable energy source where access to traditional electricity may be limited.

However, there are also challenges. Overuse of biomass can lead to resource depletion or environmental harm. Therefore, bioenergy must be produced sustainably, using waste products rather than cutting down trees or crops needed for food. Governments and scientists are working together to develop better technologies and policies that promote clean and responsible bioenergy production.

As the world seeks alternatives to coal and oil, bioenergy offers a practical solution—one that combines environmental protection with economic opportunity.

Active Vocabulary:

1. Biomass – organic material used to produce energy
2. Sawdust – fine wood particles left after cutting
3. Pellets – small compressed units of biomass used as fuel
4. Fossil fuels – non-renewable energy sources like coal and oil
5. Efficient – working well without waste
6. Depletion – the reduction of a resource to a low level
7. Sustainably – in a way that can be maintained long-term

Questions:

1. Do biomass power plants help reduce pollution?
2. Does bioenergy support local economies?
3. Is wood waste a useful source of fuel?
4. Can bioenergy replace fossil fuels in the future?
5. Have scientists created new methods to produce bioenergy?

Науки про Землю

Text 1. GEODESY: THE SCIENCE OF THE EARTH'S SHAPE AND MEASUREMENTS

Geodesy is the scientific discipline that focuses on the measurement and understanding of the Earth's shape, orientation in space, and gravitational field. It plays a crucial role in mapping, navigation, and understanding how the Earth behaves over time. Geodesy combines elements from various fields such as physics, mathematics, and engineering to accurately measure the Earth's size and gravitational forces, and to monitor changes in its surface.

One of the primary tools in geodesy is the Global Positioning System (GPS), which allows geodesists to determine precise locations on Earth. GPS technology uses satellites to provide accurate coordinates, which are essential for navigation, land surveying, and scientific research. With the advancement of GPS technology, geodesy has become an indispensable tool in many sectors, including environmental monitoring, urban planning, and disaster management.

Geodesy also involves the study of Earth's crust and how it changes due to natural processes such as earthquakes, volcanic activity, and plate tectonics. These movements can cause the Earth's surface to shift, which is important for understanding geological hazards and predicting future events. By measuring these shifts accurately, geodesists can provide valuable data that supports disaster prevention and risk assessment.

Another important area of geodesy is the study of the Earth's gravitational field. Geodesists use gravimetry, a technique that measures variations in gravity across the planet, to understand the distribution of mass within the Earth. This is crucial for understanding sea level changes, ocean currents, and even the distribution of natural resources.

As the world continues to face challenges such as climate change and natural disasters, geodesy provides essential data for addressing these issues. It helps scientists understand how the Earth's surface is changing and how human activity impacts the planet. Furthermore, geodesy plays an important role in satellite communication, weather forecasting, and space exploration.

Vocabulary:

1. Geodesy – геодезія
2. Gravitational field – гравітаційне поле
3. Global Positioning System (GPS) – глобальна навігаційна супутникова система (GPS)
4. Gravimetry – гравіметрія
5. Crust – кора
6. Plate tectonics – тектоніка плит
7. Geological hazards – геологічні небезпеки
8. Navigation – навігація
9. Disaster management – управління катастрофами
10. Sea level changes – зміни рівня моря

Questions:

1. Does geodesy involve the measurement of the Earth's gravitational field? How?
2. Can GPS technology help in navigation and land surveying? In what ways?

3. Is geodesy important for predicting geological hazards like earthquakes and volcanic eruptions? Why?
4. Have you ever used a GPS system for navigation? How accurate do you think it is?
5. Do you think geodesy plays a role in climate change studies? How?

Text 2. GEODESY AND ITS ROLE IN MODERN EARTH SCIENCE

Geodesy is a branch of science that studies the Earth's shape, its gravitational field, and the changes occurring on its surface. This field of study is essential for accurate mapping, land surveying, navigation, and understanding global changes. Geodesy has a wide range of applications in various industries, including construction, environmental science, and even space exploration. The main goal of geodesy is to provide precise measurements of the Earth and its movements to ensure proper management of the planet's resources.

One of the key areas of geodesy is the measurement of the Earth's size and shape, known as geodetic surveying. Traditionally, this was done through triangulation methods, where distances and angles between points on the Earth's surface were measured. With the development of satellite technology, geodesists can now use advanced instruments like Global Positioning System (GPS) to gather more accurate and reliable data in real-time.

Another significant aspect of geodesy is studying the Earth's movement. Geodesists observe the Earth's rotation, its tilt, and its orbit around the Sun. They also monitor crustal deformations caused by tectonic activity. By studying these movements, geodesy provides valuable data for understanding earthquakes, volcanic activity, and how the Earth's surface changes over time. The movement of tectonic plates, for instance, is crucial to understanding natural disasters and the distribution of resources like oil and minerals.

Geodesy also plays a role in determining the Earth's gravitational field, which is important for measuring sea level changes, as well as understanding the distribution of mass inside the Earth. These studies are essential for navigation, especially in areas like oceanography, where accurate measurements are needed to understand sea level rise and ocean currents.

In recent years, geodesy has become increasingly important in addressing climate change. The measurement of sea level rise and monitoring the effects of natural disasters are just a few examples of how geodesy helps in understanding and mitigating the impacts of climate change. Geodesy also contributes to the accuracy of satellite data used in climate modeling, which is vital for forecasting future climate scenarios.

Vocabulary:

1. Geodetic surveying – геодезичне знімання
2. Triangulation – триангуляція
3. Satellite technology – супутникові технології
4. Crustal deformations – деформації кори
5. Tectonic activity – тектонічна активність
6. Gravitational field – гравітаційне поле
7. Sea level rise – підвищення рівня моря
8. Oceanography – океанографія
9. Tectonic plates – тектонічні плити
10. Climate modeling – моделювання клімату

Questions:

1. Does geodesy help in determining the Earth's shape and size? How?

2. Can satellite technology improve the accuracy of geodetic measurements? In what way?
3. Is geodesy useful in studying tectonic activity and earthquakes? Why?
4. Have you heard of any recent advancements in geodesy? What are they?
5. Do you think geodesy has an important role in studying climate change? How?

Text 3. THE IMPORTANCE OF SOIL FOR PLANTS AND THE ENVIRONMENT

Soil is very important for both plants and the environment. It helps plants grow by providing them with the nutrients, water, and space they need. Soil also plays a key role in storing carbon, which helps fight climate change. Without healthy soil, we would not be able to grow enough food or maintain a healthy environment.

Soil is made of different materials. It contains small pieces of rocks, minerals, and organic matter (such as dead plants and animals). The mixture of these things creates a healthy environment for plants to grow. The nutrients in the soil, like nitrogen and phosphorus, help plants grow strong and healthy.

Soil also helps store water. Some soils can hold water very well, while others drain it quickly. When soil holds enough water, plants can get the moisture they need without drying out. If soil doesn't have enough water, plants may not grow properly. On the other hand, if soil holds too much water, it can cause plants to rot.

One of the problems with soil is erosion. This happens when wind or water washes away the soil. Erosion can happen when the soil is not protected, like when there are no plants to hold it in place. Soil erosion can lead to the loss of fertile land, which makes it harder to grow crops. To prevent erosion, farmers use methods like planting cover crops or rotating crops each year to keep the soil healthy.

Soil is also important in fighting climate change. Plants take in carbon dioxide from the air and store it in the soil. This helps reduce the amount of carbon in the atmosphere, which is good for the environment. However, if the soil is damaged, it can release the stored carbon back into the air, which can worsen climate change.

In conclusion, soil is essential for growing food, protecting the environment, and helping to fight climate change. Taking care of soil is important for the health of the planet and for future generations.

Vocabulary:

1. Soil – ґрунт
2. Nutrients – поживні речовини
3. Water retention – утримання води
4. Erosion – ерозія
5. Fertile land – родюча земля
6. Cover crops – покривні культури
7. Carbon dioxide – вуглекислий газ
8. Climate change – зміна клімату
9. Organic matter – органічна речовина
10. Rot – гнити

Questions:

1. Does soil help plants grow? How?
2. Can soil erosion affect how we grow food? How can it be stopped?
3. Is soil important for storing water? Why is this important for plants?

4. Have you heard of the term "cover crops"? How do they help protect the soil?
5. Does soil help fight climate change? How?

Text 4. THE ROLE OF WATER IN THE ENVIRONMENT

Water is essential for life on Earth. It is needed by plants, animals, and humans to survive. Water covers about 70% of the Earth's surface and is a key part of natural processes like weather patterns, plant growth, and the water cycle. Without enough clean water, life on Earth would not be possible.

Water is used by plants to grow and produce food. Plants absorb water through their roots, which helps them stay healthy. Water also helps in photosynthesis, the process through which plants make food. Without water, plants cannot grow, and the food we rely on would not be produced.

In addition to helping plants grow, water is also important for animals and humans. Animals need water to drink, while humans rely on water for drinking, cooking, and cleaning. Water is also needed in many industries, like farming and manufacturing, to create products and support processes.

One of the biggest challenges today is the scarcity of fresh water. Only about 2.5% of the water on Earth is fresh, and most of it is locked in ice or underground. This makes fresh water a limited resource. Many areas around the world suffer from droughts and water shortages, making it difficult for people to access clean water for drinking and growing food.

To make sure there is enough clean water for everyone, we must protect and manage water resources wisely. This means reducing pollution, using water-saving technologies, and making sure that water is distributed fairly.

The water cycle plays an important role in replenishing the Earth's water supply. The cycle begins when water evaporates from oceans, lakes, and rivers, forming clouds. When the clouds cool down, they release the water as rain, which returns to the Earth's surface. The rain then travels through rivers, lakes, and underground sources, where it can be used again.

In conclusion, water is essential for life on Earth. We must protect and manage this precious resource to ensure a sustainable future for all living things.

Vocabulary:

1. Water cycle – водний цикл
2. Evaporation – випаровування
3. Photosynthesis – фотосинтез
4. Fresh water – прісна вода
5. Drought – посуха
6. Scarcity – дефіцит
7. Pollution – забруднення
8. Water-saving technologies – технології заощадження води
9. Replenish – поповнювати
10. Sustainable – сталий

Questions:

1. Does water help plants grow? How does it help?
2. Can animals and humans live without water? Why is it important for them?
3. Is fresh water a limited resource? Why?
4. Have you heard of the water cycle? How does it work?
5. Does pollution affect the availability of clean water? How?

ФАКУЛЬТЕТ СОЦІАЛЬНИХ І ГУМАНІТАРНИХ НАУК

Історія

Text 1. THE FRENCH REVOLUTION AND ITS INFLUENCE ON THE MODERN WORLD

The French Revolution, which began in 1789, was a turning point in world history. It ended the absolute monarchy in France and established a republic. The revolution was driven by widespread discontent with the French monarchy, which faced financial crises, growing inequality, and social unrest. Revolutionaries aimed to create a more just society based on liberty, equality, and fraternity.

Economic inequality was one of the main causes of the revolution. While most of the population lived in poverty, the monarchy and the nobility enjoyed privileges. The financial strain of wars, including France's involvement in the American Revolution, worsened the situation.

A key event in the revolution was the storming of the Bastille on July 14, 1789. The Bastille, a symbol of royal power, was attacked by the people of Paris. This event marked the beginning of the revolution. The National Assembly was formed and sought to create a new constitution. Eventually, King Louis XVI was executed, and a republic was established.

The revolution was marked by periods of radicalism, especially during the Reign of Terror (1793-1794), when thousands were executed. Despite the violence, the revolution led to significant changes in France, such as the abolition of the monarchy, the promotion of secularism, and the foundation of a democratic government.

The French Revolution also had a lasting impact on the world. It inspired other revolutions, particularly in Europe and the Americas. Its ideals of liberty and equality influenced the rise of democratic governments and republicanism worldwide.

Vocabulary:

1. Revolution – революція
2. Monarchy – монархія
3. Equality – рівність
4. Fraternity – братерство
5. Tyranny – тиранія
6. Radical – радикальний
7. Nationalism – націоналізм
8. Republicanism – республіканізм
9. Secularism – секуляризм

Questions:

1. Do you think the French Revolution achieved its goals of liberty, equality, and fraternity?
2. Does the storming of the Bastille still have significance in French culture today?

3. Is the Reign of Terror considered a necessary part of the revolution by some historians?
4. Can you name any countries that were inspired by the French Revolution?
5. Have the principles of the French Revolution influenced modern political systems?

Text 2. WORLD WAR II AND ITS IMPACT ON THE WORLD

World War II, which lasted from 1939 to 1945, was the most devastating conflict in human history. It involved most of the world's nations and led to significant political, social, and economic changes globally. The war was primarily fought between two major alliances: the Allies, led by the United States, the Soviet Union, and the United Kingdom, and the Axis Powers, led by Nazi Germany, Italy, and Japan.

The causes of World War II were rooted in the aftermath of World War I. The Treaty of Versailles, which ended World War I, left many countries dissatisfied, especially Germany, which faced harsh penalties. The rise of totalitarian regimes, such as Adolf Hitler's Nazi Germany and Mussolini's fascist Italy, also contributed to the outbreak of the war. These regimes sought to expand their territories through military conquest.

The war began in 1939 when Germany invaded Poland, prompting Britain and France to declare war on Germany. Over the next six years, the conflict spread across Europe, Africa, Asia, and the Pacific. The war led to horrific battles, such as the Battle of Stalingrad and D-Day, as well as the widespread use of new military technology, including tanks, fighter planes, and bombs.

One of the most tragic aspects of World War II was the Holocaust, in which six million Jews and millions of others, including Romani people, disabled individuals, and political dissidents, were systematically murdered by the Nazis. The war also saw the first and only use of nuclear weapons in combat when the United States dropped atomic bombs on the Japanese cities of Hiroshima and Nagasaki in 1945.

The war ended in 1945 with the unconditional surrender of the Axis Powers. Germany surrendered in May, and Japan followed in September after the bombings of Hiroshima and Nagasaki. The aftermath of the war led to major political changes, including the division of Germany, the rise of the United States and the Soviet Union as superpowers, and the beginning of the Cold War.

World War II had a profound impact on the world. It led to the establishment of the United Nations in 1945, aimed at promoting peace and preventing future conflicts. The war also accelerated the decolonization process, as many countries in Asia and Africa gained independence from European powers. Furthermore, the war left a legacy of technological innovation, including advances in medicine, industry, and space exploration.

Vocabulary:

1. Conflict – конфлікт
2. Allies – союзники
3. Axis Powers – країни Осі
4. Totalitarian – тоталітарний
5. Invasion – вторгнення
6. Holocaust – Голокост
7. Nuclear – ядерний
8. Surrender – капітуляція
9. De-colonization – деколонізація
10. Superpowers – супердержави

Questions:

1. Do you think the Treaty of Versailles contributed to the outbreak of World War II?
2. Does the Holocaust remain one of the most tragic events in history?
3. Is the establishment of the United Nations considered one of the main outcomes of World War II?
4. Can you explain why the United States dropped atomic bombs on Japan?
5. Have you ever heard of any technological advancements that resulted from World War II?

Text 3. THE INDUSTRIAL REVOLUTION – HOW IT CHANGED THE WORLD

The Industrial Revolution, which began in the late 18th century in Britain, was a period of profound economic, technological, and social change. It marked the transition from agrarian and handcraft-based economies to industrialized, machine-driven ones. This transformation had a profound impact on the world, reshaping societies, economies, and cultures across the globe.

One of the main driving forces behind the Industrial Revolution was the development of new machinery and technologies. The invention of the steam engine by James Watt in 1776, for example, revolutionized the way industries operated. It provided an efficient power source for factories, trains, and ships, replacing manual labor and animal power. The introduction of the mechanized spinning and weaving machines in the textile industry significantly boosted production and lowered costs, making textiles one of the most important industries of the time.

The rise of factories during the Industrial Revolution changed the way people worked. People moved from rural areas to urban centers in search of jobs in factories. This led to rapid urbanization, as cities grew larger and more industrialized. However, the living and working conditions in these cities were often poor, with overcrowded housing and dangerous factory environments. Child labor and long working hours were also widespread, leading to harsh conditions for many workers.

The Industrial Revolution also had a significant impact on transportation. The development of the steam engine enabled the creation of steamships and the expansion of the railway network. These innovations made it easier and faster to transport goods and people over long distances, boosting trade and economic growth. This period also saw the rise of global trade, as countries began to export goods to distant markets, expanding their economies and increasing interconnectivity between regions.

The Industrial Revolution also led to the growth of new social classes. The emerging industrial capitalist class, consisting of factory owners and entrepreneurs, became very wealthy, while the working class faced harsh conditions. The gap between the rich and the poor widened, leading to social tensions and demands for political reform. The working-class struggle for better wages, working conditions, and labor rights led to the formation of trade unions and the rise of political movements that aimed to improve the lives of workers.

The social and cultural impact of the Industrial Revolution was also profound. As factory jobs became more prevalent, traditional family structures and ways of life changed. Many families became dependent on factory wages, and women and children often entered the workforce. This shift in the labor market also contributed to the rise of new social attitudes toward work and family life.

The legacy of the Industrial Revolution continues to shape the modern world. It laid the foundations for the rapid technological advancements of the 19th and 20th centuries, leading to the rise of modern economies and the growth of global trade. The rise of industry also contributed to the environmental changes that continue to impact the planet today, including pollution and the depletion of natural resources.

Vocabulary:

1. Industrial Revolution – індустріальна революція

2. Agrarian – аграрний
3. Mechanized – механізований
4. Urbanization – урбанізація
5. Factory – фабрика
6. Steam engine – паровий двигун
7. Capitalist – капіталіст
8. Labor rights – трудові права
9. Trade unions – профспілки
10. Global trade – глобальна торгівля

Questions:

1. Do you think the Industrial Revolution was a positive or negative change for society?
2. Does the development of the steam engine have a significant impact on modern transportation?
3. Is urbanization still a major trend in the world today?
4. Can you name some of the industries that were most affected by the Industrial Revolution?
5. Have labor unions and workers' rights been significantly influenced by the changes during the Industrial Revolution?

Text 4. THE REFORMATION AND ITS IMPACT ON EUROPE

The Reformation, which began in the early 16th century, was a religious, political, and cultural movement that significantly altered the course of European history. It started as a response to widespread dissatisfaction with the Catholic Church, particularly its practices such as the sale of indulgences, and eventually led to the creation of Protestantism. The Reformation profoundly impacted not only religion but also politics, society, and culture in Europe.

The movement was initiated by Martin Luther, a German monk and scholar, who, in 1517, nailed his 95 Theses to the door of the Wittenberg Castle Church. In these Theses, Luther criticized the Catholic Church's practice of selling indulgences, which were believed to reduce the punishment for sins. Luther argued that salvation could only be achieved through faith and that the Bible should be the ultimate authority, not the Church or its traditions. His ideas spread quickly, thanks to the recent invention of the printing press, which allowed for mass production of his writings.

Luther's challenge to the authority of the Catholic Church sparked widespread debate and conflict. His followers, known as Lutherans, rejected many Catholic doctrines and practices, including the authority of the pope. This led to the establishment of Protestant churches, which spread across Europe. The Reformation resulted in the division of Christianity, with Catholicism remaining dominant in some regions of Europe, while Protestantism flourished in others, particularly in Germany, Scandinavia, and parts of England.

The Reformation also had significant political consequences. As religious conflicts escalated, rulers and political leaders found themselves choosing sides, often for reasons beyond mere religious belief. For example, in England, King Henry VIII broke away from the Catholic Church to form the Church of England after the Pope refused to annul his marriage. This marked the beginning of a long process of religious conflict in England and other parts of Europe. Wars of religion, such as the Thirty Years' War (1618-1648), resulted from the deepening divisions between Protestants and Catholics, leading to widespread destruction and loss of life.

In addition to its religious and political effects, the Reformation had a profound impact on European society and culture. It encouraged the translation of the Bible into vernacular languages, making it more accessible to ordinary people. This had a democratizing effect on religion, as people could now read and interpret the Bible for themselves, rather than relying on priests to explain it.

Education and literacy rates increased, as many Protestant groups believed in the importance of reading the Bible. Protestantism also promoted the idea of individual responsibility and the importance of personal faith, which influenced later developments in philosophy and political theory.

The Reformation also led to the Catholic Counter-Reformation, in which the Catholic Church sought to address some of the criticisms raised by Protestants. This included reforms such as the establishment of the Jesuit order, which focused on education and missionary work, and the Council of Trent, which reaffirmed Catholic teachings and practices.

Ultimately, the Reformation helped shape the modern world in many ways. It contributed to the rise of religious tolerance and the separation of church and state. The changes in religion, politics, and society that resulted from the Reformation set the stage for the Enlightenment, the development of modern democracies, and the shaping of Western culture.

Vocabulary:

1. Reformation – Реформація
2. Indulgences – індульгенції
3. Protestantism – протестантизм
4. Doctrine – доктрина
5. Pope – папа
6. Printing press – друкарський верстат
7. Salvation – спасіння
8. Lutheran – лютеранський
9. Counter-Reformation – контрреформація
10. Vernacular – народна мова
11. Education – освіта
12. Jesuit – єзуїт

Questions:

1. Do you think Martin Luther's 95 Theses had a lasting impact on Christianity?
2. Does the Reformation still influence religious practices today?
3. Is Protestantism more dominant in some countries than in others, and why?
4. Can you explain the role of the printing press in spreading Reformation ideas?
5. Have the political effects of the Reformation influenced modern religious freedom laws?

Text 5. THE COLD WAR

The Cold War was a period of intense political, military, and ideological rivalry between two superpowers: the United States and the Soviet Union. Lasting from the end of World War II in 1945 until the collapse of the Soviet Union in 1991, the Cold War shaped international relations, economies, and societies for nearly half a century. It was characterized by a lack of direct military conflict between the two superpowers, but instead, it involved indirect confrontations, proxy wars, espionage, and a nuclear arms race.

The origins of the Cold War can be traced back to the ideological differences between the United States and the Soviet Union. The United States, a capitalist democracy, promoted individual freedoms, free markets, and private property. The Soviet Union, a communist state, aimed to establish a classless society and controlled the means of production through state ownership. These fundamental differences created tensions, especially as the two countries emerged as the leading global powers after World War II.

One of the first significant events of the Cold War was the division of Germany and Berlin. After the defeat of Nazi Germany in 1945, the country was split into four zones, controlled by the United States, the Soviet Union, the United Kingdom, and France. Tensions between the Soviet Union and the Western powers led to the creation of two separate German states in 1949: East Germany, a communist state, and West Germany, a capitalist state. The city of Berlin, located in East Germany, was also divided into East and West. The Berlin Blockade in 1948-1949, when the Soviet Union blocked access to West Berlin, marked a significant early confrontation of the Cold War.

Throughout the Cold War, the world witnessed numerous proxy wars in which the superpowers supported opposing sides, often in newly independent nations. The Korean War (1950-1953), the Vietnam War (1955-1975), and the Soviet-Afghan War (1979-1989) were some of the most notable conflicts. In each of these, the United States and the Soviet Union engaged in indirect military and political struggles, supporting different factions to advance their own ideologies.

The Cold War also saw the development of nuclear weapons, with both superpowers seeking to outdo each other in terms of military power. The Cuban Missile Crisis of 1962 brought the world to the brink of nuclear war when the Soviet Union placed nuclear missiles in Cuba, just 90 miles from the United States. The U.S. responded by imposing a naval blockade, and after tense negotiations, the Soviet Union agreed to remove the missiles. This was one of the closest moments the world came to a nuclear conflict.

The arms race was not only limited to nuclear weapons; both superpowers also competed in space exploration. The Soviet Union's successful launch of the first satellite, Sputnik, in 1957, and the first human in space, Yuri Gagarin, in 1961, led the United States to accelerate its space program, resulting in the Apollo Moon landing in 1969. This competition was symbolic of the larger ideological struggle between the two nations.

Despite the absence of direct military conflict, the Cold War was marked by a global ideological struggle, with each superpower seeking to expand its influence around the world. The United States promoted democracy and capitalism, while the Soviet Union supported communism and state-controlled economies. The Cold War led to the formation of military alliances such as NATO (North Atlantic Treaty Organization), which was formed by the United States and its allies, and the Warsaw Pact, which was led by the Soviet Union and included many Eastern European countries.

The Cold War came to an end in the late 1980s and early 1990s, primarily due to the economic collapse of the Soviet Union. The policies of Soviet leader Mikhail Gorbachev, such as glasnost (openness) and perestroika (restructuring), aimed at reforming the Soviet political system, but these reforms eventually led to the dissolution of the Soviet Union in 1991. The Cold War's end marked the victory of the capitalist West over communism, and the United States emerged as the world's sole superpower.

Vocabulary:

1. Rivalry – суперництво
2. Ideological – ідеологічний
3. Superpower – супердержава
4. Capitalism – капіталізм
5. Communism – комунізм
6. Proxy war – проксі-війна
7. Espionage – шпигунство
8. Arms race – гонка озброєнь
9. Cuban Missile Crisis – Карибська криза
10. Nuclear war – ядерна війна
11. Perestroika – перебудова

12. Glasnost – гласність

Questions:

1. Do you think the Cold War was primarily about ideological differences or about geopolitical control?
2. Does the rivalry between the United States and the Soviet Union still affect global politics today?
3. Is the Cuban Missile Crisis considered one of the most dangerous moments of the Cold War?
4. Can you explain the significance of the space race during the Cold War?
5. Have the proxy wars of the Cold War influenced conflicts in today's world?

Міжнародні відносини

Text 1. THE ROLE OF DIPLOMACY IN MODERN INTERNATIONAL RELATIONS

Diplomacy is one of the key instruments of international relations. It is the practice of conducting negotiations between representatives of different countries. Throughout history, diplomacy has played a crucial role in preventing conflicts, building alliances, and promoting economic and cultural cooperation.

In the 21st century, the nature of diplomacy has changed significantly. Traditional face-to-face meetings are now complemented by digital diplomacy. Thanks to the internet and social media, states can communicate faster and more openly. However, this also means that misunderstandings can spread quickly, creating new challenges for diplomats.

Multilateral diplomacy, involving several countries or international organizations, has become more important than ever. Global issues such as climate change, international security, and global health crises require cooperation between many states. Organizations like the United Nations, the European Union, and the World Health Organization play a critical role in facilitating such cooperation.

Another essential trend is public diplomacy. Governments now work not only with other governments but also try to influence foreign publics. This includes educational programs, cultural exchanges, and international broadcasting. The goal is to create a positive image of a country abroad and build long-term relationships with foreign citizens.

Modern diplomats must possess a variety of skills, including language proficiency, cultural awareness, negotiation skills, and the ability to use technology effectively. They must be flexible and ready to respond quickly to global changes.

In conclusion, diplomacy remains a vital tool for maintaining peace and promoting cooperation in a complex and interconnected world. Although new technologies and global challenges have transformed the diplomatic landscape, the core principles of diplomacy—dialogue, respect, and mutual understanding—remain unchanged.

Vocabulary:

1. Negotiations – переговори
2. Cooperation – співпраця
3. Multilateral – багатосторонній
4. Public diplomacy – публічна дипломатія
5. Cultural awareness – культурна обізнаність
6. Global challenges – глобальні виклики

Questions:

1. Do diplomats need to adapt to new technologies?
2. Does public diplomacy involve cultural exchanges?
3. Is multilateral diplomacy becoming more important today?
4. Can misunderstandings spread faster because of social media?
5. Have diplomats always been responsible for promoting peace?

Text 2. ECONOMIC SANCTIONS AS A TOOL OF INTERNATIONAL RELATIONS

Economic sanctions are a common tool used by countries and international organizations to influence the behavior of other states. They are measures that restrict trade, financial transactions, or other economic activities in order to achieve political or security objectives without using military force.

Sanctions can be applied to entire countries, specific sectors like banking or energy, or even targeted at individuals and companies. Common types of sanctions include asset freezes, travel bans, and restrictions on exports or imports.

The purpose of economic sanctions is to pressure governments to change policies that are considered a threat to international peace, human rights, or democratic principles. For example, sanctions have been imposed on countries accused of nuclear weapons development, human rights violations, or aggressive military actions.

While sanctions are a powerful diplomatic tool, their effectiveness is often debated. Sometimes they succeed in changing a government's behavior, but they can also harm the civilian population more than the political elite. Critics argue that sanctions can worsen economic conditions for ordinary people without achieving the intended political goals.

Moreover, sanctions can have unintended global consequences. Disruptions in global trade, higher energy prices, and political tensions between major powers are some of the possible side effects. Therefore, countries imposing sanctions must carefully weigh the possible outcomes before taking action.

In conclusion, economic sanctions remain a significant non-military instrument in international relations. They demonstrate that diplomacy includes not only dialogue but also the use of economic pressure when necessary. However, the success of sanctions depends on international support, careful planning, and a clear understanding of their long-term impact.

Vocabulary:

1. Economic sanctions – економічні санкції
2. Asset freeze – замороження активів
3. Trade restrictions – обмеження торгівлі
4. Human rights violations – порушення прав людини
5. Diplomatic tool – дипломатичний інструмент
6. Global consequences – глобальні наслідки

Questions:

1. Do sanctions sometimes harm ordinary people more than politicians?
2. Does the use of sanctions always lead to success?
3. Is international support important for effective sanctions?
4. Can sanctions increase global energy prices?
5. Have sanctions been used to defend human rights?

Text 3. THE IMPORTANCE OF INTERNATIONAL LAW IN GLOBAL RELATIONS

International law is a set of rules and principles that govern the relations between countries, organizations, and sometimes even individuals across national borders. It provides a legal framework for addressing global issues such as war, trade, human rights, and the environment.

The main purpose of international law is to create order and predictability in the world. Without international agreements and norms, relations between countries would be based only on power and force. International law promotes peaceful cooperation by offering legal solutions to conflicts and disagreements.

One of the most important areas of international law is the law of treaties. Treaties are official agreements between states that must be respected once signed. Other areas include international humanitarian law, which protects civilians during war, and international human rights law, which defends basic freedoms and dignity.

International law also plays a critical role in addressing global challenges. Problems like climate change, pandemics, and international crime require cooperation based on shared rules. Organizations such as the United Nations, the International Court of Justice, and the World Trade Organization help to enforce international law and resolve disputes.

However, enforcing international law can be difficult. Sometimes powerful countries ignore international rules when it does not suit their interests. In such cases, international pressure, sanctions, or diplomatic efforts are needed to protect the rule of law.

In conclusion, international law is essential for maintaining peace, justice, and cooperation among nations. While it is not always perfect, it provides a necessary foundation for solving international problems through dialogue and legal principles instead of violence.

Vocabulary:

1. International law – міжнародне право
2. Treaty – договір
3. Human rights – права людини
4. Legal framework – правова база
5. Global challenges – глобальні виклики

6. Enforce – забезпечувати виконання (закону)

Questions:

1. Do treaties play a major role in international law?
2. Does international law always guarantee peace?
3. Is international cooperation needed to solve global problems?
4. Can powerful countries sometimes ignore international law?
5. Have international organizations helped in enforcing law globally?

Text 4. THE RISE OF CHINA IN GLOBAL POLITICS

Over the past few decades, China has become one of the most powerful countries in the world. Its rapid economic growth, military expansion, and increasing influence in international organizations have changed the balance of global politics.

China's economy is now the second-largest in the world, after the United States. Through initiatives like the Belt and Road Initiative (BRI), China has invested heavily in infrastructure projects across Asia, Africa, and Europe. These investments help China build strong economic ties with many countries and expand its political influence.

In addition to economic power, China has also strengthened its military. It has modernized its armed forces and expanded its presence in the South China Sea. China's growing military capabilities have raised concerns among its neighbors and global powers about regional security and freedom of navigation.

China is also playing a bigger role in international organizations such as the United Nations, the World Trade Organization, and the World Health Organization. It often promotes ideas like non-interference in domestic affairs and respect for national sovereignty.

However, China's rise is not without challenges. There are tensions with the United States over trade, technology, and military power. Some countries are worried about China's influence and criticize its human rights record. At the same time, China faces internal issues such as an aging population and environmental problems.

In conclusion, China's rise is reshaping global politics. While it creates new opportunities for international cooperation, it also brings new challenges and competition. How China's role develops will significantly influence the future world order.

Vocabulary:

1. economic growth – економічне зростання
2. political influence – політичний вплив
3. infrastructure projects – інфраструктурні проекти
4. regional security – регіональна безпека
5. global powers – світові держави
6. world order – світовий порядок

Questions:

1. Do infrastructure projects help China build strong economic ties?
2. Does China promote the idea of non-interference in domestic affairs?
3. Is regional security a concern because of China's military expansion?
4. Can China's rise create opportunities for international cooperation?
5. Have tensions increased between China and the United States?

Політологія

Text 1. THE ROLE OF POLITICAL IDEOLOGIES IN MODERN DEMOCRACIES

In the modern world, political ideologies continue to shape the functioning of democratic societies. Ideologies such as liberalism, conservatism, socialism, and nationalism influence the policies of governments and the opinions of citizens. Each ideology presents a different view on how power should be used, how resources should be distributed, and how much freedom individuals should have.

Liberalism, for example, supports individual rights, free markets, and democratic institutions. It is often associated with personal freedom, tolerance, and human rights. Conservatives, on the other hand, value tradition, authority, and social stability. They often emphasize the importance of family, religion, and national identity.

Socialism promotes economic equality, public ownership, and the protection of workers. Socialist parties usually advocate for stronger government involvement in areas like healthcare, education, and welfare. Nationalism focuses on the interests and culture of a specific nation. While it can strengthen national unity, extreme nationalism can also lead to discrimination and conflict.

In democracies, political parties often adopt elements from several ideologies to appeal to a wider range of voters. As societies become more diverse and complex, ideologies continue to evolve and adapt to new realities. Understanding political ideologies is essential for anyone studying political science, as it helps explain the choices leaders make and the reasons behind voter behavior.

Vocabulary:

1. Ideology – a system of ideas and ideals, especially in politics
2. Liberalism – a political philosophy based on liberty and equality
3. Conservatism – a belief in maintaining traditional values and institutions
4. Socialism – a political system advocating collective ownership
5. Nationalism – loyalty to one's nation above others
6. Democracy – a system of government by the whole population
7. Policy – a course or principle of action adopted by a government

Questions:

1. Do political ideologies influence the functioning of modern democracies?
2. Does liberalism prioritize individual rights and free markets?
3. Is socialism focused on economic equality and public ownership?
4. Can nationalism strengthen national unity but also lead to conflict?
5. Have political parties adopted elements from multiple ideologies to appeal to a broader range of voters?
6. Is it important for political scientists to understand ideologies in order to analyze political behavior?

Text 2. THE IMPORTANCE OF POLITICAL PARTICIPATION IN DEMOCRATIC SOCIETIES

Political participation is one of the main pillars of a democratic system. It allows citizens to express their opinions, influence decision-making, and hold leaders accountable. Participation can take many forms, such as voting in elections, joining political parties, attending protests, or engaging in discussions on social media.

Voting is the most basic and essential form of political participation. Through elections, people choose representatives who will make laws and policies on their behalf. When citizens do not vote, they give up their chance to influence government decisions, which can weaken democracy.

Beyond voting, active participation includes being informed about political issues, communicating with elected officials, and taking part in community initiatives. In many countries, civil society organizations play a key role in encouraging political engagement, especially among young people and marginalized groups.

Unfortunately, many democracies today face problems with low voter turnout and political apathy. Some people feel their voices don't matter or believe that politicians are all the same. To improve participation, governments and educational institutions must promote civic education and create opportunities for citizens to be involved in political life.

Democracy thrives when people are active, informed, and responsible. A strong democracy needs more than elections – it requires citizens who care about the future of their country and take action to shape it.

Vocabulary:

1. Participation – the act of taking part in something
2. Accountable – responsible for one's actions and decisions
3. Apathy – lack of interest or concern
4. Civic education – education that prepares citizens to participate in political life
5. Turnout – the number of people who vote in an election
6. Marginalized – pushed to the edge of society, with less access to resources or power
7. Initiative – an action or plan intended to achieve a goal

Questions:

1. Do citizens have a responsibility to participate in a democracy?
2. Does political participation always require voting?
3. Is political apathy a problem in modern democracies?
4. Can civil society organizations encourage more political engagement?
5. Have political leaders become more accountable due to citizen participation?

Text 3. THE SEPARATION OF POWERS IN DEMOCRATIC GOVERNMENTS

The concept of separation of powers is a fundamental principle in democratic systems. It ensures that no single branch of government becomes too powerful. The government is typically divided into three branches: the legislative, the executive, and the judicial.

The legislative branch is responsible for making laws. In many countries, this is done by a parliament or a congress. Members of the legislature are usually elected by the people and are expected to represent their interests.

The executive branch is in charge of implementing and enforcing laws. This branch includes the president or prime minister, as well as government ministers and departments. The executive also manages foreign policy, national defense, and the day-to-day running of the country.

The judicial branch interprets laws and makes sure they are applied fairly. Courts and judges protect the rights of individuals and resolve legal conflicts. An independent judiciary is essential for protecting democracy and preventing the abuse of power.

The idea of separating powers comes from political philosophers like Montesquieu, who believed that dividing authority could prevent tyranny. In practice, each branch checks and balances the others. For example, a president may propose a law, but it cannot be passed without approval from the legislature. Similarly, courts can declare laws unconstitutional if they violate democratic principles.

This system promotes transparency, accountability, and fairness. It helps protect citizens' rights and maintain the rule of law, which are the cornerstones of a healthy democracy.

Vocabulary:

1. Separation of powers – the division of government responsibilities into distinct branches
2. Legislative – related to the branch that makes laws
3. Executive – the branch responsible for enforcing laws
4. Judicial – the system of courts that interprets the law
5. Tyranny – cruel and oppressive government rule
6. Checks and balances – a system where each branch can limit the power of the others
7. Rule of law – the principle that all people and institutions are subject to law

Questions:

1. Do all democratic governments have a separation of powers?
2. Does the executive branch have the power to make laws in a democracy?
3. Is an independent judiciary essential for protecting democracy?
4. Can the system of checks and balances prevent tyranny in government?
5. Have political philosophers like Montesquieu influenced modern democratic systems?

Text 4. THE ROLE OF MEDIA IN POLITICS

In the modern age, media plays a crucial role in shaping political opinions and influencing public debate. Television, newspapers, radio, and online platforms such as social media are powerful tools used by politicians, parties, and citizens to communicate messages, spread information, and mobilize support.

One of the media's most important functions is to inform the public. A well-informed population is essential for a functioning democracy. Journalists and news organizations report on political events, government decisions, and global affairs. This allows people to make educated choices during elections and hold leaders accountable.

However, the media is not always neutral. Some news sources may support particular political ideologies or parties. This can lead to media bias, where information is presented in a way that favors one side. In extreme cases, disinformation or fake news is used to manipulate public opinion and create confusion.

Social media has changed the way people interact with politics. It allows for direct communication between politicians and the public, but it also spreads information very quickly, which can be both positive and dangerous. Viral posts and hashtags can bring attention to important issues, but they can also spread misinformation.

Media literacy—understanding how media works and how to evaluate sources—is increasingly important. Citizens must be able to recognize bias, check facts, and think critically about what they read or hear. In this way, the media can support democracy, rather than weaken it.

Vocabulary:

1. Media bias – unfair or one-sided reporting in the media
2. Disinformation – false information spread deliberately to mislead
3. Accountable – responsible for one’s actions, especially in government
4. Public opinion – the collective opinion of many people on an issue
5. Media literacy – the ability to access, analyze, and evaluate media
6. Mobilize – to organize people for action, especially political action
7. Neutral – not supporting any side in a conflict or disagreement

Questions:

1. Do citizens rely too much on social media for political information?
2. Does media bias affect the way people vote in elections?
3. Is disinformation a serious threat to democratic societies?
4. Can social media be used to mobilize political movements effectively?
5. Have journalists always played a role in holding leaders accountable?

Text 5. INTERNATIONAL ORGANIZATIONS AND GLOBAL POLITICS

In today's interconnected world, international organizations play a key role in maintaining peace, promoting development, and solving global problems. These organizations bring together countries to cooperate on important issues such as climate change, security, health, and human rights.

One of the most well-known international organizations is the United Nations (UN). It was established after World War II to prevent future conflicts and to support international cooperation. The UN has multiple agencies, including the World Health Organization (WHO), the United Nations Children's Fund (UNICEF), and the Security Council, which deals with issues of war and peace.

Other important organizations include the European Union (EU), which promotes political and economic integration among European countries, and NATO (North Atlantic Treaty Organization), which is a military alliance created for collective defense.

These organizations often face challenges such as political disagreements, limited resources, and national interests that conflict with global goals. Despite this, they provide a platform for dialogue and joint action, which is essential in dealing with global threats like terrorism, pandemics, and environmental crises.

For political science students, understanding how these organizations function helps explain how international relations are managed and why global cooperation is sometimes difficult but necessary.

Vocabulary:

1. Interconnected – closely linked or related
2. Cooperate – to work together for a common goal
3. Alliance – a formal agreement between countries to support each other
4. Integration – the process of combining or working together effectively
5. Conflict – a serious disagreement or argument, often between countries
6. Platform – a space or opportunity for discussion and action
7. Global threats – dangers that affect many countries around the world

Questions:

1. Do international organizations always succeed in achieving their goals?
2. Does the United Nations play a role in addressing climate change?
3. Is global cooperation necessary to solve pandemics and terrorism?
4. Can national interests interfere with international agreements?
5. Have alliances like NATO helped maintain global security?

Соціологія

Text 1. THE ROLE OF SOCIAL INSTITUTIONS IN MODERN SOCIETY

Sociology is the study of human society and social behavior. One of its key concepts is the idea of social institutions. Social institutions are systems and structures within society that shape the activities of individuals and groups. They include institutions like family, education, religion, government, and the economy.

Each institution plays a vital role in maintaining social order and stability. The family, for example, is often considered the primary agent of socialization. It teaches children norms, values, and customs that are important for functioning in society. Education builds on this by providing individuals with knowledge and skills needed for professional and personal development. Schools not only teach academic subjects but also social skills such as cooperation, responsibility, and respect for authority.

Religion is another important institution. It offers moral guidance and a sense of purpose for many individuals. It can unite communities through shared beliefs and rituals, but it can also be a source of conflict when different religious values clash.

Government institutions maintain order through the creation and enforcement of laws. They are responsible for protecting citizens' rights and ensuring justice. In democratic societies, governments also reflect the will of the people through elections and public participation.

The economy is a system of production, distribution, and consumption of goods and services. Economic institutions organize work and resources, creating opportunities for employment and innovation. However, inequality within the economy can lead to social divisions and tensions.

Sociologists study how these institutions interact and change over time. They also examine the ways in which institutions can reinforce social inequalities based on class, race, gender, and other factors. Understanding social institutions is crucial for identifying problems in society and finding ways to create positive change.

In today's globalized world, traditional institutions are under pressure to adapt. Family structures are changing, educational methods are evolving, religious practices are diversifying, and economies are becoming increasingly interconnected. Sociologists play an important role in analyzing these transformations and predicting future trends.

In conclusion, social institutions are the building blocks of society. They organize human life, provide stability, and influence individual behavior. By studying them, sociologists gain insights into the functioning of society and the challenges it faces in a rapidly changing world.

Vocabulary:

1. Social institution – соціальний інститут
2. Socialization – соціалізація
3. Moral guidance – моральне наставництво
4. Democratic society – демократичне суспільство
5. Economic inequality – економічна нерівність
6. Globalized world – глобалізований світ
7. Social division – соціальний поділ

Questions:

1. Do social institutions help maintain social order?
2. Does education only provide academic knowledge?
3. Is religion important for building communities?
4. Can economic inequality lead to social problems?
5. Have social institutions changed in the modern world?
6. Is the government responsible for protecting citizens' rights?

Text 2. ENGLISH AS A KEY TO UNDERSTANDING SOCIETY

Sociology is the study of how people live together, how they form groups, and how they create rules and traditions. To fully understand modern societies, sociologists often need to explore global trends, compare cultures, and analyze data from different countries. In this process, English plays a central role as the main language of communication and research in the international academic world.

Many of the most important sociological texts, theories, and case studies are written or translated into English. From classic works by Max Weber and Emile Durkheim to modern research on digital society and global migration, English remains the bridge that connects students and researchers across borders. It allows them to share knowledge, ask questions, and challenge each other's ideas.

English is also the language of international cooperation. Sociologists often work with organizations such as UNESCO, the World Bank, or international NGOs. These groups use English in their reports, discussions, and field research. Professionals who speak English can join global projects, travel for conferences, and influence policies that affect millions of people.

For sociology students, learning English is not only useful for reading and writing academic papers. It also helps develop critical thinking, public speaking, and presentation skills. With English, students can participate in debates, take online courses from top universities, and even study abroad.

In a world where societies are more connected than ever, English helps sociologists understand not just their own communities, but the global human experience.

Vocabulary:

1. Trends – general directions in which something is developing
2. Migration – the movement of people from one place to another
3. Challenge – to question or test ideas critically
4. Cooperation – working together towards a common goal
5. Field research – practical studies conducted outside the classroom or lab

6. Critical thinking – the ability to think clearly and rationally
7. Global experience – knowledge and understanding of international cultures and issues

Questions:

1. Do sociologists need English to share their research internationally?
2. Does learning English help sociology students develop critical thinking skills?
3. Is English the main language used in international sociological cooperation?
4. Can speaking English allow sociologists to influence global policies?
5. Have many important sociological works been written or translated into English?

Text 3. THE ROLE OF MEDIA IN SOCIETY

Media play a central role in shaping public opinion and influencing social behavior. Through newspapers, television, radio, and social media, people receive information about the world, politics, culture, and events. Media not only report news but also shape the way people perceive reality.

One of the major functions of media is to inform. Without access to reliable information, citizens cannot make educated decisions or participate effectively in democratic processes. Journalists and news organizations are responsible for providing accurate and objective reporting.

Another important role of media is entertainment. Movies, music, and television shows offer people relaxation and a way to escape everyday problems. At the same time, entertainment can promote cultural values and introduce audiences to different lifestyles and ideas.

Media also act as a platform for public debate. They give space for different opinions, enabling discussions on important social issues. However, media can sometimes become biased or controlled by powerful interests, which can affect the objectivity of the information presented.

Social media platforms have changed traditional media dramatically. Today, anyone can publish information and reach a global audience within seconds. This democratization of information has positive aspects but also creates risks, such as the spread of fake news and misinformation.

Sociologists study media to understand their impact on individuals and society. They analyze how media influence identity, attitudes, and behavior. Understanding the role of media helps people become critical consumers of information and recognize manipulation techniques.

In conclusion, media are powerful tools that inform, entertain, and connect people. They have the ability to support democracy and freedom, but they also require responsible use to ensure a healthy information environment.

Vocabulary:

1. Public opinion – громадська думка
2. Reliable information – надійна інформація
3. Objective reporting – об'єктивна подача новин
4. Public debate – громадські дебати
5. Biased media – упереджені медіа
6. Misinformation – дезінформація
7. Critical consumers – критичні споживачі

Questions:

1. Do media influence public opinion?
2. Does social media spread information faster than traditional media?
3. Is access to reliable news important for democracy?
4. Can media become biased or controlled?

5. Have social media changed the role of journalism?

Text 4. YOUTH AND SUBCULTURES

Youth subcultures are groups of young people who share distinct styles, behaviors, and interests that set them apart from the mainstream culture. These subcultures often express rebellion, identity, and creativity. Throughout history, youth have formed subcultures as a way to challenge societal norms and find a sense of belonging.

Subcultures are often associated with music, fashion, and values. For example, the punk subculture is known for its loud music, unconventional clothing, and anti-establishment attitudes. Hip-hop culture, on the other hand, emphasizes rap music, street style, and social commentary.

Belonging to a subculture gives young people a strong group identity. It allows them to express themselves freely and connect with others who share similar values or frustrations. Subcultures can also be a form of resistance against authority, consumerism, or traditional lifestyles.

However, subcultures are not always purely rebellious. Some offer positive alternatives for young people who feel isolated or misunderstood. For instance, skateboarding culture promotes creativity, athleticism, and community spirit. Similarly, eco-activist youth groups focus on environmental protection and social responsibility.

Today, with the influence of the internet and social media, subcultures are more diverse and globalized than ever before. Online platforms allow young people from different countries to connect, share ideas, and create virtual communities based on shared interests.

Sociologists study youth subcultures to better understand how young people form identities and respond to social changes. By analyzing subcultures, we can see how new ideas and social movements often start with the younger generations.

In conclusion, youth subcultures are a vital part of society. They reflect the creativity, challenges, and hopes of young people. Understanding subcultures helps us appreciate the diversity and complexity of youth experiences today.

Vocabulary:

1. Youth subculture – молодіжна субкультура
2. Mainstream culture – домінуюча культура
3. Anti-establishment – проти існуючого порядку
4. Group identity – групова ідентичність
5. Consumerism – споживацтво
6. Virtual community – віртуальна спільнота
7. Environmental protection – захист довкілля

Questions:

1. Do youth subcultures often express rebellion?
2. Does music play an important role in subcultures?
3. Is group identity important for young people?
4. Can subcultures provide positive alternatives for youth?
5. Have online platforms changed the way subcultures form?

Text 5. MIGRATION AND ITS EFFECTS ON SOCIETY

Migration is the movement of people from one place to another, often across borders, in search of better living conditions, employment, safety, or education. Migration has existed throughout human history and continues to shape societies in many ways.

There are two main types of migration: internal migration (within a country) and international migration (between countries). People migrate for various reasons, including economic opportunities, political instability, natural disasters, and family reunification.

Migration can bring many positive effects to society. Migrants often fill essential jobs, contribute to the economy, and bring cultural diversity. New ideas, traditions, and skills introduced by migrants enrich the host country's culture and promote innovation.

However, migration can also create challenges. Rapid population growth in certain areas may lead to overcrowded cities, housing shortages, and pressure on public services like healthcare and education. Cultural differences sometimes cause tension between newcomers and local populations.

For migrants themselves, adjusting to a new environment can be difficult. They may face discrimination, language barriers, or difficulties finding employment. Despite these challenges, many migrants successfully integrate into their new societies and contribute positively.

Sociologists study migration to understand its causes and effects. They analyze how migration influences economic development, social structures, and cultural dynamics. Policies that support integration and protect migrants' rights are crucial for creating harmonious multicultural societies.

In conclusion, migration is a powerful force that transforms societies. It brings opportunities for growth and cultural exchange but also requires careful management to address its challenges. Understanding migration helps societies build more inclusive and dynamic communities.

Vocabulary:

1. Migration – міграція
2. Internal migration – внутрішня міграція
3. Cultural diversity – культурне різноманіття
4. Integration – інтеграція
5. Language barrier – мовний бар'єр
6. Public services – державні послуги
7. Multicultural society – багатокультурне суспільство

Questions:

1. Do migrants contribute to the economy of the host country?
2. Does migration bring cultural diversity?
3. Is integration important for migrants?
4. Can migration create pressure on public services?
5. Have societies become more multicultural because of migration?

Text 6. THE EFFECTS OF INTERNATIONAL MIGRATION ON CULTURE

Migration has always been a transformative force in shaping societies across the globe. Throughout history, the movement of people across borders has redefined social structures, reshaped cultural landscapes, and influenced political and economic systems. In the modern era, migration is driven by factors such as economic opportunities, conflict or persecution, political instability, and environmental challenges (“International Migration”). According to the Population Division of the United Nations Department of Economic and Social Affairs, the number of migrants worldwide stood

at 304 million in 2024, an amount that has nearly doubled since 1990 (Population Division). Increasing international migration has intensified debates on the impact of migration on displaced communities as well as host societies. As migrants enter new environments, they bring with them their traditions, language, and social and cultural norms. This dynamic process raises the important question: To what extent does voluntary or forced migration act as a catalyst for social change, and how does it impact the preservation of culture? Migration acts as a significant catalyst for social change by shifting established social structures and fostering cultural adaptation and hybridization, while simultaneously posing both challenges and opportunities for the preservation of cultural identity and memory across generations. However, migration does not always promote positive change: systemic discrimination and economic pressures can instead lead to cultural erosion and forced assimilation.

Vocabulary:

1. Transformative force – трансформативна сила
2. Social structures – соціальні структури
3. Cultural landscapes – культурні ландшафти
4. Political instability – політична нестабільність
5. Displaced communities – переміщені спільноти
6. Hybridization – гібридизація
7. Forced assimilation – примусова асиміляція

Questions:

1. What are the main factors driving migration in the modern era according to the text?
2. Does migration bring cultural diversity?
3. Does migration always bring positive change?
4. What challenge can migration cause?
5. What role does migration play in social change?

УКРАЇНСЬКА МОВА І ЛІТЕРАТУРА

Text 1. THE DEVELOPMENT OF THE UKRAINIAN LANGUAGE

The Ukrainian language is an East Slavic language with a long and complex history. It evolved from the Old East Slavic language, influenced by neighboring languages such as Polish, Russian, and Church Slavonic. Ukrainian has its own phonetic, grammatical, and lexical characteristics, which distinguish it from other Slavic languages.

The development of the Ukrainian literary language began in the 19th century, with writers such as Taras Shevchenko, Ivan Franko, and Lesya Ukrainka playing a key role. The language has adapted to historical, social, and political changes, including periods of suppression and revival. Today, Ukrainian is the official language of Ukraine and a symbol of national identity.

Vocabulary:

1. Language development – розвиток мови

2. Phonetic – фонетичний
3. Lexical – лексичний
4. Literary language – літературна мова
5. National identity – національна ідентичність

Questions:

1. From which language did Ukrainian evolve?
2. Name two influences on the Ukrainian language.
3. Who are some key figures in the development of Ukrainian literature?
4. Why is Ukrainian considered a symbol of national identity?
5. What is the difference between phonetic and lexical characteristics?

Text 2. UKRAINIAN LITERATURE: CLASSICAL PERIOD

The classical period of Ukrainian literature includes the 19th and early 20th centuries, a time when writers explored themes of freedom, social justice, and national identity. Taras Shevchenko is considered the founder of modern Ukrainian literature. His poetry and prose reflect the life, struggles, and hopes of the Ukrainian people.

Other prominent figures include Ivan Franko, who combined realism with philosophical reflection, and Lesya Ukrainka, whose works explored human rights, moral dilemmas, and social issues. This period laid the foundation for modern Ukrainian literature, influencing later writers and literary movements.

Vocabulary:

1. Classical literature – класична література
2. Realism – реалізм
3. Prose – проза
4. Poetry – поезія
5. Moral dilemma – моральна дилема

Questions:

1. Which centuries are considered the classical period of Ukrainian literature?
2. Name two major authors of this period.
3. What themes did Shevchenko explore in his works?
4. How did Ivan Franko's literature differ from Shevchenko's?
5. Why is this period important for modern Ukrainian literature?

Text 3. CONTEMPORARY UKRAINIAN LITERATURE

Contemporary Ukrainian literature reflects modern social, political, and cultural issues. Writers such as Oksana Zabuzhko, Serhiy Zhadan, and Yuriy Andrukhovych explore themes of identity, globalization, memory, and historical trauma. Literature has become a medium for expressing personal experiences and national consciousness.

Modern Ukrainian prose and poetry often integrate multimedia elements, experimental forms, and digital platforms, attracting a younger audience. Literary criticism and studies also focus on translation, comparative literature, and the role of Ukrainian literature in world culture.

Vocabulary:

1. Contemporary literature – сучасна література
2. Globalization – глобалізація
3. Literary criticism – літературна критика
4. Experimental forms – експериментальні форми
5. National consciousness – національна свідомість

Questions:

1. Name two contemporary Ukrainian writers.
2. What themes are explored in modern Ukrainian literature?
3. How do contemporary writers reach younger audiences?
4. What is the role of literary criticism?
5. How does contemporary literature express national consciousness?

Text 4. STYLISTIC FEATURES OF THE UKRAINIAN LANGUAGE

The Ukrainian language is rich in stylistic devices, which are essential for literature, journalism, and academic writing. Common stylistic devices include metaphors, similes, epithets, hyperbole, and personification. These tools help writers convey emotions, create vivid imagery, and emphasize meaning.

For example, in Shevchenko's poetry, metaphors often express social injustice and human suffering, while epithets highlight the beauty of the Ukrainian landscape. Understanding stylistic devices is crucial for interpreting texts, writing creatively, and analyzing literary works.

Vocabulary:

1. Stylistic device – художній прийом
2. Metaphor – метафора
3. Simile – порівняння
4. Hyperbole – гіпербола
5. Personification – олюднення

Questions:

1. Name three stylistic devices in Ukrainian.
2. How do metaphors convey meaning?
3. What is the purpose of epithets?
4. Why is understanding stylistic devices important?
5. Give an example of personification in literature.

Text 5. UKRAINIAN LANGUAGE IN EDUCATION AND MEDIA

The Ukrainian language plays a central role in education, media, and cultural development. Schools, universities, and online platforms teach Ukrainian grammar, literature, and rhetoric. Media, including television, newspapers, and social media, use the language to reach broad audiences and promote cultural values.

Language policies aim to preserve linguistic heritage, promote correct usage, and encourage creative expression. Mastery of Ukrainian is essential for professionals in teaching, journalism, translation, publishing, and public administration. Students studying Ukrainian language and literature develop analytical thinking, communication skills, and cultural literacy.

Vocabulary:

1. Linguistic heritage – мовна спадщина
2. Rhetoric – риторика
3. Media – засоби масової інформації
4. Cultural literacy – культурна грамотність
5. Creative expression – творче самовираження

Questions:

1. In which fields is mastery of Ukrainian important?
2. How does media promote the Ukrainian language?
3. What is the role of language policies in education?
4. Name two skills students develop studying Ukrainian.
5. Why is cultural literacy important in language education?

Text 6. GRAMMAR AND SYNTAX OF THE UKRAINIAN LANGUAGE

Grammar and syntax are the structural foundation of language. Ukrainian grammar includes phonetics, morphology, syntax, and orthography. Correct usage ensures clarity, precision, and effective communication.

Syntax rules govern sentence structure, word order, and agreement, while morphology deals with word formation, declension, and conjugation. Mastery of grammar is vital for writing, public speaking, and literary analysis, and supports professional and academic success.

Vocabulary:

1. Grammar – грамати́ка
2. Syntax – синтаксис
3. Morphology – морфоло́гія
4. Orthography – орфогра́фія
5. Declension – відмінюва́ння

Questions:

1. What are the main components of Ukrainian grammar?
2. What is the role of syntax?
3. How does morphology affect word formation?
4. Why is grammar important for effective communication?
5. Give an example of proper word agreement in a sentence.

Text 7. TRANSLATION AND COMPARATIVE LITERATURE

Translation is essential for cultural exchange and literary development. Ukrainian translators work with texts from world literature, preserving meaning, style, and cultural context. Comparative literature examines similarities and differences between Ukrainian and foreign texts, highlighting global literary trends and influences.

Students studying translation develop linguistic precision, cultural awareness, and analytical skills, preparing them for careers in translation, publishing, and international communication.

Vocabulary:

1. translation – переклад

2. comparative literature – порівняльна література
3. cultural context – культурний контекст
4. linguistic precision – мовна точність
5. publishing – видавнича діяльність

Questions:

1. Why is translation important?
2. What does comparative literature study?
3. How do translators preserve cultural context?
4. Name two skills students gain from translation studies.
5. Give an example of comparative analysis between Ukrainian and foreign literature.

Text 8. MODERN UKRAINIAN POETRY

Modern Ukrainian poetry explores identity, social issues, and personal experiences. Poets such as Serhiy Zhadan, Lina Kostenko, and Iryna Shuvalova use lyrical and experimental forms, blending traditional meter with free verse and multimedia elements.

Themes include war, memory, urban life, nature, and globalization. Poetry competitions, festivals, and online platforms increase accessibility and popularity. Students analyzing modern poetry develop critical thinking, interpretation skills, and cultural understanding.

Vocabulary:

1. Poetry – поезія
2. Free verse – вільний вірш
3. Lyrical – ліричний
4. Multimedia – мультимедійний
5. Interpretation – тлумачення

Questions:

1. Name two modern Ukrainian poets.
2. What themes are explored in contemporary poetry?
3. How do poets blend traditional and modern forms?
4. How does online media influence poetry?
5. What skills do students develop analyzing poetry?

Text 9. LITERARY CRITICISM AND ANALYSIS

Literary criticism evaluates texts for style, content, cultural significance, and historical context. Ukrainian literary criticism examines classical, modern, and contemporary works, interpreting symbols, themes, and narrative techniques.

Analytical skills are essential for writing essays, conducting research, and teaching literature. Students learn to compare texts, assess literary value, and understand the author's intent, preparing them for careers in academia, publishing, and cultural institutions.

Vocabulary:

1. Literary criticism – літературна критика
2. Narrative – оповідь
3. Symbol – символ

4. Thematic analysis – тематичний аналіз
5. Cultural significance – культурна цінність

Questions:

1. What is literary criticism?
2. Name two aspects analyzed in literature.
3. Why is thematic analysis important?
4. How does literary criticism prepare students for professional work?
5. Give an example of a symbol in Ukrainian literature.

Text 10. DIGITAL TECHNOLOGIES IN UKRAINIAN LANGUAGE AND LITERATURE

Digital technologies have transformed teaching, research, and dissemination of Ukrainian language and literature. Online dictionaries, e-books, virtual libraries, and educational apps support learning, translation, and literary analysis.

Virtual classrooms and webinars enable interactive learning. Digital archives preserve manuscripts, while social media allows wider readership. Students gain digital literacy, research skills, and multimedia communication, preparing them for modern academic and professional environments.

Vocabulary:

1. Digital technology – цифрові технології
2. E-book – електронна книга
3. Virtual library – віртуальна бібліотека
4. Interactive learning – інтерактивне навчання
5. Digital literacy – цифрова грамотність

Questions:

1. How do digital technologies support Ukrainian language education?
2. Name two digital tools used in literature studies.
3. How do virtual libraries benefit students?
4. Why is digital literacy important for modern scholars?
5. Give an example of interactive learning in literature.

Text 11. THE IMPORTANCE OF STUDYING UKRAINIAN LANGUAGE AND LITERATURE TODAY

The study of Ukrainian language and literature holds a crucial role in modern education, culture, and society. Language is not only a tool of communication but also a carrier of national identity, cultural values, and historical memory. Ukrainian literature reflects the experiences, struggles, and achievements of the Ukrainian people, allowing students to understand their heritage and develop a sense of belonging.

In today's globalized world, the Ukrainian language plays an essential role in preserving cultural uniqueness while participating in international communication. Learning Ukrainian develops critical thinking, analytical skills, and linguistic competence, which are necessary for effective communication in academic, professional, and social contexts. Literature, in turn, cultivates empathy, creativity, and moral reflection, as it presents human experiences, ethical dilemmas, and social issues through poetry, prose, and drama.

Studying Ukrainian also contributes to national consciousness and civic responsibility. Knowledge of the language and literary heritage enables individuals to appreciate cultural diversity, defend linguistic rights, and participate actively in the social and cultural life of the nation. Furthermore, Ukrainian language and literature serve as a bridge for understanding the historical development of society, political changes, and social transformations, providing valuable context for contemporary issues.

Modern Ukrainian literature continues to evolve, addressing global challenges, identity, and technological transformation. Writers such as Oksana Zabuzhko, Serhiy Zhadan, and Lina Kostenko create works that reflect contemporary realities while preserving linguistic richness and stylistic traditions. This dynamic development allows students to explore both traditional and innovative literary forms, enhancing their analytical and interpretative abilities.

Moreover, knowledge of Ukrainian language and literature is indispensable for professional development. Careers in teaching, journalism, publishing, translation, law, and public administration require mastery of the language, understanding of literary texts, and the ability to express ideas clearly and persuasively. Students who study Ukrainian also develop research skills, media literacy, and intercultural competence, which are highly valuable in the modern job market.

In conclusion, the study of Ukrainian language and literature today is more important than ever. It preserves cultural heritage, strengthens national identity, fosters critical thinking, and equips students with essential skills for personal, academic, and professional growth. By engaging with the language and literary works, students not only connect with the past but also actively participate in shaping the future of Ukrainian society and culture.

Vocabulary:

1. National identity – національна ідентичність
2. Cultural heritage – культурна спадщина
3. Empathy – емпатія
4. Linguistic competence – мовна компетенція
5. Civic responsibility – громадянська відповідальність
6. Analytical skills – аналітичні навички
7. Stylistic traditions – стилістичні традиції
8. Media literacy – медіаграмотність

Questions:

1. Why is studying Ukrainian language important for national identity?
2. How does literature develop empathy and creativity?
3. Name two contemporary Ukrainian writers mentioned in the text.
4. How does Ukrainian language study contribute to professional development?
5. Why is knowledge of literary heritage important for civic participation?
6. What skills do students gain from studying Ukrainian language and literature?
7. How does literature reflect societal and historical changes?

Журналістика

Text 1. JOURNALISM AS A SOCIAL INSTITUTION

Journalism is one of the most important social institutions in modern society. Its main function is to inform the public about events, processes, and issues that influence social, political, economic, and cultural life. Through journalism, people learn about the world beyond their personal experience.

Historically, journalism developed alongside the growth of democracy and freedom of speech. Newspapers, radio, television, and later digital media became platforms for public discussion and social debate. Journalists act as intermediaries between authorities and society, helping citizens understand complex information.

A professional journalist is responsible not only for delivering facts but also for verifying information and presenting it accurately and ethically. Journalism shapes public opinion, influences decision-making, and can promote social change. Therefore, journalists carry a high level of social responsibility.

In the digital age, journalism faces new challenges such as misinformation, fake news, and declining trust in media. Despite these difficulties, journalism remains essential for a democratic society.

Vocabulary

1. Social institution – соціальний інститут
2. Freedom of speech – свобода слова
3. Public opinion – громадська думка
4. To verify information – перевіряти інформацію
5. Social responsibility – соціальна відповідальність
6. Misinformation – дезінформація

Questions

1. Why is journalism considered a social institution?
2. How did journalism develop historically?
3. What responsibilities does a journalist have?
4. How does journalism influence society?
5. What challenges does journalism face today?

Text 2. NEWS REPORTING AND JOURNALISTIC STANDARDS

News reporting is a core activity of journalism. Its main goal is to provide timely, accurate, and relevant information about current events. Journalists collect data through interviews, observations, official documents, and eyewitness accounts.

One of the key principles of news reporting is objectivity. Journalists are expected to separate facts from opinions and avoid personal bias. Accuracy is equally important, as even small mistakes can damage credibility and mislead the audience.

Journalistic standards also include balance and fairness. A news story should present different perspectives, especially when covering controversial issues. Ethical reporting requires respect for privacy, avoidance of harmful stereotypes, and responsibility for published content.

In the era of fast digital media, journalists often work under pressure. However, speed should never replace accuracy. High-quality news reporting builds trust between the media and the audience.

Vocabulary

1. News reporting – новинна журналістика
2. Objectivity – об'єктивність
3. Bias – упередженість
4. Credibility – довіра, авторитет
5. Journalistic standards – журналістські стандарти
6. Ethical reporting – етичне висвітлення

Questions

1. What is the main goal of news reporting?
2. Why is objectivity important in journalism?
3. What are journalistic standards?
4. How should journalists cover controversial issues?
5. Why is credibility important for the media?

Text 3. INVESTIGATIVE JOURNALISM AND ITS ROLE IN SOCIETY

Investigative journalism focuses on uncovering hidden information that is important for the public. Investigative journalists often examine corruption, abuse of power, human rights violations, and environmental crimes. Their work requires time, patience, and strong analytical skills.

Unlike daily news reporting, investigative journalism involves long-term research and deep analysis. Journalists use documents, confidential sources, data analysis, and interviews to reveal the truth. This type of journalism often faces legal, political, and personal risks.

Investigative journalism plays a vital role in holding authorities accountable. Many important social reforms and legal changes have resulted from investigative reports. By exposing injustice, journalists contribute to transparency and democracy.

Despite financial and political pressures, investigative journalism remains a powerful tool for social change.

Vocabulary

1. Investigative journalism – розслідувальна журналістика
2. Abuse of power – зловживання владою
3. Human rights violations – порушення прав людини
4. Confidential sources – конфіденційні джерела
5. Accountability – підзвітність
6. Transparency – прозорість

Questions

1. What is investigative journalism?
2. What issues do investigative journalists cover?
3. What methods do they use in their work?
4. Why is investigative journalism risky?
5. How does it contribute to democracy?

Text 4. DIGITAL JOURNALISM AND NEW MEDIA

Digital journalism has transformed the way information is produced and consumed. Online platforms, social media, podcasts, and multimedia storytelling allow journalists to reach global audiences instantly. The internet has changed both journalistic practices and audience behavior.

Modern journalists are expected to work with text, audio, video, and data. Multimedia skills and digital literacy have become essential professional requirements. At the same time, social media platforms have blurred the line between professional journalism and user-generated content.

Digital journalism offers new opportunities for interaction with audiences, but it also creates challenges. Algorithms, clickbait, and viral content can reduce the quality of information. Journalists must adapt to digital formats while maintaining professional standards.

The future of journalism depends on the ability to balance innovation with ethics and credibility.

Vocabulary

1. Digital journalism – цифрова журналістика
2. Multimedia storytelling – мультимедійний сторітелінг
3. Digital literacy – цифрова грамотність
4. User-generated content – контент, створений користувачами
5. Clickbait – клікбейт
6. Algorithm – алгоритм

Questions

1. How has digital journalism changed media?
2. What skills do modern journalists need?
3. What challenges does digital journalism face?
4. How do social media influence journalism?
5. Why is credibility important in digital media?

Text 5. ETHICS AND RESPONSIBILITY IN JOURNALISM

Ethics is a fundamental aspect of journalism. Journalistic ethics guide professionals in making responsible decisions when gathering and publishing information. Ethical journalism is based on truth, fairness, independence, and respect for human dignity.

Journalists often face ethical dilemmas, such as balancing the public's right to know with an individual's right to privacy. Sensationalism, manipulation, and biased reporting can harm society and damage trust in media.

Responsible journalism avoids hate speech, discrimination, and misinformation. It promotes dialogue, understanding, and social cohesion. Ethical standards are especially important during conflicts, crises, and political instability.

By following ethical principles, journalists contribute to a more informed, fair, and democratic society.

Vocabulary

1. Journalistic ethics – журналістська етика
2. Ethical dilemma – етична дилема
3. Sensationalism – сенсаційність
4. Hate speech – мова ворожнечі

5. Misinformation – дезінформація
6. Social cohesion – соціальна згуртованість

Questions

1. Why is ethics important in journalism?
2. What ethical dilemmas do journalists face?
3. How can unethical journalism harm society?
4. What principles guide responsible journalism?
5. How does ethical journalism support democracy?

Китайська мова та література

Text 1. THE IMPORTANCE OF THE CHINESE LANGUAGE IN THE MODERN WORLD

Chinese is one of the most widely spoken languages in the world. It is the native language of more than a billion people and an important means of communication in Asia and beyond. In recent decades, the study of Chinese has become increasingly popular because China plays a major role in the global economy, politics, technology, and culture. As a result, knowledge of the Chinese language opens many academic and professional opportunities.

The Chinese language has several varieties, but Mandarin Chinese is the official language of the People's Republic of China and the most commonly taught form in universities. It is also one of the official languages of the United Nations. Learning Chinese requires patience and discipline because it differs greatly from many European languages. It has a tonal system, a character-based writing system, and specific grammatical patterns.

At the same time, studying Chinese allows learners to understand a unique worldview. Language reflects history, traditions, and national identity. Through Chinese, students can explore the values, customs, and social norms of Chinese-speaking communities.

They also gain direct access to original texts, films, media, and academic materials. In today's interconnected world, specialists in Chinese language and literature are in demand in education, translation, business, diplomacy, tourism, and international communication. Therefore, Chinese is not only a language of everyday communication but also a strategic tool for intercultural dialogue and professional growth.

Vocabulary:

1. Widely spoken – used by many people
2. Native language – the first language a person learns
3. Mandarin – the official standard form of Chinese
4. Tonal system – a system in which pitch changes word meaning
5. Character-based writing system – a writing system that uses symbols instead of an alphabet
6. Intercultural dialogue – communication between people from different cultures

Questions:

1. Why has the study of Chinese become more popular in recent decades?
2. What makes Chinese different from many European languages?
3. Why is Mandarin Chinese especially important?
4. How can learning Chinese support intercultural communication?
5. In which professional fields are specialists in Chinese language needed?

Text 2. CHINESE CHARACTERS AND THE WRITING TRADITION

The Chinese writing system is one of the oldest continuously used writing systems in the world. Unlike alphabetic systems, Chinese uses characters, each of which represents a syllable and usually carries meaning. This makes written Chinese both fascinating and challenging for students. Mastering Chinese characters requires regular practice, visual memory, and attention to structure. Chinese characters developed over thousands of years. Ancient inscriptions on bones and bronze objects gradually evolved into modern standard forms. Today, students of Chinese language and literature often learn about the historical development of characters because it helps them better understand meanings and cultural associations.

Many characters contain components called radicals, which may indicate meaning or pronunciation. The beauty of Chinese writing is closely connected with calligraphy. In Chinese culture, calligraphy is not only a practical skill but also an art form. It reflects discipline, balance, and aesthetic sensitivity. For centuries, educated people considered good handwriting a sign of cultivation and moral character.

The study of Chinese characters also deepens literary competence. Since many literary works rely on concise expression, symbolism, and historical allusions, the ability to recognize characters and their nuances is essential. Thus, the writing system is not merely a technical instrument of communication but a key part of Chinese civilization and cultural heritage.

Vocabulary:

1. Character – a written symbol representing a syllable or meaning
2. Syllable – a unit of pronunciation containing a vowel sound
3. Radical – a graphic component of a Chinese character
4. Inscription – words written or carved on a surface
5. Calligraphy – the art of beautiful handwriting
6. Cultural heritage – traditions and achievements passed from one generation to another

Questions:

1. How is the Chinese writing system different from alphabetic systems?
2. Why do students need strong visual memory to learn Chinese characters?
3. What are radicals and why are they useful?
4. Why is calligraphy important in Chinese culture?
5. How does the study of characters support literary analysis?

Text 3. CLASSICAL CHINESE LITERATURE AND ITS INFLUENCE

Chinese literature has a long and rich history that includes philosophy, poetry, prose, drama, and fiction. Classical Chinese literature is especially important because it shaped the intellectual and cultural life of East Asia for many centuries. The works of Confucius, Laozi, Du Fu, Li Bai, and many

other authors remain central to the study of Chinese language and literature. Classical texts often combine moral reflection with artistic expression.

Confucian writings focus on ethics, education, social harmony, and proper conduct. Daoist texts explore nature, spontaneity, and the relationship between humans and the universe. Classical poetry, in turn, is known for its brevity, emotional depth, and vivid imagery. Even very short poems may contain complex philosophical meanings and historical references. The study of classical literature helps students understand the foundations of Chinese thought.

It also develops interpretative skills, since many texts use metaphor, symbolism, and allusion. Reading such works in translation is useful, but working with the original language allows students to grasp finer shades of meaning.

Classical Chinese literature continues to influence modern culture, education, and public discourse. It inspires contemporary writers, filmmakers, and scholars. Therefore, it remains an essential part of academic training for specialists in Chinese language and literature.

Vocabulary:

1. Classical literature – literary works of earlier historical periods
2. Ethics – moral principles that guide behavior
3. Imagery – descriptive language that creates vivid pictures in the mind
4. Metaphor – a figurative expression in which one thing is described as another
5. Allusion – an indirect reference to a person, event, or text
6. Interpretative skills – the ability to explain and analyze meaning

Questions:

1. Why is classical Chinese literature important for modern students?
2. What themes are common in Confucian and Daoist texts?
3. What makes classical Chinese poetry unique?
4. Why is it useful to read literary works in the original language?
5. How does classical literature continue to influence modern culture?

Text 4. TRANSLATION AS A BRIDGE BETWEEN CULTURES

Translation plays a vital role in the study of Chinese language and literature. It helps transfer knowledge, artistic images, historical experience, and cultural values from one linguistic community to another. Because Chinese and Ukrainian differ greatly in grammar, vocabulary, writing system, and cultural context, translation between them requires more than linguistic accuracy.

It also demands cultural awareness and interpretative competence. One of the main difficulties in translation is the presence of words and expressions that do not have direct equivalents in another language. Idioms, historical references, proper names, and culture-specific concepts often require explanation or creative adaptation.

Literary translation is especially demanding because the translator must preserve not only meaning but also style, rhythm, emotional tone, and imagery. At the same time, translation enriches both cultures. It introduces readers to foreign ideas and literary traditions, broadens intellectual horizons, and encourages dialogue.

Through translation, Chinese poetry, prose, and philosophical works become accessible to a wider audience. Similarly, works from other cultures can enter the Chinese-speaking world. For future specialists, translation is both a professional skill and a form of cultural mediation. A good translator must be attentive, knowledgeable, and responsible, since translation shapes how one culture is perceived by another.

Vocabulary:

1. Translation – the process of rendering text from one language into another
2. Equivalent – a word or phrase with the same meaning
3. Idiom – a fixed expression whose meaning is not literal
4. Adaptation – modification made to suit a different context
5. Cultural mediation – helping different cultures understand each other
6. Emotional tone – the feeling or attitude expressed in a text

Questions:

1. Why is translation important in the study of Chinese language and literature?
2. What makes translation between Chinese and Ukrainian challenging?
3. Why is literary translation more difficult than ordinary translation?
4. How does translation contribute to intercultural dialogue?
5. What qualities should a professional translator have?

Text 5. LEARNING CHINESE IN THE CONTEXT OF GLOBALIZATION

Globalization has transformed language education and increased interest in Asian studies around the world. Chinese is now studied not only by linguists and philologists but also by future economists, diplomats, journalists, and cultural managers. This trend reflects the growing role of China in international affairs and the need for specialists who can communicate effectively across cultures.

Learning Chinese in the modern world is supported by new technologies. Students use digital dictionaries, language-learning platforms, online corpora, educational videos, and communication apps to improve pronunciation, vocabulary, grammar, and writing. Technology also provides access to authentic materials such as newspapers, interviews, films, and academic lectures. However, successful language learning still depends on systematic work. Students need to develop all language skills: reading, writing, listening, and speaking. They must also understand social etiquette, patterns of politeness, and cultural norms. Without cultural competence, language knowledge may remain incomplete.

For this reason, the specialty “Chinese Language and Literature” combines linguistic, literary, historical, and cultural training. It prepares graduates for meaningful participation in international education, research, and professional communication. In the era of globalization, such specialists play an important role in building mutual understanding between societies.

Vocabulary:

1. Globalization – the process of increasing worldwide connection and interaction
2. Authentic materials – real texts or media created for native speakers
3. Pronunciation – the way words are spoken
4. Etiquette – accepted rules of polite behavior
5. Cultural competence – the ability to understand and act appropriately in another culture
6. Mutual understanding – shared comprehension and respect between people or groups

Questions:

1. Why has globalization increased interest in Chinese studies?
2. How do digital tools help students learn Chinese?
3. Why is cultural competence important in language learning?
4. What skills should students of Chinese develop?

5. How does this specialty prepare graduates for modern professional life?

Японська мова та література

Text 1. THE IMPORTANCE OF THE JAPANESE LANGUAGE IN THE MODERN WORLD

The Japanese language holds an important place in the modern world because Japan remains one of the leading countries in technology, economics, education, and culture. Although Japanese is not spoken globally to the same extent as English or Spanish, it has considerable international significance due to Japan's influence in business, science, media, and diplomacy. As a result, more students around the world are choosing to study Japanese for academic, professional, and personal reasons.

One major reason for learning Japanese is access to authentic information and communication. Knowledge of the language allows students to read original texts, follow Japanese academic sources, and communicate directly with native speakers. This is especially valuable in international business, tourism, cultural exchange, and research collaboration. In addition, many companies appreciate specialists who can work with Japanese partners without relying entirely on translation.

Japanese also gives learners access to a rich cultural world. Through the language, students can better understand traditional arts such as tea ceremony, calligraphy, and classical theatre, as well as modern cultural products including anime, manga, cinema, and digital media. Language learning therefore becomes a way to understand both the past and present of Japanese society.

At the same time, Japanese is often considered challenging because it combines different writing systems, complex levels of politeness, and grammar patterns that differ significantly from many European languages. However, these difficulties also make the learning process intellectually stimulating and professionally rewarding.

In the context of globalization, specialists in Japanese language and literature can work in education, translation, interpretation, publishing, international relations, tourism, and intercultural communication. Their training helps build bridges between societies and supports deeper mutual understanding.

Vocabulary:

1. Global significance – the state of being important worldwide
2. Authentic information – original information, not adapted or simplified
3. Cultural exchange – the sharing of ideas, traditions, and values between cultures
4. Native speaker – a person who has spoken a language since early childhood
5. Politeness levels – different forms of language depending on social situation
6. Intercultural communication – communication between representatives of different cultures

Questions:

1. Why does the Japanese language have international significance?
2. How can knowledge of Japanese support professional communication?
3. Why is Japanese culture important for language learners?

4. What makes Japanese difficult for many students?
5. In which professional fields can specialists in Japanese work?

Text 2. JAPANESE WRITING SYSTEM: HIRAGANA, KATAKANA, AND KANJI

The Japanese writing system is one of the most distinctive and fascinating in the world because it combines three different scripts: hiragana, katakana, and kanji. Each of them performs a specific function, and together they form the basis of written communication in Japanese. For students of Japanese language and literature, understanding this system is essential.

Hiragana is a phonetic syllabary used for native Japanese words, grammatical endings, and function words. It is usually the first script learned by beginners because it provides a foundation for reading and writing simple sentences. Katakana is another phonetic syllabary, but it is mainly used for foreign loanwords, scientific terms, names of foreign origin, and emphasis in certain contexts. Because of its visual sharpness, katakana is often easy to identify in printed texts.

Kanji are characters of Chinese origin that were adapted into the Japanese language over many centuries. Each kanji carries meaning and may have several readings depending on the context. Kanji make written Japanese more compact and semantically precise, but they also require long-term study and memorization. Educated readers in Japan use thousands of kanji in everyday life.

The coexistence of these three scripts reflects the historical development of Japanese writing. It also demonstrates how language adapts to cultural contact and changing communicative needs. Modern written Japanese uses a balanced mixture of scripts, allowing writers to combine clarity, nuance, and efficiency.

For students, mastering the writing system is not only a technical task but also a cultural one. Through the study of scripts, learners gain insight into the history of Japan, the interaction between language and society, and the aesthetic dimension of written expression.

Vocabulary:

1. Writing system – the set of symbols used to write a language
2. Syllabary – a writing system in which each symbol represents a syllable
3. Grammatical ending – a form added to a word to express grammar
4. Loanword – a word borrowed from another language
5. Character – a written symbol that represents a meaning or sound
6. Memorization – the process of learning something by heart

Questions:

1. What three scripts form the Japanese writing system?
2. How is hiragana used in written Japanese?
3. In which cases is katakana usually used?
4. Why are kanji considered both useful and difficult?
5. What can students learn through the study of Japanese scripts?

Text 3. CLASSICAL JAPANESE LITERATURE AND ITS CULTURAL VALUE

Classical Japanese literature occupies an important place in world literary heritage. It reflects the aesthetic ideals, philosophical views, and social structure of premodern Japan. Works created in earlier historical periods continue to influence contemporary Japanese culture and attract scholars from many countries.

One of the most famous monuments of classical Japanese literature is *The Tale of Genji*, written by Murasaki Shikibu in the early eleventh century. This work is often described as one of the

world's first novels because of its psychological depth, complex characters, and detailed portrayal of court life. Another important genre is waka poetry, especially the tanka form, which expresses emotion and observation in a highly condensed structure. Classical diaries, essays, and travel notes also hold great literary value.

A distinctive feature of classical Japanese literature is its sensitivity to nature, seasonality, and emotional nuance. Literary texts often present beauty as something fragile and temporary. Such ideas are connected with broader Japanese aesthetic concepts, including *mono no aware*, the awareness of the impermanence of things. This emotional and philosophical depth gives classical literature a timeless character.

The study of classical literature is important for philologists because it helps them understand language history, traditional imagery, and the development of genres. It also provides essential context for interpreting modern Japanese literature, which often reuses or transforms classical motifs.

For students of Japanese language and literature, reading classical works is a way to enter the deeper layers of Japanese cultural memory. These texts preserve values, symbols, and artistic forms that remain meaningful today.

Vocabulary:

1. Literary heritage – valuable literature passed down from earlier generations
2. Court life – the life of nobles and officials around a ruler
3. Psychological depth – a detailed representation of inner feelings and motives
4. Genre – a category or type of literature
5. Impermanence – the quality of not lasting forever
6. Motif – a recurring image, idea, or theme in literature

Questions:

1. Why is classical Japanese literature important in world culture?
2. What is special about *The Tale of Genji*?
3. Which literary genres are mentioned in the text?
4. What does *mono no aware* refer to?
5. Why is classical literature important for modern philological study?

Text 4. TRANSLATION AS A MEANS OF INTERCULTURAL DIALOGUE

Translation plays a central role in the study of Japanese language and literature because it connects cultures, readers, and systems of thought. Without translation, many literary works, academic ideas, and cultural concepts would remain inaccessible to people outside Japan. Translation therefore serves not only as a linguistic activity but also as a form of intercultural dialogue.

The translation of Japanese texts requires much more than replacing words from one language with words from another. A translator must understand grammar, context, style, cultural references, and the author's intention. This is especially important in literary translation, where rhythm, tone, imagery, and implied meaning often matter as much as direct lexical content. Japanese texts may also contain honorific forms, culturally specific realities, and ambiguous expressions that demand careful interpretation.

A good translator must balance fidelity to the original with clarity for the target audience. If the translation is too literal, it may sound unnatural or confusing. If it is too free, it may distort the meaning of the original text. For this reason, translation is both a scholarly and creative process.

In the modern world, translation contributes to diplomacy, education, publishing, media, and international cooperation. Specialists in Japanese can translate fiction, academic texts, subtitles,

business documents, and official correspondence. Their work supports communication and expands access to knowledge.

For students, translation practice develops linguistic precision, cultural sensitivity, and analytical thinking. It teaches them to notice subtle meanings and to respect the uniqueness of both source and target languages.

Vocabulary:

1. Intercultural dialogue – communication and understanding between cultures
2. Cultural reference – an element in a text connected with a specific culture
3. Literary translation – the translation of works of literature
4. Fidelity – faithfulness to the original text
5. Target audience – the people for whom a translation is intended
6. Analytical thinking – the ability to examine details and interpret meaning logically

Questions:

1. Why is translation important in Japanese studies?
2. What difficulties may arise in translating Japanese texts?
3. Why is literary translation especially complex?
4. What balance must a translator achieve?
5. How does translation practice help students develop professionally?

Text 5. JAPANESE LANGUAGE LEARNING IN THE CONTEXT OF GLOBALIZATION

In the twenty-first century, globalization has significantly expanded interest in the Japanese language. International mobility, digital communication, academic exchange, and global popular culture have all contributed to the growing number of learners. Japanese is studied not only by future philologists but also by economists, designers, engineers, and cultural researchers.

One factor behind this growth is the global visibility of Japanese culture. Anime, manga, video games, fashion, cuisine, and cinema have motivated many students to begin learning the language. However, serious language study usually leads learners beyond popular culture toward a deeper understanding of history, literature, and social norms. In this way, personal interest can become academic and professional specialization.

Modern technologies also support Japanese language learning. Online dictionaries, learning platforms, digital corpora, and communication tools make it easier to access authentic materials and interact with native speakers. At the same time, technology does not replace systematic study. Students still need discipline, regular practice, and guidance from qualified teachers.

Globalization has also increased the demand for specialists who can mediate between cultures responsibly. Such specialists must not only know vocabulary and grammar but also understand etiquette, communication styles, and the social context of language use. This is especially relevant in situations where misunderstanding may affect education, business, or diplomacy.

Thus, learning Japanese in the modern world is both a personal achievement and a socially valuable competence. It prepares students for participation in international communication and for meaningful engagement with one of the world's most influential cultural traditions.

Vocabulary:

1. Globalization – the growing connection of countries and societies worldwide
2. Academic exchange – cooperation and study between educational institutions

3. Authentic materials – real texts, audio, or video created for native speakers
4. Qualified teacher – a teacher with proper professional training
5. Mediate – to help communication between different sides
6. Socially valuable competence – a skill that is useful for society and professional life

Questions:

1. What factors have increased interest in learning Japanese?
2. How can popular culture motivate language study?
3. What role do modern technologies play in language learning?
4. Why is cultural understanding important alongside grammar and vocabulary?
5. How can knowledge of Japanese be socially and professionally valuable?

Лінгвокраїнознавство англomовних країн

Text 1. THE UNITED KINGDOM: HISTORY, IDENTITY, AND TRADITIONS

The United Kingdom of Great Britain and Northern Ireland is a country with a rich historical heritage and a complex cultural identity. It consists of four parts: England, Scotland, Wales, and Northern Ireland. Each of these nations has its own symbols, traditions, and historical experience, yet together they form one state with common political institutions.

The history of the United Kingdom has greatly influenced the English-speaking world. The British Empire once covered vast territories on different continents, and as a result, the English language spread globally. Today, the UK remains an important cultural and political center whose traditions continue to attract international interest.

British society is often associated with respect for tradition, politeness, and a strong sense of continuity. The monarchy is one of the most recognizable institutions of the country. Although the monarch has mainly ceremonial functions today, the royal family still plays an important symbolic role in national life. Public ceremonies, such as Trooping the Colour or royal weddings, attract attention both in Britain and abroad.

British traditions are also reflected in everyday life. Tea drinking, gardening, discussion of the weather, and the culture of pubs are often seen as characteristic features of British society. Education, literature, and the media also shape national identity. Writers such as William Shakespeare, Charles Dickens, and Jane Austen have become symbols of British cultural achievement.

Studying the United Kingdom in the context of linguocultural studies helps learners understand how language reflects history, social values, and national mentality. Knowledge of British customs, institutions, and cultural symbols makes communication in English more meaningful and culturally appropriate.

Vocabulary:

1. Heritage – cultural traditions and historical legacy passed from one generation to another
2. Identity – the qualities and beliefs that make a person or nation different

3. Monarchy – a system in which a king or queen is the head of state
4. Continuity – the state of continuing over time without major change
5. Ceremonial – related to formal public events and traditions
6. Custom – a traditional and widely accepted way of behaving

Questions:

1. What parts does the United Kingdom consist of?
2. Why is the monarchy important in British culture?
3. Which traditions are commonly associated with British society?
4. How did British history influence the spread of English?
5. Why is the UK important for linguocultural studies?

Text 2. THE UNITED STATES OF AMERICA: DIVERSITY AND NATIONAL VALUES

The United States of America is one of the most influential English-speaking countries in the world. It is often described as a nation of immigrants because people from many ethnic, cultural, and linguistic backgrounds have contributed to its development. This diversity has shaped American society and has become one of its most distinctive features.

American national identity is closely connected with ideas such as freedom, democracy, individual opportunity, and equality. The so-called “American Dream” expresses the belief that every person can achieve success through hard work and determination. Although this ideal is interpreted differently by different groups, it remains an important part of American culture.

The United States is also known for its regional diversity. Life in New England, the South, the Midwest, or the West Coast may differ in speech, customs, cuisine, and social attitudes. American English includes many regional accents and vocabulary items that reflect historical settlement patterns and multicultural influences.

American culture has had a global impact through cinema, music, television, technology, and higher education. Hollywood films, jazz, rock, and later pop culture became international phenomena. At the same time, American universities and research centers have influenced global science and innovation.

From the point of view of linguocultural studies, the USA is especially important because it demonstrates how language develops in a multicultural environment. The country’s idioms, symbols, political discourse, and everyday communication styles reveal the values and contradictions of modern American society. Studying these features helps learners understand the cultural context behind the language.

Vocabulary:

1. Immigrant – a person who comes to live permanently in another country
2. Diversity – the presence of different types of people, cultures, or ideas
3. Equality – the principle of having the same rights and opportunities
4. Regional – connected with a particular area of a country
5. Accent – a way of pronouncing words typical of a person or region
6. Multicultural – involving or including many different cultures

Questions:

1. Why is the United States called a nation of immigrants?

2. What does the American Dream mean?
3. How does regional diversity influence American English?
4. Which areas of culture made the USA globally influential?
5. Why is the USA important from a linguocultural perspective?

Text 3. CANADA: BILINGUALISM, MULTICULTURALISM, AND NATIONAL CHARACTER

Canada is a large and culturally diverse country in North America. It is officially bilingual, with English and French recognized as national languages. This linguistic situation makes Canada especially interesting for linguocultural studies, because language policy there is closely connected with history, identity, and intercultural relations.

Canadian society is often described as multicultural. Over the years, immigrants from Europe, Asia, Africa, and Latin America have contributed to the country's development. As a result, Canadian cities such as Toronto, Vancouver, and Montreal are known for their cultural variety. The state officially supports multiculturalism, encouraging citizens to preserve their cultural heritage while participating in common public life.

At the same time, the role of Indigenous peoples is central to Canada's identity. First Nations, Inuit, and Métis communities represent an important part of the country's history and present-day reality. In recent decades, increasing attention has been paid to reconciliation, language revitalization, and respect for Indigenous cultures.

Canada is also associated with politeness, tolerance, and social responsibility. These qualities are often presented as part of the national character, although real society is, of course, more complex than stereotypes suggest. Nature also plays a major role in the Canadian worldview. Vast forests, lakes, and northern landscapes have influenced literature, art, and everyday life.

For students of English, Canada offers an excellent example of how language functions in a multilingual and multicultural society. Canadian English has its own pronunciation, spelling preferences, and lexical features. Studying Canada helps learners understand how national identity may combine unity with diversity.

Vocabulary:

1. Bilingualism – the use of two languages in one country or by one person
2. Multiculturalism – the policy or reality of coexistence of different cultures
3. Heritage – traditions, culture, and history inherited from the past
4. Indigenous – relating to the original inhabitants of a place
5. Reconciliation – the process of restoring good relations after conflict or injustice
6. Lexical – connected with words and vocabulary

Questions:

1. Why is Canada considered an officially bilingual country?
2. How does multiculturalism shape Canadian society?
3. What role do Indigenous peoples play in Canada's identity?
4. Which features are often associated with Canadian national character?
5. Why is Canada important for the study of English in cultural context?

Text 4. AUSTRALIA: LANGUAGE, LANDSCAPE, AND CULTURAL IDENTITY

Australia is an English-speaking country located in the Southern Hemisphere. Although it was originally inhabited by Aboriginal and Torres Strait Islander peoples, modern Australia was shaped by British colonization and later by migration from many parts of the world. As a result, Australian culture combines British traditions, Indigenous heritage, and multicultural influences.

One of the most noticeable features of Australia is its unique relationship with nature. The country is known for its deserts, beaches, tropical forests, and distinctive wildlife. These geographical conditions have influenced the national imagination and many elements of Australian culture. Outdoor activities, sports, and environmental awareness occupy an important place in everyday life.

Australian English has developed its own pronunciation, vocabulary, and informal expressions. Many words used in Australia are unfamiliar to learners who know only British or American English. For example, Australians often use shortened forms and colloquial expressions in daily speech. This gives the language a specific rhythm and style that reflects national communication patterns.

Australian identity is often associated with such concepts as informality, friendliness, independence, and the spirit of “mateship,” which means loyalty and mutual support among friends or companions. At the same time, modern Australia actively discusses issues of historical justice, Indigenous rights, and national memory.

In linguocultural studies, Australia is important because it demonstrates how English adapts to a new environment and interacts with local cultures. Learning about Australian traditions, social values, and varieties of English broadens students’ understanding of the English-speaking world beyond Europe and North America.

Vocabulary:

1. Colonization – the process by which one country takes control over another territory
2. Heritage – cultural traditions and values inherited from the past
3. Wildlife – animals living in natural conditions
4. Colloquial – informal, typical of everyday conversation
5. Mateship – friendship, loyalty, and solidarity, especially in Australian culture
6. Variety – a particular form of a language used in a specific region or community

Questions:

1. What historical factors shaped modern Australia?
2. How has nature influenced Australian culture?
3. What are the main features of Australian English?
4. What does the concept of mateship mean?
5. Why is Australia significant for linguocultural studies?

Text 5. NEW ZEALAND: INDIGENOUS CULTURE AND MODERN SOCIETY

New Zealand is a small but culturally significant English-speaking country in the South Pacific. It is known for its natural beauty, democratic traditions, and special relationship between Māori heritage and modern national identity. For this reason, New Zealand is an important topic in linguocultural studies.

The Māori are the Indigenous people of New Zealand, and their language and culture play a visible role in public life. Māori words are widely used in place names, official ceremonies, education,

and the media. The revival of the Māori language is an important cultural and political process that reflects respect for Indigenous identity and historical justice.

New Zealand English has its own pronunciation and vocabulary, influenced by British English, local conditions, and contact with Māori. Cultural concepts such as community, respect for nature, and social equality are often associated with the country's image. At the same time, New Zealand is a modern multicultural society with citizens whose roots come from Europe, Asia, and the Pacific region.

The country is also famous for its environmental consciousness and outdoor lifestyle. Rugby, hiking, and water sports are popular and are often considered part of national culture. Public life places importance on fairness, openness, and mutual respect.

Studying New Zealand helps learners see how language can reflect cooperation between different cultural traditions. It also shows that the English-speaking world is not culturally uniform. Each country has its own historical experience, symbols, and linguistic features that deserve careful study.

Vocabulary:

1. Indigenous – relating to the original people of a country
2. Heritage – traditions and culture passed down through generations
3. Revival – the process of bringing something back into use or importance
4. Multicultural – including many different cultural groups
5. Consciousness – awareness and thoughtful understanding of something
6. Uniform – the same everywhere, without difference

Questions:

1. Why is New Zealand important in the English-speaking world?
2. What role does Māori culture play in national life?
3. How is New Zealand English different from other varieties of English?
4. Which values are often associated with New Zealand society?
5. What can learners understand by studying New Zealand?

Text 6. SYMBOLS AND HOLIDAYS OF ENGLISH-SPEAKING COUNTRIES

National symbols and public holidays play an important role in the cultural life of English-speaking countries. They reflect historical memory, shared values, and ideas of belonging. Flags, anthems, monuments, and important public celebrations help people express national identity and pass cultural traditions to future generations.

In the United Kingdom, symbols such as Big Ben, the Union Jack, and the royal family are widely recognized. Traditional holidays include Christmas, Easter, and Remembrance Day. In the United States, important national holidays include Independence Day, Thanksgiving, and Memorial Day. Each of them is connected with a particular stage of national history and has its own forms of celebration.

Canada celebrates Canada Day, while Australia observes Australia Day and ANZAC Day. In New Zealand, Waitangi Day is especially significant because it is related to the historical agreement between the British Crown and Māori chiefs. Such commemorative dates often become moments of both celebration and reflection, because they may also raise questions about history, justice, and identity.

From a linguocultural perspective, symbols and holidays are not only public events but also cultural texts. The language used in speeches, greetings, media messages, and school education helps shape the meaning of these traditions. For learners of English, understanding national symbols and holidays means understanding how societies remember the past and define themselves in the present.

Vocabulary:

1. Symbol – an object, sign, or image representing an idea or country
2. Anthem – an official song of a nation
3. Belonging – the feeling of being part of a group or community
4. Commemorative – intended to remind people of an important event or person
5. Reflection – careful thought about meaning or significance
6. Perspective – a particular way of viewing or understanding something

Questions:

1. Why are national symbols and holidays important for society?
2. Which holidays are especially significant in the United States?
3. What is the importance of Waitangi Day in New Zealand?
4. How can public holidays be connected with historical reflection?
5. Why are symbols and holidays important in linguocultural studies?

Text 7. EDUCATION AND STUDENT LIFE IN ENGLISH-SPEAKING COUNTRIES

Education is one of the key areas through which national culture is expressed. Schools, colleges, and universities in English-speaking countries do more than provide knowledge: they also transmit social values, communication norms, and cultural expectations. Therefore, the study of education is an important part of linguocultural analysis.

The British educational tradition is often associated with long-established institutions, school uniforms, and a strong distinction between state and private education. In the United States, student life is often linked with campus culture, extracurricular activities, and school spirit. Canadian, Australian, and New Zealand educational systems share some similarities with British traditions but also reflect their own national priorities.

Language plays an important role in education. Classroom communication, academic writing, forms of politeness, and relationships between teachers and students may differ from country to country. Even such everyday words as college, public school, or semester can have different meanings depending on national context. These differences are highly important for learners who want to use English accurately and appropriately.

Student traditions also reflect broader cultural values. Graduation ceremonies, debating clubs, student societies, and volunteer activities show how educational institutions contribute to civic identity and personal development. Education is closely connected with the future of a nation because it shapes not only professional skills but also cultural awareness.

In linguocultural studies, the educational sphere provides valuable material for understanding how language functions in institutional settings. It helps learners interpret social behavior, cultural codes, and national models of communication.

Vocabulary:

1. Institution – an established organization, especially for education or public life
2. Campus – the area and buildings of a university or college
3. Extracurricular – outside the regular academic program

4. Context – the situation or background in which something exists
5. Civic – relating to citizens and public life
6. Institutional – connected with official organizations or systems

Questions:

1. Why is education important for linguocultural analysis?
2. What features are typical of British and American educational traditions?
3. How can educational vocabulary differ across English-speaking countries?
4. What do student traditions show about national culture?
5. How does education influence civic and cultural identity?

Text 8. EVERYDAY COMMUNICATION AND POLITENESS IN ENGLISH-SPEAKING CULTURES

Everyday communication is one of the most important areas of linguocultural study because it reveals how language is connected with social behavior. Greetings, apologies, requests, compliments, and small talk may seem simple, but in fact they reflect deep cultural norms and expectations.

In many English-speaking societies, politeness is expressed through indirectness and careful choice of words. Speakers often avoid overly direct statements in order to sound respectful and considerate. Phrases such as “Could you...?”, “Would you mind...?”, or “I’m afraid...” are used not only for grammatical purposes but also for social harmony.

Small talk is another characteristic feature of English-speaking communication. Conversations about the weather, travel, work, or weekend plans may appear unimportant, yet they serve an essential function: they help establish friendly contact and reduce social distance. In different English-speaking countries, however, the topics and style of small talk may vary.

Politeness also includes non-verbal behavior, such as eye contact, personal space, tone of voice, and smiling. What is considered appropriate in one culture may be interpreted differently in another. For this reason, language learning should always include cultural interpretation, not only grammar and vocabulary.

Studying everyday communication helps learners avoid misunderstanding and communicate more naturally. Linguocultural competence means knowing not only what words to use, but also when, how, and why they are used in a particular social context.

Vocabulary:

1. Indirectness – the quality of expressing something in a less direct way
2. Request – a polite or formal act of asking for something
3. Harmony – peaceful and friendly relations
4. Non-verbal – expressed without words
5. Appropriate – suitable or correct in a particular situation
6. Competence – the ability to do something successfully

Questions:

1. Why is everyday communication important in linguocultural study?
2. How is politeness often expressed in English-speaking cultures?
3. What is the social function of small talk?
4. Why does non-verbal behavior matter in communication?
5. What does linguocultural competence include besides vocabulary and grammar?

Text 9. THE ROLE OF LITERATURE IN UNDERSTANDING ENGLISH-SPEAKING CULTURES

Literature is one of the richest sources for studying the culture of English-speaking countries. Novels, poems, plays, and short stories preserve the values, conflicts, symbols, and everyday realities of different historical periods. Through literature, readers gain insight not only into language but also into the worldview of a nation.

British literature offers examples from Shakespeare, the Romantic poets, the Victorian novel, and contemporary authors. American literature reflects the country's history of migration, social struggle, and individualism. Canadian, Australian, and New Zealand literatures also contribute important perspectives shaped by colonial history, Indigenous presence, and multicultural development.

Literary texts often reveal meanings that are not obvious in ordinary conversation. They include references to traditions, institutions, landscapes, and historical events that are significant for national culture. Understanding such references requires cultural knowledge and interpretive attention. That is why literature is especially valuable in linguocultural education.

At the same time, literature influences the language itself. Many idioms, quotations, and cultural stereotypes come from well-known literary works. Characters and plots often become part of common cultural memory. For example, Sherlock Holmes, Huckleberry Finn, or Anne of Green Gables are more than fictional characters; they are cultural symbols.

For students of English, literature is a bridge between language study and cultural understanding. It develops vocabulary, reading skills, and critical thinking while also introducing learners to the mental and emotional world of English-speaking societies.

Vocabulary:

1. Worldview – the general way in which a person or culture understands life
2. Individualism – the belief in personal freedom and independence
3. Reference – a mention of something known from culture or history
4. Interpretive – connected with explaining meaning
5. Quotation – an exact phrase taken from a text or speech
6. Fictional – existing in literature or imagination, not in real life

Questions:

1. Why is literature considered a valuable source for cultural study?
2. How do literary traditions differ across English-speaking countries?
3. Why do literary texts require cultural interpretation?
4. How can literature influence everyday language and cultural memory?
5. What skills does literature develop in students of English?

Text 10. ENGLISH AS A GLOBAL LANGUAGE AND CULTURAL MEDIATOR

English has become a global language used in international communication, education, science, business, tourism, and digital media. However, the global role of English should not be understood only in practical terms. English also serves as a mediator between cultures, carrying historical experience, social values, and national images from different English-speaking countries.

The global spread of English began with British colonial expansion and later intensified through the political, economic, and cultural influence of the United States. Today, English exists in many national and regional varieties, each with its own pronunciation, vocabulary, and cultural

associations. As a result, English is not a single uniform system but a family of related forms used in different contexts.

Linguocultural studies help explain this diversity. They show that learning English means entering a wide intercultural space in which British, American, Canadian, Australian, New Zealand, and other traditions interact. Learners need not only grammatical knowledge but also cultural awareness in order to communicate effectively and respectfully.

In the modern world, English often functions as a bridge between people who do not share the same first language. In such situations, cultural sensitivity becomes especially important. Successful communication depends on understanding meanings, symbols, norms of politeness, and background knowledge.

Therefore, the study of English as a global language should always be connected with the study of culture. Language without culture is incomplete, and culture without language is difficult to interpret. Together they form the basis of real intercultural competence.

Vocabulary:

1. Mediator – something or someone that connects different sides
2. Variety – a distinct form of a language
3. Intercultural – involving communication between different cultures
4. Sensitivity – awareness of and respect for other people's feelings or values
5. Background knowledge – information already known that helps understand something
6. Incomplete – not whole or fully developed

Questions:

1. Why is English called a global language?
2. How did English spread around the world historically?
3. Why should English be studied together with culture?
4. What is the role of cultural sensitivity in international communication?
5. What does intercultural competence include?

ФАКУЛЬТЕТ МИСТЕЦТВ

Дизайн

Text 1. THE ROLE OF GRAPHIC DESIGN IN CONTEMPORARY VISUAL CULTURE

Graphic design plays a crucial role in shaping contemporary visual culture. In a world oversaturated with images, symbols, and digital messages, graphic designers act as visual communicators who organize information and transform ideas into meaningful visual forms. Graphic design is no longer limited to printed media; it has expanded into digital platforms, social networks, interactive environments, and virtual spaces.

Visual culture today is strongly influenced by technology, globalization, and rapid information exchange. As a result, graphic designers must consider not only aesthetics but also usability, accessibility, and cultural context. Every poster, logo, website, or mobile application reflects social values, political messages, and cultural identities. Through typography, color, composition, and imagery, designers influence how people perceive reality and interpret information.

One of the key functions of graphic design is visual storytelling. Designers use visual elements to guide the viewer's attention and create emotional responses. For example, minimalist design often conveys clarity and professionalism, while expressive typography and bold colors may communicate energy or rebellion. In advertising and branding, visual language helps build trust and recognition, shaping consumer behavior.

Another important aspect is the ethical responsibility of graphic designers. Since visual messages can manipulate emotions and opinions, designers must be aware of their social impact. Responsible graphic design promotes inclusivity, avoids stereotypes, and supports sustainable values. Designers are increasingly involved in social projects, environmental campaigns, and educational initiatives.

In contemporary visual culture, graphic design functions as a bridge between art, technology, and communication. It reflects the spirit of the time and responds to social changes. Therefore, understanding graphic design means understanding modern society itself, where visual literacy has become as important as textual literacy.

Vocabulary

1. Visual culture – візуальна культура
2. Visual communicator – візуальний комунікатор
3. Oversaturated – перенасичений
4. Visual literacy – візуальна грамотність
5. Aesthetics – естетика
6. Accessibility – доступність
7. Cultural context – культурний контекст
8. Visual storytelling – візуальне оповідання

9. Consumer behavior – споживча поведінка
10. Ethical responsibility – етична відповідальність

Questions

1. Why is graphic design important in contemporary visual culture?
2. How has the role of graphic design changed with digital technologies?
3. What elements influence how people perceive visual messages?
4. Why is ethical responsibility important for graphic designers?
5. How does graphic design contribute to visual literacy

Text 2. TYPOGRAPHY AS A CORE ELEMENT OF GRAPHIC DESIGN

Typography is one of the fundamental elements of graphic design and a powerful tool of visual communication. It is not simply about choosing beautiful fonts; typography shapes meaning, mood, and readability. Every typeface carries historical, emotional, and cultural associations that influence how a message is perceived.

In graphic design, typography performs both functional and expressive roles. On a functional level, it ensures clarity and accessibility of information. Proper spacing, hierarchy, and alignment help readers navigate a text easily. On an expressive level, typography conveys tone and personality. For example, serif fonts are often associated with tradition and reliability, while sans-serif fonts suggest modernity and simplicity.

Modern graphic designers work with typography across various media: print, web design, motion graphics, and user interfaces. Digital environments require special attention to responsiveness and screen readability. Designers must consider font size, contrast, and adaptability to different devices. Poor typographic choices can reduce usability and negatively affect user experience.

Typography is also closely connected to branding. Logotypes and corporate fonts create visual identity and help brands stand out in competitive markets. Consistent typographic systems reinforce brand recognition and emotional connection with the audience.

In addition, experimental typography has become an important creative direction in contemporary design. Designers break traditional rules, distort letters, and combine text with imagery to create expressive visual compositions. Such approaches are common in posters, album covers, and editorial design.

Understanding typography requires knowledge of typographic history, anatomy of letters, and compositional principles. For graphic design students, mastering typography is essential, as it forms the foundation of professional visual communication and artistic expression.

Vocabulary

1. Typography – типографіка
2. Typeface – гарнітура шрифту
3. Readability – читабельність
4. Visual hierarchy – візуальна ієрархія
5. Alignment – вирівнювання
6. Sans-serif / serif – беззрубковий / із зарубками
7. Brand identity – брендова ідентичність
8. Logotype – логотип
9. Experimental typography – експериментальна типографіка
10. Anatomy of letters – анатомія літер

Questions

1. Why is typography more than just choosing a font?
2. What is the difference between functional and expressive typography?
3. How does typography influence branding?
4. Why is typography important in digital design?
5. What skills should graphic design students develop in typography?

Text 3. COLOR THEORY AND EMOTIONAL IMPACT IN GRAPHIC DESIGN

Color is one of the most powerful tools in graphic design, as it directly affects emotions, perception, and behavior. Color theory helps designers understand how colors interact, contrast, and harmonize. It provides a scientific and psychological basis for making visual decisions.

Different colors evoke different emotional responses. For example, blue is often associated with calmness, trust, and stability, while red conveys energy, urgency, or passion. Green is linked to nature and sustainability, and yellow suggests optimism and creativity. Cultural context also plays an important role, as color meanings vary across societies.

In graphic design, color is used to establish hierarchy, emphasize key elements, and guide the viewer's attention. Designers create color palettes that support the message and identity of a project. In branding, consistent use of color strengthens recognition and emotional connection with the audience.

Digital graphic design introduces additional challenges related to color. Designers must consider screen calibration, accessibility for people with color vision deficiencies, and contrast standards. User interface design relies heavily on color to indicate actions, warnings, and navigation.

Color theory also supports creative experimentation. Complementary, analogous, and monochromatic schemes allow designers to explore different visual moods. Understanding these principles helps avoid visual chaos and ensures aesthetic balance.

For graphic designers, working with color is both a technical skill and an artistic practice. Successful use of color enhances communication, emotional resonance, and visual harmony, making it a core competence in professional design education.

Vocabulary

1. Color theory – теорія кольору
2. Emotional response – емоційна реакція
3. Color palette – кольорова палітра
4. Visual harmony – візуальна гармонія
5. Contrast – контраст
6. Branding – брендинг
7. Color perception – сприйняття кольору
8. Monochromatic scheme – монохромна схема
9. Complementary colors – комплементарні кольори
10. Accessibility standards – стандарти доступності

Questions

1. How does color influence emotions and perception?
2. Why is cultural context important in color usage?
3. How is color used to guide the viewer's attention?
4. What challenges does digital color design present?
5. Why should designers understand color theory?

Text 4. GRAPHIC DESIGN AND DIGITAL MEDIA: NEW CHALLENGES AND OPPORTUNITIES

The rapid development of digital media has significantly transformed the field of graphic design. Designers today work in dynamic environments where content must be interactive, adaptive, and user-centered. Websites, mobile applications, social media platforms, and digital advertising have become primary spaces for visual communication.

One of the main challenges in digital graphic design is user experience (UX). Designers must understand how users interact with interfaces and structure information accordingly. Visual hierarchy, navigation systems, and intuitive layouts are essential for effective digital products. Aesthetic appeal alone is not enough; functionality and usability are equally important.

Digital tools offer new creative opportunities. Motion graphics, animation, and interactive elements allow designers to create engaging and immersive experiences. Graphic design now intersects with fields such as web development, game design, and virtual reality. This interdisciplinary nature requires continuous learning and technological adaptability.

Another challenge is the speed of content consumption. Users scroll quickly and have limited attention spans. Designers must communicate messages instantly and clearly. Minimalist design, strong visuals, and concise typography are often used to capture attention.

At the same time, digital media democratizes design. Online platforms enable designers to share their work globally, collaborate remotely, and access international audiences. Freelancing and personal branding have become integral parts of a designer's career.

In digital media, graphic design evolves from static composition to interactive communication. This shift reshapes professional roles and educational approaches, emphasizing flexibility, creativity, and critical thinking.

Vocabulary

1. Digital media – цифрові медіа
2. User experience (ux) – користувацький досвід
3. Interactive environments – інтерактивні середовища
4. Visual hierarchy – візуальна ієрархія
5. Motion graphics – мушн-графіка
6. Interdisciplinary – міждисциплінарний
7. Attention span – тривалість концентрації уваги
8. Minimalist design – мінімалістичний дизайн
9. Content consumption – споживання контенту
10. Personal branding – особистий бренд

Questions

1. How has digital media changed graphic design practice?
2. Why is user experience important in digital design?
3. What new creative opportunities do digital tools provide?
4. What challenges do designers face due to fast content consumption?
5. How does digital media influence designers' careers?

Text 5. GRAPHIC DESIGN EDUCATION AND PROFESSIONAL COMPETENCE

Graphic design education plays a vital role in shaping professional competence and creative identity. Modern design education combines theoretical knowledge, practical skills, and critical thinking. Students learn visual principles, design history, digital tools, and project-based methodologies.

A key component of graphic design education is project-based learning. Students work on real or simulated design briefs, developing concepts, conducting research, and presenting visual solutions. This approach fosters problem-solving skills and prepares students for professional practice.

Contemporary education also emphasizes interdisciplinary connections. Graphic designers collaborate with marketers, programmers, educators, and artists. Understanding communication theory, psychology, and cultural studies enhances design thinking and conceptual depth.

Professional competence includes not only technical mastery but also soft skills: communication, teamwork, time management, and ethical awareness. Designers must be able to justify their decisions and adapt to client needs while maintaining creative integrity.

Digital literacy is another essential aspect. Graphic design students must constantly update their skills to keep pace with technological change. Lifelong learning becomes a professional necessity.

Ultimately, graphic design education aims to develop visually literate, socially responsible, and innovative professionals. Through education, designers gain the ability to shape visual environments and contribute meaningfully to contemporary culture.

Vocabulary

1. Design education – дизайн-освіта
2. Professional competence – професійна компетентність
3. Project-based learning – проектно-орієнтоване навчання
4. Design brief – дизайн-завдання
5. Problem-solving skills – навички розв'язання проблем
6. Interdisciplinary collaboration – міждисциплінарна співпраця
7. Soft skills – м'які навички
8. Ethical awareness – етична свідомість
9. Digital literacy – цифрова грамотність
10. Lifelong learning – навчання впродовж життя

Questions

1. What is the goal of graphic design education?
2. Why is project-based learning important for designers?
3. What soft skills are essential for graphic designers?
4. How does interdisciplinary collaboration influence design competence?
5. Why is lifelong learning necessary in graphic design?

Mycemybo

Text 1. WHAT IS ART?

Many people used to consider art to be paintings of fields with flowers, portraits of old-fashioned men in top hats, or pictures of bowls of fruit. However, art has changed drastically in the last century. Now, we accept everything as art. Computer game art, graffiti and video projections are accepted as types of art forms. Famous London art galleries like Tate Modern or Tate Britain often exhibit these contemporary categories of art. Let's discover some famous contemporary artists:

Have you heard of Banksy?

Banksy is a famous British graffiti artist from Bristol. He creates all his art in secret - in fact, no one knows his real name! Often, his paintings have a sense of humour behind them and he usually paints about controversial issues. You can see his art on walls, in zoos, on the street.

Have you heard of Hirst?

Damien Hirst is also from Great Britain. He is the richest artist in the country. He became famous after attending Goldsmiths University in London, and was very popular in the 1990s. He has used a lot of dead animals in his work, including dead sharks, sheep and cows. He is popular for his diamond-covered skull, which was shown in an art gallery for a limited amount of time.

Have you heard of Duchamp?

Marcel Duchamp was a French-American painter and sculptor. He is considered to be one of the most important artists of the 20th century as he has influenced many artists. He changed what was the 'normal' idea in the art world. Perhaps his most popular piece of work is simply a men's urinal that he decided to label as art. He did nothing to it. He didn't paint it, he didn't make it, he didn't alter it. He saw it and decided to call it 'Fountain'.

Have you heard of Eggleston?

William Eggleston is an American photographer who made modern colour photography acceptable as an art form. Before him, black and white photography was more popular. Eggleston's photographs are very 'American'. They contain lots of images of 'Coca-Cola, No Parking signs and palm trees.

Answer the question

Do you have a favourite painting or a favourite artist? Tell us about them.

Text 2. GRAFFITI: ART OR VANDALISM?

There is graffiti in almost every city in the world. Read this article to learn more about Britain's most famous graffiti artist.

Where do you expect to see graffiti? Probably not in a museum. Bristol Museum and Art Gallery, in the south-west of England, was the kind of place you went to see classical statues and stuffed animals in cases until the arrival of the 'Banksy versus the Bristol Museum' exhibition in the summer of 2009. The exhibition hosted more than 100 works by Banksy, one of the world's most famous graffiti artists.

Banksy is a man of mystery. He hardly ever gives interviews and likes to be anonymous. Nobody knows much about his life or his background but many people believe that his real name is either Robin Gunningham, Robert Banks or Robin Banks and that he was born in 1973 near Bristol.

Banksy's controversial 'street art' includes spray paintings on live sheep and cows and graffiti on the huge wall erected to divide Israel and Palestine. Brad Pitt spent over \$2 million on a Banksy original. Banksy designed an album cover for the Britpop group Blur in 2003 but he has refused at least four requests to do adverts for Nike. A year after the Bristol exhibition, Banksy made a film called *Exit Through the Gift Shop*. The film tells the story of a French street artist in America. *Exit Through the Gift Shop* received many positive reviews. Nobody knows if it was about a real artist or an invented character from Banksy's imagination.

Bristol isn't the only place in Britain to welcome graffiti. The DPM Park in Dundee, Scotland has the longest legal graffiti wall (almost 110m long) in the UK. Anyone can paint on the council-owned wall any time they like. Mike Crilley, the graffiti wall project organiser, promotes the positive side of graffiti and runs workshops for local children.

Is everyone doing graffiti? Can we do graffiti where we want these days? Not exactly. It's illegal to paint on somebody else's property so make sure you find a legal graffiti wall like the one in Dundee if you want to have a go.

Questions

1. Is there a lot of graffiti in your town or city?
2. Are there any famous street artists like Banksy where you live?

Check your understanding: true or false

1. The 'Banksy versus the Bristol Museum' exhibition was at a museum in Bristol.
2. Banksy likes to give interviews.
3. We don't know Banksy's real name.
4. Banksy has painted graffiti on animals.
5. *Exit Through the Gift Shop* was the name of a popular piece of graffiti.
6. Britain's longest legal graffiti wall is in Scotland.

Text 3. THE HISTORY OF GRAFFITI

The first drawings on walls appeared in caves thousands of years ago. Later the Ancient Romans and Greeks wrote their names and protest poems on buildings. Modern graffiti seems to have appeared in Philadelphia in the early 1960s, and by the late sixties it had reached New York. The new art form really took off in the 1970s, when people began writing their names, or 'tags', on buildings all over the city. In the mid seventies it was sometimes hard to see out of a subway car window, because the trains were completely covered in spray paintings known as 'masterpieces'.

In the early days, the 'taggers' were part of street gangs who were concerned with marking their territory. They worked in groups called 'crews', and called what they did 'writing' – the term 'graffiti' was first used by The New York Times and the novelist Norman Mailer. Art galleries in New York began buying graffiti in the early seventies. But at the same time that it began to be regarded as an art form, John Lindsay, the then mayor of New York, declared the first war on graffiti. By the 1980s it became much harder to write on subway trains without being caught, and instead many of the more established graffiti artists began using roofs of buildings or canvases.

The debate over whether graffiti is art or vandalism is still going on. Peter Vallone, a New York city councillor, thinks that graffiti done with permission can be art, but if it is on someone else's property it becomes a crime. 'I have a message for the graffiti vandals out there,' he said recently. 'Your freedom of expression ends where my property begins.' On the other hand, Felix, a member of the Berlin-based group Reclaim Your City, says that artists are reclaiming cities for the public from advertisers, and that graffiti represents freedom and makes cities more vibrant.

For decades graffiti has been a springboard to international fame for a few. Jean-Michel Basquiat began spraying on the street in the 1970s before becoming a respected artist in the '80s. The Frenchman Blek le Rat and the British artist Banksy have achieved international fame by producing complex works with stencils, often making political or humorous points. Works by Banksy have been sold for millions of pounds. Graffiti is now sometimes big business.

Vocabulary

1. Spray – спрей, розпилювач
2. Paints – фарби
3. Stencil – трафарет
4. Property – власність, майно
5. Springboard – трамплін, відправна точка
6. Vandal – вандал
7. Taggers – ті, хто залишає графіті-підписи (тегери)
8. Crews – команди, групи
9. Canvas – полотно

Answer the questions

What do you think about graffiti? Is it art or vandalism?

Are these ideas for or against graffiti? Circle for or against.

1. Graffiti is a way for people to express their ideas and feelings.
2. It is a waste of money cleaning it up.
3. Graffiti ruins public areas and makes children afraid to play in parks.
4. Graffiti makes a town look more attractive.
5. Why should one person decide what public property looks like?
6. Museums and art galleries now include graffiti in their collections.
7. Graffiti is art.
8. Graffiti is vandalism.

Text 4. NORTHERN IRELAND'S STREET ART

Belfast is a lively and exciting city known for its music, night life and university.

But it was once famous for something which made headlines around the world. Years of conflict known as the Troubles left thousands dead.

One community, who are mostly Protestant Christians, wanted Northern Ireland to remain part of the United Kingdom. The other community, who are mostly Catholic Christians, wanted it to join up with the Irish Republic. People on the extremes of both sides used violence.

Fortunately, those days are over. But these murals are a reminder of the past. They can be found all over Belfast, painted on walls and houses.

The art showed support for one side or the other and symbolised a divided community. But now many murals are being preserved as an important part of the city's history. I've come to meet Tim McCarthy.

Amandeep: Hi there, Tim. Hello, thanks so much for meeting me.

He has studied the murals and what they can tell us about the history of conflict here.

Amandeep: Tim, can you tell me about images like this?

Tim: Images like this are very common in working-class areas in Northern Ireland.

Amandeep: And what does it tell us about the history of the area?

Tim: Well, this particular community will have felt as if they were under pressure from the other community and therefore it contains a lot of defensive, militaristic kind of imagery.

Amandeep: And what about images from the other community?

Tim: You will find similar imagery, but the symbolism is very slightly different - a different use of colour but the content will be very similar.

Amandeep: And what is Belfast city like now?

Tim: Belfast is very different in the last few years. We've had a lot of investment, everyone feels better, feels more relaxed and a lot of the murals that are going up actually reflect this.

.....

New murals are appearing in the city. Many people feel these new images are more appropriate for a community which wants to leave the violent past behind.

People have been working hard to achieve a lasting peace in Northern Ireland. Many projects try to bring both sides closer together. Here at the Conway Community Centre, Tim is helping young people develop their skills and produce new artworks.

Young Woman: In Northern Ireland it's very important for there to be an arts scene. Because instead of violence, instead of expressing yourself through alcohol or drugs, you can turn to the arts scene. It's safe and it's a good form of expression.

Young Man 1: I think street art is important for any city because it gives the city a kind of character.

Young Man 2: Without art in a country it would be very dull.

Tim gave me a lesson in his style of street art.

Amandeep: Tim, how significant is the street art scene in Belfast today?

Tim: Well, it is quite small, but it's growing all the time with the help of the internet obviously, people can see what's happening globally and they want a little piece of that on their doorstep.

There is a saying that art reflects society. People here are glad that the new art murals reflect a more prosperous and peaceful Northern Ireland.

Vocabulary

1. A mural – мурал, настінний розпис
2. Imagery – образність, зображення
3. Christian – християнин
4. Militaristic – мілітаристський, воєнізований
5. Belfast – белфаст (столиця північної ірландії)
6. Lasting – тривалий, довготривалий
7. To want something on your doorstep – хотіти щось «під самим носом», поруч із домом
8. Investment – інвестиція

Questions

1. Is there any street art where you live? Have you ever created any street art?
2. How much street art is there where you live?
3. Have you ever created any street art?
4. Would you like to see more street art in your local area?

Text 5. GRAFFITI: CRIME OR CULTURE?

When you say the word “graffiti”, some people think of big, beautiful and colourful artwork whilst others think of mess that make our towns and cities look untidy and badly-maintained. Graffiti is art that is painted on walls and other public places. It is most often made with spray paint, which comes in a can. However, graffiti can be made with any type of paint or other material. Some people use real paint to make their art.

Graffiti can vary from a small “tag”; someone’s name written on a wall, to a very large mural, which covers a whole wall. Graffiti is much more common in urban areas. The artists argue that without graffiti, cities would just be grey and boring. Those who do not like graffiti say that it makes the city look messy. Some people also link graffiti to anti-social behaviour and gang culture.

Graffiti often has a social or political message which it shows in pictures or words or both. A famous British graffiti artist called “Banksy” creates street-art with very clear messages for society. His art is usually made with stencils and spray paint and often reverses the normal roles people have in society.

In the United Kingdom graffiti is illegal. People can be fined a lot of money if they are caught decorating public property. However, some towns and cities have “free walls,” these are places where graffiti is legal. “Free walls” are created to stop people doing graffiti in other places. In Colombia, graffiti is very popular even though it is illegal too. Lots of young people have the attitude that if there is a blank wall then an artist has the right to decorate it with graffiti. Lots of people get into trouble with the police because of this. In Colombia, graffiti often represents indigenous people and culture, but it is still seen as vandalism in the eyes of the law.

Answer the questions

Is graffiti common where you live? Do you think street art is beautiful or messy?

Text 6. NAIL ART

Nail art has become an international phenomenon and many are using their fingernails as a canvas to display creativity and personality. Instagram, Facebook and Pinterest are overflowing with people showing off their latest and at times, impossibly intricate designs. The important question is where did it all begin and how has the colour of your fingernails become just as, if not more important than the outfit you are wearing?

The history of nail polish and nail art dates back to 3000BC in China, India and Egypt. Plants were processed to create a dye that was used as a type of nail enamel, this was then applied and represented social class and wealth; deep colours such as red were worn by the rich and lighter paler colours were used by the poor. The Inca civilization even went as far as painting intricate animals on their nails to demonstrate which tribe they belonged to!

It wasn’t until the early 19th century that nail enamel was modernised into the nail polish that we see and know of today. The boom of the automobile industry introduced a wide selection of paints and colours which were soon adapted to be used on nails. The classic “moon manicure” was created and Revlon changed the colour recipe promoting pigments instead of dyes which further escalated the nail polish industry’s success.

It was only a matter of time before nail polish became a statement of personality and creativity. Rock, punk and goth groups wore black nail polish and the colour of your nails communicated the subculture you belonged to. Today, nail art is fully integrated into the fashion world, the application of gems, airbrushing, fine detail and nail extensions means that they can complete any look.

I personally love changing the colour and pattern of my nails to finish off my outfit and rather than seeing it as a chore I enjoy creating new designs. There is plenty of inspiration on the internet and with the latest introduction of metallic nail wraps everyone can get a professional finish in half the time!

Answer the questions

1. Do you paint your nails regularly?
2. How do you like to express your personality and creativity?

Text 7. IS DANCE A SPORT OR AN ART?

I have been dancing since I was 14 years old, when my best friend dragged me to an after-school dance class. I enjoyed that dance class so much that I have been dancing ever since. After every dance class, however, I always have to stretch out my legs and back, as dancing can be quite a tough workout! It feels like as much exercise as a contact sport or going to the gym – but dancing is not widely considered to be a sport. Does the fact that dancing is expressive and artistic mean that it is not a sport?

Many dancers would argue that dancing is a sport, as it requires great physical stamina, strong muscles and impressive flexibility. No matter what style of dance you are participating in, you will always be using all of your muscles while dancing and this can often be for several hours a day. Additionally, in the more traditional dance styles (such as ballet and contemporary dance), men often lift their female dance partners way up in the air. The strength that dancers need means that they are often just as athletic as footballers, runners or swimmers.

On the other hand, many people argue that dance is an art form. Dances often exhibit emotion, portray characters and tell stories. Dancing to music is creative and visually appealing to the eyes and ears, just like watching a play or a professional orchestra. The glittery costumes, the stage make-up and the big hairstyles are artistic and imaginative. It is easy to see why many people consider dance to be an art form.

I personally believe that dance is both a sport and an art. I believe that a great dancer will be a mixture of an athlete and an artist. You could have the strongest muscles in the world but not necessarily be a great dancer. Likewise, you could be a great actress who can portray emotions easily but you still might not be able to dance.

However, whether you consider dance to be an art or a sport, the important thing is to enjoy it! Dancing is a great way to make new friends and it's a really fun way to exercise!

Answer the questions

Have you ever been to a dance class? Do you think dance is a sport, an art or a bit of both?

Text 8. IS PHOTOGRAPHY AN ART?

I like to think of myself as a creative person with a head buzzing full of imagination, ideas and flashing light bulbs. One of my favourite pastimes is photography; having arrived in France on my year abroad all alone, it became a fantastic way to explore new places and even better that I didn't need to depend on anyone else to come with me. To say my camera has been put to good use is quite the understatement, and apart from the sheer size of it, I wouldn't change it for the world. As we continue to live in this tech-savvy digital age, I've started to question whether photography is an art and this is where my debate starts.

Yes, you can achieve almost any photograph with the vast array of settings that digital cameras have to offer and yes, they generally tend to be of a higher quality. But, what happens to the photographs after they are taken? In my experience, they are either stored on the computer and the minority are printed, uploaded onto social media websites for my friends to see or added to photography websites to receive some feedback or they are instantly deleted and never seen again. Ask yourself, when was the last time you had a batch of photos printed or made a scrapbook by hand?

Sometimes I think life would be much easier with a film camera. Call me old-fashioned but there really is an art to using this type of camera. Whereas digital cameras can hold thousands of pictures, films can only hold around 30, so you really do have to be selective and think carefully about the composition before snapping. With apps such as Instagram, all you have to do is add a filter and you're a photographer - what would be a dull picture of a coffee mug, suddenly becomes trendy. I'd be the first to put my hands up and say I have an Instagram account, but I just think that these apps take away the art of photography and individuality.

Answer the questions

1. Do you take a lot of photos? What do you do with your photos?

Text 9. THE TWO PABLOS

One was possibly the greatest painter of the twentieth century, the other was one of the greatest musicians and composers. Both were called Pablo, both were from Spain, both produced incredible work, both spent years abroad and both died in 1973. In the arts, Pablo Picasso and Pablo Casals are world-famous. Picasso worked in many different styles and produced thousands of works of art about different subjects, and created some of the most famous images of the twentieth century. Casals was a great performer, whose recordings continue to influence musicians today. Both lived very long lives, but their work will live even longer.

Pablo Picasso
the 3 a.m. genius

Picasso's mother said that her son's first word was 'piz', a short form of 'lapiz', the Spanish word for a pencil. The boy's father was an artist, and the house was full of pencils, paint and paper. From the age of five, Picasso drew everything he saw. He used to draw at school, at home, in restaurants, even in bed. He painted his first painting when he was seven and kept it for the rest of his life. He produced nearly 50,000 works.

In 1904, Picasso moved from Spain to Paris. He was twenty-three years old and so poor that he had to burn some of his paintings to keep warm. He used to pay his bills by giving people drawings instead of money. It was in Paris that Picasso became a great artist. His fortunes changed and he became successful. When he was famous, he once refused to sign a drawing in a restaurant, saying he was buying a meal not the whole restaurant.

As his fame grew, he continued to produce more and more art. He used to arrive at his studio in the afternoon and often worked until 3 a.m. He painted in many different styles and used everything around him in his art. His studio was full of old furniture, newspapers, bus tickets, bottles, plates, boxes and guitars. He left these objects on chairs, tables and the floor until eventually they appeared in his works.

Picasso lived a long life. He worked for over seventy years, and was still painting in his nineties. By the time he died, aged ninety-one, many people believed he was the greatest artist in history.

Pablo Casals
Ninety years of music

Pablo Casals was one of Spain's greatest musicians. His father was a music teacher and as a baby, Casals used to listen to his father playing the piano. By the age of six, Casals played the piano and the violin. One day, he saw someone performing on a cello. He immediately fell in love with the instrument, stopped playing the violin and the piano, and became a cello player.

For Casals, the cello was more than a hobby. From the age of thirteen, he used to start the day with a walk in nature. After this, he used to practise playing the same notes again and again, all before breakfast! One day, he was in a second-hand music store with his father when they found a sheet of cello music by Bach. They bought it and this changed Casals' life. He fell in love with Bach's music and later became famous for his performances of this composer's music.

When he was still a young man, Casals went to live in Paris. There, his fame as a musician and composer grew. He then travelled all over the world playing the cello. At the age of twenty-three, he even played for Queen Victoria in London. Sixty-two years later, when he was eighty-five, he played for President Kennedy in the White House.

Casals never stopped practising the cello, even as an old man. When he was in his nineties, an interviewer asked him why he still practised every day. Casals replied that it was because he thought he was getting better! By the time he died, aged ninety-six, Casals was loved all over the world and had influenced a generation of musicians.

Vocabulary

1. Musician – музикант
2. Arts – мистецтво
3. Performer – виконавець
4. Recording – запис
5. Painter – художник (живописець)
6. Style – стиль
7. Subjects – теми, сюжети
8. Composer – композитор
9. Works – твори
10. Image – образ, зображення

Questions

1. What does the text say about the artist's childhood, his father and how he started his career?
2. Why is the city of Paris mentioned? 3 What type of life was the artist living when he was twenty-three?
3. What were his work habits?
4. What was he still doing in his nineties?
5. In what ways were the two Pablos similar?
6. Do you know any other artists or performers who kept working when they were old?
7. Why do you think some people never want to stop working?

Text 10. WHAT IS CREATIVITY?

When we think about creativity, we often think of the world's most talented artists – people like Frida Kahlo, Einstein or Mozart. But you don't have to have more talent than everyone else to create something new and exciting. All you need is a little imagination and a bit of free time. You might not be very artistic, or even interested in art, so your painting skills may not be brilliant, but maybe you're a skillful and imaginative cook and enjoy creating new and original recipes. Or you could be someone who has brilliant ideas for solving problems at work. Maybe you show your

creativity in the clothes you wear, or perhaps you are keen on photography- maybe you use your photographic abilities to take pictures of your friends, then use your digital skills to change them and make interesting images. All of these are creative activities. And they are very important. When we look at the way that computers and technology are capable of doing many of the everyday jobs we used to do, it is easy to imagine that creativity is perhaps the most important skill for the future.

Vocabulary

1. Creativity – творчість
2. Creative – творчий
3. Create – створювати
4. Talented artists – талановиті митці
5. Talent – талант
6. Imagination – уява
7. Imagine – уявляти
8. Artistic – мистецький, художній
9. Art – мистецтво
10. Skillful – майстерний
11. Imaginative – винахідливий, з багатою уявою
12. Photography – фотографія
13. Photographic – фотографічний

Questions

1. In what ways are you talented?
2. How important is it to be creative in everyday life? Why?

Text 11. PUBLIC ART – LOVE IT OR HATE IT?

From the art we see painted on the walls of our cities to the huge sculptures we might find outside a museum, public art is everywhere. In the past, public art often meant statues of historical figures. These days, all kinds of fantastic art has moved outside art galleries, where it has more space and a bigger audience. Public art is for everyone. It's free and you don't need to buy a ticket. It can also help to create a city's identity. For example, Louise Bourgeois's Maman, a sculpture of a giant spider, outside the Guggenheim Museum, has become a symbol of Bilbao, Spain. Anthony Gormley's outstanding sculpture The Angel of the North is similarly popular with visitors to the north of England. However, not everybody likes public art. Some say it's a waste of money. Others think it's ugly. One example is graffiti. Some say it's art and others say it's vandalism. What do you think?

Answer the questions

1. What are the benefits of public art? Why do some people dislike it?
2. Is there public art where you live? What do you think of it?

Text 12. WHAT DO ARTISTS DO ALL DAY?

Narrator: Yinka Shonibare is a British-Nigerian artist working in the UK. His art takes many different forms: sculpture, painting, photography and film-making. Yinka is designing a sculpture for the Stephen Friedman Gallery. It's the art gallery's 20th anniversary, and it has supported Yinka since the start of his career.

Yinka: So, I'm doing this rather surreal piece. I'm doing a sketch of this kind of man celebrating and he's got all these balloons pulling him up. So, that's Balloon Man I'm actually doing.

Narrator: Yinka works with a team of craftspeople across the UK. They help him create his art works. His sketches for Balloon Man go to a studio in south London. Nigel Schofield has worked with Yinka for more than ten years.

Nigel: We get the sketch from Yinka and you try and get the flavour of what he's trying to get across. This is a guy who's being lifted off the floor by balloons.

Narrator: First, Nigel photographs himself hanging in the air like Balloon Man. Next, Nigel and his team use the photographs to help them create the basic structure of the sculpture. This helps them make sure the figure is realistic. Once Nigel has finished, the sculpture is sent to costume maker, Miranda Curran.

Miranda: What's great is that ... there's a lot more sort of artistic freedom for me as a maker because I can ... You know, I'm given the fabrics and then I can work with them and do what I like with them, which is a really lovely way to work.

Narrator: Like many of Yinka's sculptures, Balloon Man is dressed in brightly coloured African fabric. Yinka hasn't seen the finished sculpture yet, so the team move it into the main studio.

Yinka: I'll just stand back a bit. Let's have a look. Yeah, that's looking ... That's looking good. I'll just have a look here.

Narrator: After some last-minute changes, Balloon Man is finished and ready to go to the gallery.

Stephen: Welcome.

Yinka: Ah, Stephen. OK.

Stephen: Here we are.

Yinka: Wow.

Stephen: What do you think?

Yinka: That's looking good.

Stephen: Right at the centre in the front room, of course. Where you belong.

Yinka: It's really great, actually, that you've got it just on its own in the middle. Yeah. It's a celebratory piece.

Stephen: It's exciting, it's fun, it's engaging. It's everything a work of art should be.

Answer the questions

1. How does Yinka feel about his artwork when it is finished?
2. Do you like this kind of artwork? Why/Why not?
3. Do know of any other artists who have interesting work practices?
4. Are there any well-known art galleries where you live? Have you visited these or any others?
5. Do you ever buy art? What kind of art do you like?

Text 13. DAVID HOCKNEY – A LIFE OF COLOUR

David Hockney is considered by many to be one of the most creative artists. His work is very colourful and imaginative. When Hockney was a young boy, he used to watch his father painting old bicycles. He knew immediately that he wanted to spend his life doing art. However, at school art was not considered a serious subject, and it was only taught to students who weren't very talented in other areas. But Hockney was determined to study art. He spent a lot of time doing drawings with pencils and pens, in order to develop his skills. At the age of sixteen, he decided to go to art school. He worked hard all his life, often spending days and nights in his studio painting. He wrote a sign at the end of his bed which said, 'Get up and work immediately.' He worked in different styles and using

different media. Later in his career, he used technology, like iPads, to produce his images. His works have been enjoyed by art lovers for many years now, and they are shown in art galleries around the world.

Vocabulary

1. Artistic – мистецький, художній
2. Drawings – малюнки
3. Creative – творчий
4. Talent – талант
5. Photography – фотографія
6. Venue – місце проведення (подія, концерт, виставка)
7. Skill – майстерність, вміння
8. Styles – стилі
9. Subject – тема, сюжет
10. Painting – живопис, картина
11. Imaginative – винахідливий, з багатою уявою
12. Painter – художник, живописець
13. Studio – студія, майстерня

Text 14. ART IS MORE THAN A PAINTING

When we think of art, we often imagine a painter - someone who sits in a studio – creating a painting and then showing it to people at a city art gallery together with paintings by other people. But there are some unusual artists who do very different things. There's Erika Iris Simmons, whose subjects are famous musicians. She creates images of them using the thin, brown tape from the musicians' cassette (those things people used to listen to before CDs and MP3s). Then, there's Salavat Fidai, whose works of art are made from a pencil, but they're not drawings made with a pencil. The pencil is the art. Fidai first makes design? of something or someone. He then uses a knife to cut the end of a pencil into the same shape. The person or thing is tiny, but perfect! And then there's Brian Dettmer, who uses a knife on old books and turns them into something new. So, there are many different ways of creating art and many different styles to enjoy.

Vocabulary

1. Painter –художник, митець
2. Studio – студія
3. Art gallery – художня галерея, арт-галерея
4. Subjects – предмети
5. Works – роботи
6. Drawings – малюнки, креслення
7. Design – дизайн
8. Styles – стилі

Text 15. PHOTOGRAPHS THAT TELL A STORY

Look at photos in any gallery and you'll see something interesting, but look at a Gregory Crewdson photo and you'll feel like you're at the cinema. Crewdson's photos are sometimes compared to the paintings of Edward Hopper. They both show regular scenes from everyday life in the USA and

they both build stories in our minds. What's different is that Crewdson's photos show real life, but also something not real. Something strange.

Crewdson studied art at Yale University, and is now a professor of photography there. Many photographers take photos of people, places or events at the time they happen, and feel both lucky and happy when they get the perfect image. Crewdson takes time to plan every detail of his photographs before he takes them. He wants to be sure that everything in the photo will be perfect. He doesn't work alone or with a small team like many photographers do. He has a huge group of people working with him, including actors that appear in the pictures. Some photographers will only take photos of what is around them. Crewdson creates a scene a bit like a film, with special lights, and things he brings in, like old cars, or rain from a machine.

Crewdson often takes his photos when day meets night, because he believes that unusual things can happen at this time – things that might not be quite real. In a lot of his photographs, people do strange things, often without understanding why. He says that the film *Close Encounters of the Third Kind* from the 1970s gave him this idea. In this film, a character makes shapes of mountains from things around him, but he doesn't know why.

Crewdson's photos make us feel like the people in the photos. They're often worried or frightened because they don't understand something happening around them. In one photograph, we see a man on his hands and knees in the living room of his home, looking at a hole in the floor. A purple light is shining up through the floor. There are four other holes with light in the room too. Who made the holes? What's under the floor? What's creating the light? When we see this, we start imagining stories about why. This is exactly what Crewdson wants.

Choose the correct option (a–c).

1. The writer says Crewdson and Hopper are similar
 - a. because their art includes unusual activities.
 - b. because their art shows normal life.
 - c. because their art looks like a film.
2. Crewdson's works are different from Hopper's
 - a. because we can only see them in cinemas.
 - b. because they include something unusual.
 - c. because they show a different country.
3. The writer says that many other photographers
 - a. studied the arts at a university.
 - b. plan when to take their pictures.
 - c. feel pleased if they get an amazing photo.
4. Why is Crewdson different to other artists?
 - a. He knows what will be in his photos before he takes them.
 - b. He works with a small number of staff.
 - c. He only uses things that he can find in the area.
5. In many of Crewdson's photos, the subjects
 - a. make strange things from materials around them.
 - b. enjoy the evening because new things happen.
 - c. are unsure why they're doing certain things.
6. The feelings people have in the photos make us
 - a. ask questions about the photos.
 - b. think of reasons for the feelings.
 - c. experience the same feelings.

Text 16. WE CAN ALL TAKE AMAZING PHOTOS

If you have a camera on your phone, you can be a great photographer. All you need is an interest in photography, a little understanding of your camera and a bit of imagination. As soon as you see something interesting, take out your phone and take a picture. Not even the most talented artists were great at first, so don't feel bad if you don't create brilliant photos immediately. Look at photos online and notice what makes them good. Do the same thing with your own photos. You'll soon find that your skills improve. And remember – practice makes perfect.

HOW TO BE A CREATIVE THINKER

How to be a creative thinker I'm not the most creative person in the world, or even in my family. Creativity isn't something I was born with, but I've become more imaginative since I read an interesting article called 'How to improve your imagination'. I used to be someone who didn't want to try new ideas in case something went wrong. I didn't pay attention to things creative people did, and I was probably the worst person I know at taking time off from work. But the article made me change my ways. I've become more talented when more carefully thinking of new ideas. I listen to the ideas of creative people, so I can use some of them myself. I've also become better at taking time off from work, so I have the time to think. In fact, I feel great these days. I'm much more relaxed and much less stressed.

CREATIVE SCIENCE

When we think of creativity, we usually think of the arts, not science. Science, we often think, is about doing experiments that follow rules, and looking at a lot of data. But these activities only describe one part of science. Before scientists can test their ideas and look at data, they first need to think of ideas, and this needs a lot of imagination. Albert Einstein once described the greatest scientists as artists.

Just look at the winners of the Ig Nobel Prize, and you'll see just how creative scientists can be. These prizes are given to scientists who did research which first makes people laugh, and then makes them think. They might seem to be just fun experiments, but many actually produce very useful results.

For example, there was a group of scientists who won the Ig Nobel Prize for their study of drivers shouting and getting angry with other drivers. It might seem funny, but it's important to understand this better for road safety. There were also the three prize-winning scientists who did some research where people listened to other people eating. They discovered that there is a medical problem called misophonia. For some people, the sound of people eating is really stressful and can make them ill.

For those scientists to get such results, they needed to have an idea, and that idea needed creativity. Some people are worried that there's too much of a focus on exams in school science and not enough on creativity, and so young people are getting the wrong idea about what science is. They're not developing the imagination they need to work in science, and they're becoming less interested in the subject because it doesn't seem very interesting. This often means students stop studying science as soon as they finish school. Many scientists think that more time for creativity in science lessons will help young people to develop creative skills, enjoy science more and continue to study science at university.

Just go online and you can see the number of creative science videos which show presenters creating strange and wonderful things that make you shout 'Wow!' There are probably many science

teachers doing similar things in their classroom for their students. The question is how we make sure that all science lessons include this kind of creativity to get young people to see just how imaginative science can be.

What is the writer's main point?

- a. We should give awards to the scientists who do the most creative work.
- b. Schools should teach creativity in science and not just prepare students for tests.
- c. It's important for scientists to study art.

Complete each sentence with one or two words.

- a. The writer believes that we usually connect creativity more to than science.
- b. Albert Einstein compared scientists to
- c. The writer uses the example of the Ig Nobel Prize to show that science can be fun as well as serious.
- d. Some scientists studied the problem people have with the of other people eating.
- e. Many scientists think that more people will take science subjects at if itis taught at school with more creativity.
- f. The writer asks how we can check that all school are creative.

Музыка

Text 1. THE ROLE OF MUSIC IN CONTEMPORARY CULTURE

Music plays a central role in contemporary culture, serving as a powerful form of artistic expression and social communication. In modern society, music accompanies people in everyday life, from personal listening experiences to large-scale public events. It reflects social values, historical moments, and emotional states of individuals and communities.

Contemporary music culture is characterized by diversity of genres and styles. Classical music coexists with popular, electronic, jazz, folk, and experimental forms. Digital technologies have transformed how music is created, distributed, and consumed. Streaming platforms allow instant access to music from different cultures, contributing to globalization and cultural exchange.

Music functions as a means of identity formation. People often associate themselves with certain musical genres that express their worldview, emotions, or social belonging. National and ethnic music traditions preserve cultural heritage, while modern interpretations help adapt them to contemporary contexts.

Another important role of music is its emotional and psychological impact. Music can influence mood, reduce stress, inspire creativity, and support emotional healing. Because of this, music is widely used in therapy, education, and social programs.

In contemporary culture, music also acts as a medium of protest and social commentary. Musicians address political issues, inequality, and environmental problems through lyrics and sound. Thus, music is not only entertainment but also a form of dialogue between artists and society.

Vocabulary

1. Contemporary culture – сучасна культура
2. Artistic expression – художнє самовираження
3. Cultural exchange – культурний обмін
4. Musical genre – музичний жанр
5. Identity formation – формування ідентичності
6. Cultural heritage – культурна спадщина
7. Emotional impact – емоційний вплив
8. Music therapy – музикотерапія
9. Social commentary – соціальний коментар
10. Public events – публічні події

Questions

1. What role does music play in contemporary culture?
2. How do digital technologies influence music consumption?
3. Why is music important for identity formation?
4. How does music affect emotions and mental state?
5. In what ways can music act as social commentary?

Text 2. MUSICAL PERFORMANCE AS ARTISTIC COMMUNICATION

Musical performance is a unique form of artistic communication that connects the performer, the composer, and the audience. Through performance, written musical texts come to life, gaining emotional depth and individual interpretation. Every performance is a creative act shaped by the performer's skills, experience, and artistic vision.

Interpretation plays a key role in musical performance. Musicians make decisions about tempo, dynamics, articulation, and phrasing. These choices influence how the audience perceives the musical work. Even the same piece can sound different depending on the performer's personality and cultural background.

Stage presence and non-verbal communication are also essential elements of performance. Body language, facial expressions, and movement contribute to the emotional impact of music. In vocal and instrumental performance, technical mastery must be combined with expressive freedom.

Performance traditions vary across musical styles. Classical performance often emphasizes accuracy and fidelity to the score, while jazz and popular music allow more improvisation and personal expression. Contemporary performance practices increasingly blend genres and experiment with form.

For students of musical art, developing performance competence involves regular practice, critical listening, and reflection. Musical performance is not only about technical skill but also about communication, emotional honesty, and artistic responsibility.

Vocabulary

1. Musical performance – музичне виконання
2. Artistic communication – художня комунікація
3. Interpretation – інтерпретація
4. Tempo – темп
5. Dynamics – динаміка
6. Phrasing – фразування

7. Stage presence – сценічна присутність
8. Non-verbal communication – невербальна комунікація
9. Improvisation – імпровізація
10. Performance tradition – виконавська традиція

Questions

1. Why is musical performance considered a form of communication?
2. What role does interpretation play in performance?
3. How do non-verbal elements influence musical performance?
4. What is the difference between classical and jazz performance traditions?
5. What skills should music students develop for successful performance?

Text 3. MUSIC THEORY AS THE FOUNDATION OF MUSICAL CREATIVITY

Music theory provides the structural foundation for musical creativity and professional competence. It includes the study of harmony, melody, rhythm, form, and musical notation. Understanding theoretical principles allows musicians to analyze, interpret, and create music consciously.

Harmony and tonality shape the emotional character of music. Chord progressions can create tension, resolution, or ambiguity. Rhythm organizes musical time and gives music its movement and energy. Musical form structures compositions, guiding the listener through contrasting and recurring sections.

Music theory also supports improvisation and composition. Knowledge of scales, modes, and harmonic patterns enables musicians to create coherent musical ideas. In contemporary music, theory helps integrate traditional and experimental approaches.

In music education, theory is closely connected to practice. Analytical skills improve performance accuracy and interpretative depth. Students who understand musical structures can communicate more effectively with other musicians.

Although some consider music theory abstract or complex, it is an essential tool for creative freedom. By mastering theory, musicians gain control over musical language and expand their expressive possibilities.

Vocabulary

1. Music theory – теорія музики
2. Harmony – гармонія
3. Melody – мелодія
4. Rhythm – ритм
5. Musical form – музична форма
6. Tonality – тональність
7. Chord progression – акордна послідовність
8. Improvisation – імпровізація
9. Composition – композиція
10. Analytical skills – аналітичні навички

Questions

1. Why is music theory important for musicians?
2. How do harmony and rhythm influence musical expression?
3. How does music theory support improvisation and composition?

4. Why is theory connected to musical practice?
5. What advantages does theoretical knowledge give to musicians?

Text 4. THE INFLUENCE OF TECHNOLOGY ON MODERN MUSICAL ART

Technology has profoundly influenced modern musical art, transforming both creative processes and performance practices. Digital audio workstations, synthesizers, and music software have expanded the possibilities of sound production. Today, composers and performers can experiment with timbre, texture, and structure in new ways.

Recording technology has changed how music is preserved and shared. High-quality recordings allow music to reach global audiences. At the same time, live performance remains important, offering unique emotional experiences and interaction.

Technology also affects music education. Online platforms, virtual instruments, and interactive applications support distance learning and self-study. Students can analyze recordings, practice with digital tools, and collaborate remotely.

However, technological development raises artistic and ethical questions. Some critics argue that excessive reliance on technology may reduce live musicianship or originality. Others see technology as a natural extension of musical creativity.

In contemporary musical art, the challenge lies in balancing tradition and innovation. Technology should serve artistic goals, enhancing expression rather than replacing human creativity.

Vocabulary

1. Digital audio workstation (DAW) – цифрова аудіоробоча станція
2. Sound production – створення звуку
3. Timbre – тембр
4. Recording technology – технології звукозапису
5. Live performance – живе виконання
6. Distance learning – дистанційне навчання
7. Virtual instruments – віртуальні інструменти
8. Creative process – творчий процес
9. Artistic innovation – художні інновації
10. Musicianship – музикантська майстерність

Questions

1. How has technology changed modern musical art?
2. What advantages do digital tools offer musicians?
3. How does technology influence music education?
4. What concerns are associated with technological development in music?
5. How can musicians balance technology and tradition?

Text 5. MUSIC EDUCATION AND THE FORMATION OF PROFESSIONAL IDENTITY

Music education plays a crucial role in shaping professional identity and artistic competence. It combines technical training, theoretical knowledge, and cultural awareness. Through education, students develop not only musical skills but also personal and professional values.

A key principle of modern music education is holistic development. Students learn performance, theory, history, and pedagogy. Ensemble work fosters cooperation, listening skills, and responsibility. Individual lessons support personal artistic growth.

Music education also emphasizes reflection and self-expression. Students are encouraged to analyze their progress, explore different styles, and form their own artistic voice. Creative projects and public performances prepare students for professional life.

Professional identity in music includes ethical responsibility and social engagement. Musicians contribute to cultural life, education, and community development. They act as cultural mediators between tradition and innovation.

Ultimately, music education aims to prepare flexible, creative, and socially aware professionals capable of adapting to changing cultural and technological conditions

Vocabulary

1. Music education – музична освіта
2. Professional identity – професійна ідентичність
3. Artistic competence – художня компетентність
4. Ensemble performance – ансамблеве виконання
5. Self-expression – самовираження
6. Creative project – творчий проєкт
7. Cultural mediator – культурний посередник
8. Ethical responsibility – етична відповідальність
9. Artistic growth – художній розвиток
10. Social engagement – соціальна залученість

Questions

1. What is the purpose of music education?
2. How does ensemble work contribute to professional development?
3. Why is self-reflection important for music students?
4. How does music education shape professional identity?
5. What social roles do professional musicians perform?

Text 6. MUSIC

There are so many ways to discover, buy and listen to music. What's the best way? Read more to find out about the exciting music culture in the UK!

Do you download music? Do you buy CDs? Do you listen to music on your phone? Do you prefer to watch music or just to listen? What about the old-fashioned radio? Have you ever seen your favourite band or

singer perform live? There are so many ways to discover, buy and listen to music!

Music videos

British teenagers like to watch their music online. Watching music on video streaming sites on the internet is now more popular than listening to the radio with young British people. Popular videos can quickly become extremely popular internationally. Justin Bieber's song 'Baby' was the most watched music video on YouTube until 2012. Then, PSY's 'Gangnam Style' became the first video to get a billion views. Now, it's quite common for videos to pass the billion mark. Things can change quickly on YouTube!

Downloading music

Downloading music is a popular choice for young Brits. The BPI (an organisation which promotes the interests of British music) says that people in the UK prefer downloading singles rather than albums. In the UK you can download a single for about £1 and an album for around £10. Using file-sharing websites to download music is often illegal of course but some people still continue to get their music this way. Record companies and many musicians are very unhappy that people can listen to their music without paying for it.

Live music

The O2 in London is the second largest live music arena in Europe. There you can see world-famous bands such as One Direction, Justin Bieber, Scissor Sisters, Prince, The Rolling Stones, Elton John, and Take That. This massive stadium has space for 20,000 people. It also has 548 toilets! Tickets are not cheap. You can pay more than £50 to see a concert at The O2.

What about free live music? There are music festivals across Britain every year that are completely free of charge. Last year more than 150,000 people went to the Tramlines free music festival in Sheffield in the north of England. The two-day festival is held every July. Last year there were 900 performances in total including local bands as well as music from all over the world.

Music on TV

The X Factor is a British television music competition to find new talented singers. The 'X Factor' of the title refers to the difficult-to-define quality that makes a star. The show began in 2004 and is still popular. X Factor singers perform on a stage in front of the judges and a live audience. After the performance the audience at home can vote by phone for their favourite acts. Many winners then go on to get a UK number one single. But you don't have to win The X Factor to become famous: One Direction, the massively popular British boy band, competed in 2010 but they didn't win, they came third!

What kind of music?

What are you and your friends listening to these days? Hip hop, dance, rock, heavy metal, rap, urban, reggae ... individual tastes are very varied amongst British teenagers. If a type of music exists then there's somebody who likes it. But a shopping centre in Birmingham, central England, recently discovered what kind of music some local teenagers don't like. This is what happened: shoppers and shop owners complained to the police about teenagers behaving badly in the shopping centre. When a new sound system started playing Bach, Mozart and Beethoven, the antisocial behaviour stopped. The young people causing problems had gone! Classical music was clearly not popular with these particular teenagers.

Questions

1. Are you listening to music as you read this?
2. What do you think is the best way to find and listen to music?
3. What kind of music do you listen to?
4. Should music be free?

Check your understanding: true or false

1. British teenagers prefer the radio to YouTube videos.
2. Lots of people in the UK download music.
3. The O2 is the largest live music venue in the world.
4. There are free music festivals in the UK every year.
5. One Direction didn't win a television music competition.
6. Classical music helped to solve a problem in a British shopping centre.

Text 7. WORLD MUSIC DAY

World Music Day, on 21 June, is a global celebration of music. Read about how this special day started and how it's celebrated worldwide.

You may already know 21 June as the date of the summer solstice (or the winter solstice if you're in the southern hemisphere), but did you know that World Music Day also takes place annually on this day?

What is World Music Day?

This special day for music originated in France and was first celebrated in Paris in 1982. Since then, its popularity has spread all over the globe, and now World Music Day is celebrated on the same day in more than 1,000 cities in 120 countries, including India, Italy, Australia, Peru, Canada, the UK and Japan. This festival has different names in different countries, for example 'La Fête de la Musique' in France, 'Make Music Day' in the UK, 'Festa della Musica' in Italy or 'Swieto Muzyki' in Poland.

How did World Music Day start?

Back in 1982, a survey in France showed that five million people (approximately 9 per cent of the population at the time) played a musical instrument. The Minister for Art and Culture, Jack Lang, and Maurice Fleuret, a composer, decided to find a way to get as many people as possible playing music for everyone to hear. They launched 'La Fête de la Musique'. There is a play on words in the name: La Fête de la Musique means 'Music festival' and 'Faites de la musique' (pronounced in the same way) means 'Make music!'

What happens on World Music Day?

On this day, people listen to and play music in their local area. You can listen to music in the street, outside bars and cafés, in parks and other public spaces. You don't have to pay for these concerts – the musicians play for free. World Music Day encourages all amateur and professional musicians, young and old, to perform and it aims to make all genres of music available to the public.

What sort of music can you hear on World Music Day?

As all music genres are encouraged on World Music Day, you could listen to a jazz band, a rock group, an orchestra, a choir, a samba band, a reggae sound system or a techno DJ ... whoever happens to be playing in your local area. It's a great way to discover types of music that you didn't know – for free!

What about online events for World Music Day?

If there are no World Music Day events where you live or if you are unable to attend face-to-face, there are lots of online events which take place on this special day. Live-streamed events such as the day-long Make Music Global Livestream make it possible to discover and enjoy live music from all over the world. Happy World Music Day!

Vocabulary

1. The summer solstice – літнє сонцестояння
2. The globe – земна куля
3. A survey – опитування, дослідження
4. A composer – композитор
5. To launch something – запускати щось, розпочинати
6. An amateur – аматор, любитель
7. A genre – жанр
8. A live stream – пряма трансляція

Answer the questions

Do you sing or play a musical instrument? What type of music do you like listening to?

Text 8. MUSIC AND SOCIAL MEDIA

Interviewer: Hi, Jordan.

Jordan: Hi.

Interviewer: Thanks for talking to me today. Erm. What would you like to talk about?

Jordan: Today I was going to talk about music and, erm, how it's changed in terms of distribution and influence on social media in today's generation.

Interviewer: Great.

Jordan: Erm, so, I'm a big fan of music. I grew up listening to it on the radio and my mum's old CDs in the car. And, erm, it's funny how growing up you see how in today's digital age and generation, how music is distributed and shared. Erm, when I was young and my parents were young, you'd only ever hear music on the radio or on television on *Top of the Pops*. But nowadays, music gets shared around all the time on YouTube and Twitter and Instagram. As an artist myself, I found it really interesting how, erm, songs are going viral and acts are breaking not from a prime slot on a television show but just by, erm, music gaining heat online, getting shared around and numbers exponentially growing. Er, it's also made things very difficult because the pool's so much bigger now – everybody's doing it. Er, but, equally, you could have a hit in your bedroom as some, many people, many artists are. They have one song that goes online, a DJ ends up playing it in a club and, er, it goes viral overnight. And it's a great, and a lot of people are making a career that way, erm, which I just find really interesting. As a musician myself, I'm making a lot more of my music from a home studio because it's more accessible for a lot more people now.

Interviewer: Do you think the changes are for the better or for the worse?

Jordan: Er, I'm interested to see how it goes. I think in many ways it's a good thing because it opens lots of doors to many people that otherwise wouldn't be able to afford studio time and being able to get their creativity in the best possible format it can be. But, equally, I think there are negatives to it because the opportunities are getting less and less, and people's interests and hopes for instant gratification are having a detrimental effect on the ability of making new music. Erm, there's not much time given to be able to really make your craft and sonically engage in an audience 'cause you don't have long enough, you don't have their attention long enough, for them to really listen and invest in your development.

Interviewer: Right. And what, which is your favourite platform for putting your music out?

Jordan: My favourite platform is YouTube because, erm, that's where most of my subscribers are, and what I do is every week on my channel I put out covers of my most favourite songs and the most famous artists of the songs that are doing really well. So that's how I'm able to garner more fans and subscribers over to my channel, so they can hear more of my music and through that they are able to hear my original music as well.

Interviewer: Uh huh. Do you want to mention the name of your channel in case our listeners want to subscribe?

Jordan: Sure. My channel's called JordanClarke500 [note from the LearnEnglish Team: Jordan's channel has changed to JJ Clarke], erm ...

Interviewer: Clarke with an 'e'?

Jordan: Yes, it's JordanClarke (with an e) 500.

Interviewer: Ha ha.

Jordan: You'll find covers and some original material on there. And you can find out more about me. So, yeah, please check it out!

Interviewer: Great. Thanks so much, Jordan.

Jordan: Thank you.

Answer the questions

What do you think? What are the positive and negative effects of social media on music?

Образотворче та декоративне мистецтво

Text 1. FINE AND DECORATIVE ARTS IN CULTURAL HERITAGE

Fine and decorative arts play an essential role in preserving and transmitting cultural heritage. Through painting, sculpture, ceramics, textiles, and ornamental design, artists reflect the history, beliefs, and values of their societies. Decorative art objects often combine aesthetic beauty with practical function, making them an integral part of everyday life.

Unlike purely fine art, decorative art is closely connected to craftsmanship and material culture. Traditional techniques such as embroidery, wood carving, pottery, and metalwork are passed down from generation to generation. These practices preserve national identity and regional artistic styles.

In contemporary culture, fine and decorative arts continue to evolve. Artists reinterpret traditional forms using modern materials and concepts. This dialogue between tradition and innovation allows decorative arts to remain relevant in modern artistic practice.

Museums, galleries, and cultural institutions play a key role in protecting decorative art heritage. Through exhibitions and educational programs, they promote appreciation of artistic craftsmanship and cultural diversity.

Thus, fine and decorative arts are not only artistic expressions but also important cultural documents that connect the past with the present.

Vocabulary

1. Decorative arts – декоративне мистецтво
2. Cultural heritage – культурна спадщина
3. Craftsmanship – майстерність, ремесло
4. Ornamental design – орнаментальний дизайн
5. Material culture – матеріальна культура
6. Traditional techniques – традиційні техніки
7. National identity – національна ідентичність
8. Reinterpret – переосмислювати
9. Exhibition – виставка
10. Artistic expression – художнє вираження

Questions

1. What role do fine and decorative arts play in cultural heritage?
2. How do decorative arts differ from fine arts?
3. Why are traditional techniques important?
4. How do contemporary artists reinterpret decorative art?
5. What is the role of museums in preserving decorative arts?

Text 2. PAINTING AS A FORM OF VISUAL EXPRESSION

Painting is one of the oldest and most expressive forms of visual art. Through color, composition, and texture, artists convey emotions, ideas, and personal experiences. Painting allows for both realistic representation and abstract interpretation of reality.

Different painting styles reflect historical periods and artistic movements. Realism focuses on accurate depiction, while impressionism emphasizes light and atmosphere. Abstract and contemporary painting explore form, color, and concept rather than recognizable images.

In fine art education, painting develops visual thinking and artistic sensitivity. Students learn to work with color theory, perspective, and composition. Painting also encourages experimentation and individual artistic voice.

Modern painters often combine traditional techniques with new media. Mixed media, digital painting, and installation art expand the boundaries of classical painting.

Thus, painting remains a dynamic and evolving form of visual expression that reflects both personal creativity and cultural context.

Vocabulary

1. Painting – живопис
2. Visual expression – візуальне вираження
3. Composition – композиція
4. Texture – фактура
5. Realistic representation – реалістичне зображення
6. Abstract art – абстрактне мистецтво
7. Artistic movement – художній напрям
8. Perspective – перспектива
9. Mixed media – змішані техніки
10. Individual style – індивідуальний стиль

Questions

1. Why is painting considered a powerful form of expression?
2. How do different painting styles reflect historical periods?
3. What skills do students develop through painting?
4. How do modern painters expand traditional techniques?
5. Why is individual artistic voice important in painting?

Text 3. DECORATIVE ART AND MATERIAL TECHNIQUES

Decorative art is closely connected to materials and techniques. Artists carefully select materials such as clay, wood, glass, fabric, or metal, as each material has unique expressive qualities. The choice of material influences the form, texture, and meaning of the artwork.

Traditional decorative techniques include ceramics, weaving, embroidery, glass painting, and mosaic. These forms require precision, patience, and deep knowledge of materials. Decorative art often reflects regional traditions and local resources.

In contemporary decorative art, artists experiment with unconventional materials and sustainable practices. Recycled materials and eco-friendly design have become important trends. This approach connects decorative art with environmental awareness.

Educational programs in decorative art emphasize hands-on practice. Students learn to respect materials and master technical processes while developing creative ideas.

Decorative art thus combines artistic imagination with technical skill, making it a unique field within visual arts.

Vocabulary

1. Material – матеріал
2. Decorative technique – декоративна техніка
3. Ceramics – кераміка
4. Weaving – ткацтво
5. Embroidery – вишивка
6. Mosaic – мозаїка
7. Sustainable design – сталий дизайн
8. Recycled materials – перероблені матеріали
9. Hands-on practice – практична робота
10. Technical skill – технічна майстерність

Questions

1. Why is material choice important in decorative art?
2. What traditional techniques are mentioned in the text?
3. How does decorative art reflect regional traditions?
4. What modern trends influence decorative art today?
5. Why is practical training important for decorative artists?

Text 4. ORNAMENT AND SYMBOLISM IN DECORATIVE ARTS

Ornament is a key element of decorative art and carries symbolic meaning. Patterns, motifs, and symbols are used to decorate objects and communicate cultural ideas. In many cultures, ornaments reflect beliefs, rituals, and social status.

Geometric, floral, and figurative ornaments have been used throughout history. Each culture develops its own ornamental language, influenced by religion, nature, and history. For example, traditional Ukrainian ornaments often symbolize fertility, protection, and harmony.

In contemporary art, artists reinterpret traditional ornaments in modern contexts. Ornament becomes a means of artistic experimentation and cultural dialogue.

Understanding symbolism helps artists create meaningful decorative works. It allows them to connect visual form with cultural content.

Thus, ornament in decorative arts is not only decoration but also a visual language rich in meaning.

Vocabulary

1. Ornament – орнамент
2. Symbolism – символізм
3. Motif – мотив
4. Geometric pattern – геометричний візерунок
5. Figurative ornament – фігуративний орнамент
6. Cultural belief – культурне вірування
7. Visual language – візуальна мова
8. Reinterpretation – переосмислення
9. Cultural dialogue – культурний діалог
10. Decorative object – декоративний об'єкт

Questions

1. What role does ornament play in decorative arts?
2. How are symbols connected to culture and beliefs?
3. What types of ornaments are mentioned in the text?
4. How do contemporary artists use traditional ornaments?
5. Why is symbolism important for decorative artists?

Text 5. FINE AND DECORATIVE ARTS EDUCATION

Education in fine and decorative arts focuses on developing artistic skills, cultural awareness, and creative thinking. Students study drawing, painting, composition, decorative techniques, and art history. This comprehensive approach forms a strong artistic foundation.

An important aspect of art education is the balance between theory and practice. Students analyze artworks and styles while creating their own projects. Studio work encourages experimentation and self-expression.

Decorative art education emphasizes respect for tradition and craftsmanship. At the same time, students are encouraged to explore modern design trends and personal concepts.

Professional training also includes exhibitions, workshops, and collaborative projects. These experiences prepare students for artistic careers and cultural engagement.

Fine and decorative arts education aims to develop creative professionals who can preserve traditions and contribute to contemporary visual culture.

Vocabulary

1. Art education – художня освіта
2. Creative thinking – творче мислення
3. Art history – історія мистецтва
4. Studio work – студійна робота
5. Self-expression – самовираження
6. Craftsmanship – художня майстерність
7. Design trends – дизайнерські тенденції
8. Collaborative project – спільний проєкт
9. Professional training – професійна підготовка
10. Visual culture – візуальна культура

Questions

1. What is the main goal of fine and decorative arts education?
2. Why is the balance between theory and practice important?
3. How does studio work support creativity?
4. What professional experiences are important for students?
5. How can art education influence contemporary culture?

Образотворче мистецтво

Text 1. FINE ART AS A FORM OF HUMAN EXPRESSION

Fine art is one of the most important forms of human expression. Through painting, drawing, sculpture, and other visual media, artists communicate ideas, emotions, and personal experiences. Fine art reflects the inner world of the artist and the social realities of the time in which the artwork is created.

Throughout history, fine art has played different roles in society. In ancient cultures, art was connected to religion and ritual. During the Renaissance, artists focused on realism, anatomy, and perspective. In modern and contemporary art, artists often explore abstract ideas, emotions, and social issues.

Fine art encourages viewers to interpret meaning rather than receive a single clear message. Each artwork can be understood differently depending on the viewer's background and perception. This openness makes fine art a powerful tool for dialogue and reflection.

For students of fine art, developing personal style and creative independence is essential. Artistic practice involves experimentation, observation, and continuous self-development.

Vocabulary

1. Fine art – образотворче мистецтво
2. Human expression – людське самовираження
3. Visual media – візуальні засоби
4. Inner world – внутрішній світ
5. Social reality – соціальна реальність
6. Abstract ideas – абстрактні ідеї
7. Interpretation – інтерпретація
8. Creative independence – творча самостійність
9. Personal style – індивідуальний стиль
10. Artistic practice – художня практика

Questions

1. Why is fine art considered a form of human expression?
2. How has the role of fine art changed throughout history?
3. Why does fine art allow multiple interpretations?
4. What is important for fine art students to develop?
5. How does fine art reflect social reality?

Text 2. DRAWING AS THE FOUNDATION OF FINE ART

Drawing is the foundation of fine art and an essential skill for every visual artist. It develops observation, hand-eye coordination, and understanding of form, proportion, and space. Through drawing, artists learn to analyze the structure of objects and the human figure.

Academic drawing traditionally includes studies of still life, landscape, and portrait. These exercises help students master perspective, light, and shadow. Drawing is not limited to realism; expressive and experimental drawing plays an important role in contemporary art.

In modern fine art education, drawing is used as a tool for thinking and research. Sketches help artists develop ideas, plan compositions, and explore visual concepts. Many contemporary artists use drawing as an independent artistic medium.

Thus, drawing is not only a technical discipline but also a creative process that supports artistic growth.

Vocabulary

1. Drawing – рисунок
2. Observation – спостереження
3. Proportion – пропорція
4. Perspective – перспектива
5. Light and shadow – світлотінь
6. Still life – натюрморт
7. Portrait – портрет
8. Sketch – ескіз
9. Visual concept – візуальна концепція
10. Artistic growth – художній розвиток

Questions

1. Why is drawing considered the foundation of fine art?
2. What skills does drawing help to develop?
3. What types of academic drawing are mentioned in the text?
4. How is drawing used in contemporary art practice?
5. Why are sketches important for artists?

Text 3. PAINTING TECHNIQUES AND ARTISTIC LANGUAGE

Painting is a central discipline in fine art that allows artists to work with color, texture, and composition. Different painting techniques, such as oil, watercolor, acrylic, and tempera, offer unique expressive possibilities.

Color plays a key role in painting. It creates mood, atmosphere, and emotional impact. Artists use color harmony and contrast to guide the viewer's attention. Texture adds depth and physical presence to the painted surface.

Painting styles and techniques reflect artistic movements and personal approaches. Realism, expressionism, and abstraction represent different ways of seeing and interpreting the world.

For fine art students, mastering painting techniques is essential for developing artistic language and visual identity.

Vocabulary

1. Painting technique – живописна техніка
2. Watercolor – акварель
3. Acrylic – акрил
4. Tempera – темпера
5. Texture – фактура
6. Color harmony – гармонія кольорів
7. Contrast – контраст
8. Artistic movement – художній напрям
9. Abstraction – абстракція

10. Visual identity – візуальна ідентичність

Questions

1. Why is painting central to fine art?
2. How do different painting techniques affect expression?
3. What role does color play in painting?
4. How do painting styles reflect artistic movements?
5. Why is mastering technique important for fine art students?

Text 4. SCULPTURE AND THREE-DIMENSIONAL THINKING

Sculpture is a form of fine art that exists in three-dimensional space. Unlike painting and drawing, sculpture involves volume, mass, and physical interaction with materials. Sculptors work with stone, wood, metal, clay, and modern materials.

Three-dimensional thinking is essential for sculptural practice. Artists must consider balance, proportion, and spatial relationships. Sculpture can be realistic, abstract, or conceptual.

In contemporary art, sculpture often interacts with architecture and environment. Installations and public art projects expand traditional sculptural forms and engage viewers in new ways.

Sculpture education develops spatial imagination and material awareness, which are valuable skills for visual artists.

Vocabulary

1. Sculpture – скульптура
2. Three-dimensional – тривимірний
3. Volume – об'єм
4. Material – матеріал
5. Spatial thinking – просторове мислення
6. Balance – баланс
7. Installation art – інсталяційне мистецтво
8. Public art – публічне мистецтво
9. Conceptual – концептуальний
10. Environment – середовище

Questions

1. What makes sculpture different from other forms of fine art?
2. Why is three-dimensional thinking important for sculptors?
3. What materials are commonly used in sculpture?
4. How has contemporary sculpture expanded traditional forms?
5. What skills does sculpture education develop?

Text 5. FINE ART EDUCATION AND CREATIVE DEVELOPMENT

Fine art education aims to develop creative, independent, and critically thinking artists. Students study drawing, painting, sculpture, composition, and art history. This comprehensive training helps form artistic competence and cultural awareness.

Studio-based learning plays a central role in fine art education. Through practical work, students experiment with materials and techniques. Critiques and discussions help them analyze their work and receive feedback.

Creative development involves self-expression and exploration of personal themes. Students are encouraged to form their own artistic vision while understanding artistic traditions.

Fine art education prepares students for professional practice and active participation in contemporary visual culture.

Vocabulary

1. Fine art education – освіта з образотворчого мистецтва
2. Creative development – творчий розвиток
3. Studio-based learning – студійне навчання
4. Composition – композиція
5. Art history – історія мистецтва
6. Self-expression – самовираження
7. Artistic vision – художнє бачення
8. Critique – художня критика
9. Professional practice – професійна діяльність
10. Visual culture – візуальна культура

Questions

1. What is the main goal of fine art education?
2. Why is studio-based learning important?
3. How do critiques support artistic growth?
4. Why is self-expression essential for artists?
5. How does fine art education prepare students for professional life?

Хореографія

Text 1. CHOREOGRAPHY AS AN ART OF MOVEMENT

Choreography is the art of creating and organizing movement in space and time. Through body motion, dancers express emotions, ideas, and narratives. Unlike verbal language, choreography communicates meaning through physical expression, rhythm, and gesture.

Throughout history, choreography has developed alongside music, theatre, and ritual. Classical ballet emphasizes precision, symmetry, and formal structure, while modern and contemporary dance focus on freedom, individuality, and experimentation. Folk choreography preserves cultural traditions and collective memory.

Movement quality is central to choreography. Dynamics, tempo, and spatial patterns shape the emotional impact of a dance. Choreographers carefully design sequences to guide the viewer's attention and convey artistic intention.

For students of choreography, understanding movement as a language is essential. Choreography trains body awareness, discipline, and creative thinking, allowing dancers to communicate without words.

Vocabulary

1. Choreography – хореографія
2. Movement – рух
3. Gesture – жест
4. Rhythm – ритм
5. Spatial pattern – просторовий малюнок
6. Movement quality – якість руху
7. Classical ballet – класичний балет
8. Contemporary dance – сучасний танець
9. Artistic intention – художній задум
10. Body awareness – усвідомлення тіла

Questions

1. How does choreography communicate meaning?
2. What dance styles are mentioned in the text?
3. Why is movement quality important in choreography?
4. How does choreography differ from verbal language?
5. What skills does choreography develop in students?

Text 2. THE ROLE OF MUSIC IN CHOREOGRAPHIC COMPOSITION

Music plays a fundamental role in choreographic composition. It provides rhythm, tempo, and emotional atmosphere for movement. Choreographers often begin their creative process by analyzing musical structure and dynamics.

Movement can follow music closely or contrast with it. In some styles, choreography mirrors musical rhythm, while in others it intentionally opposes it to create tension. Musical phrasing helps structure dance sequences and transitions.

In contemporary choreography, silence and non-musical sound are also used. This approach emphasizes the physical presence of the dancer and highlights natural body rhythms.

Understanding music allows choreographers to create harmonious and expressive performances. Musical sensitivity is therefore an essential competence for professional dancers and choreographers.

Vocabulary

1. Choreographic composition – хореографічна композиція
2. Tempo – темп
3. Musical structure – музична структура
4. Dynamics – динаміка
5. Phrasing – фразування
6. Transition – перехід
7. Contrast – контраст
8. Silence – тиша
9. Physical presence – тілесна присутність
10. Musical sensitivity – музична чутливість

Questions

1. Why is music important in choreography?
2. How can movement interact with music?

3. What role does musical phrasing play in dance?
4. Why do some choreographers use silence?
5. What musical skills should choreographers develop?

Text 3. DANCE TECHNIQUE AND PHYSICAL TRAINING

Dance technique is the foundation of professional choreographic practice. It includes posture, coordination, balance, flexibility, and strength. Technical training prepares the body for expressive and safe movement.

Different dance styles require specific techniques. Ballet focuses on turnout, alignment, and control, while contemporary dance emphasizes natural movement, floor work, and improvisation. Folk dance develops rhythm and group coordination.

Regular physical training helps prevent injuries and improves performance quality. Warm-ups, stretching, and conditioning exercises are essential parts of a dancer's routine.

For choreography students, mastering technique supports creative freedom and artistic confidence.

Vocabulary

1. Dance technique – танцювальна техніка
2. Posture – постава
3. Coordination – координація
4. Flexibility – гнучкість
5. Strength – сила
6. Alignment – вирівнювання тіла
7. Floor work – робота на підлозі
8. Improvisation – імпровізація
9. Injury prevention – профілактика травм
10. Conditioning – фізична підготовка

Questions

1. Why is dance technique important for choreographers?
2. How do techniques differ between dance styles?
3. What role does physical training play in dance?
4. Why is injury prevention essential for dancers?
5. How does technique support creative freedom?

Text 4. CONTEMPORARY CHOREOGRAPHY AND CREATIVE EXPERIMENTATION

Contemporary choreography is characterized by experimentation and innovation. Choreographers explore new movement vocabularies, unconventional spaces, and interdisciplinary approaches. Dance often interacts with visual art, theatre, and digital media.

Improvisation plays a key role in contemporary creation. It allows dancers to explore spontaneous movement and personal expression. Choreographers use improvisation as a research method.

Social and philosophical themes are frequently addressed in contemporary dance. Through movement, choreographers reflect on identity, body politics, and modern life.

Contemporary choreography challenges traditional forms and expands the boundaries of dance as an art form.

Vocabulary

1. Contemporary choreography – сучасна хореографія
2. Experimentation – експеримент
3. Movement vocabulary – руховий словник
4. Interdisciplinary – міждисциплінарний
5. Improvisation – імпровізація
6. Personal expression – особисте вираження
7. Body politics – тілесна політика
8. Artistic boundary – художня межа
9. Innovation – інновація
10. Creative process – творчий процес

Questions

1. What defines contemporary choreography?
2. Why is improvisation important in modern dance?
3. How does choreography interact with other arts?
4. What themes are common in contemporary dance?
5. How does experimentation influence choreography?

Text 5. CHOREOGRAPHY EDUCATION AND PROFESSIONAL DEVELOPMENT

Choreography education aims to develop skilled, creative, and reflective artists. Students study dance technique, composition, music, anatomy, and dance history. This comprehensive training supports professional growth.

Creative projects and performances are central to choreographic education. Students learn to create original works, collaborate with performers, and present ideas to audiences.

Reflection and feedback help students improve artistic decisions. Professional development also includes teaching practice, rehearsal management, and cultural engagement.

Choreography education prepares students for careers in performance, teaching, and creative industries.

Vocabulary

1. Choreography education – хореографічна освіта
2. Professional development – професійний розвиток
3. Dance composition – танцювальна композиція
4. Anatomy – анатомія
5. Creative project – творчий проєкт
6. Collaboration – співпраця
7. Feedback – зворотний зв'язок
8. Rehearsal – репетиція
9. Teaching practice – педагогічна практика
10. Creative industry – креативна індустрія

Questions

1. What is the purpose of choreography education?

2. Why are creative projects important for students?
3. How does feedback support artistic growth?
4. What career paths are available for choreographers?
5. How does choreography education prepare students for professional life?

Text 6. THE DEVELOPMENT OF CONTEMPORARY CHOREOGRAPHY IN UKRAINE

The development of contemporary choreography in Ukraine is closely connected with the country's cultural history, social transformation, and national identity. Over the past decades, Ukrainian dance has undergone significant changes, moving from traditional and classical forms toward innovative and experimental choreographic practices.

Ukrainian contemporary choreography emerged at the intersection of classical ballet, folk dance traditions, and modern dance techniques. Folk choreography has long been an important part of Ukrainian culture, preserving symbolic movements, rhythmic patterns, and collective expression. Contemporary choreographers reinterpret these traditional elements, combining them with modern movement vocabulary, improvisation, and expressive freedom.

The late twentieth and early twenty-first centuries marked a turning point in the development of contemporary dance in Ukraine. Political independence opened new opportunities for cultural exchange and artistic freedom. Ukrainian choreographers gained access to international festivals, workshops, and educational programs, which influenced their creative approaches. As a result, contemporary Ukrainian dance began to reflect global trends while maintaining a strong national character.

Social and political events have had a strong impact on Ukrainian choreography. Contemporary dance often addresses themes of identity, memory, freedom, and resistance. Through movement, choreographers express collective emotions and respond to social challenges. Dance performances become spaces for dialogue, reflection, and emotional communication with audiences.

Education plays a key role in the development of contemporary choreography in Ukraine. Universities, dance studios, and independent art platforms support young choreographers and dancers. Interdisciplinary projects that combine dance with theatre, visual arts, and digital media are increasingly common.

Today, contemporary choreography in Ukraine continues to develop dynamically. It serves as a powerful artistic language that reflects cultural resilience, creativity, and the ongoing search for new forms of expression in a changing society.

Vocabulary

1. Contemporary choreography – сучасна хореографія
2. National identity – національна ідентичність
3. Folk dance traditions – традиції народного танцю
4. Movement vocabulary – руховий словник
5. Improvisation – імпровізація
6. Artistic freedom – художня свобода
7. Cultural exchange – культурний обмін
8. Social transformation – соціальні зміни
9. Interdisciplinary projects – міждисциплінарні проекти
10. Artistic expression – художнє вираження

Questions

1. What factors have influenced the development of contemporary choreography in Ukraine?
2. How do Ukrainian choreographers combine folk traditions with modern dance techniques?
3. Why was political independence important for the growth of contemporary dance in Ukraine?
4. What social themes are often reflected in contemporary Ukrainian choreography?
5. How does education support the development of contemporary choreography in Ukraine?

Аудіовізуальне мистецтво і виробництво

Text 1. INTRODUCTION TO AUDIOVISUAL ARTS AND PRODUCTION

Audiovisual arts combine visual and auditory media to create meaningful content for audiences. This field includes film, television, animation, digital media, and interactive installations. Professionals in audiovisual production work in scriptwriting, cinematography, sound design, editing, and post-production, collaborating to deliver high-quality creative works.

The study of audiovisual arts provides students with skills in creative thinking, storytelling, technical execution, and teamwork. It also emphasizes understanding audience perception, cultural context, and artistic expression, preparing graduates for careers in media production, advertising, and entertainment.

Vocabulary:

- audiovisual arts – аудіовізуальне мистецтво
- cinematography – кінематографія
- post-production – постпродакшн
- animation – анімація
- interactive installation – інтерактивна інсталяція

Questions:

1. What is audiovisual art?
2. Name three areas included in audiovisual production.
3. What skills do students develop in this field?
4. How does understanding audience perception help professionals?
5. Give an example of an interactive installation.

Text 2. History of Audiovisual Media

The history of audiovisual media dates back to early photography, silent films, and radio broadcasting. The 20th century brought sound films, television, and color cinema, transforming entertainment and communication. Digital technologies in the 21st century have introduced computer-generated imagery (CGI), virtual reality (VR), and streaming platforms, expanding creative possibilities.

Understanding the evolution of audiovisual media allows students to appreciate technological innovations, artistic movements, and cultural trends. It also prepares them to adapt techniques to modern production standards, ensuring creative and professional growth.

Vocabulary:

1. Silent film – німе кіно
2. Radio broadcasting – радіомовлення
3. Computer-generated imagery (cgi) – комп'ютерна графіка
4. Virtual reality (vr) – віртуальна реальність
5. Streaming platform – стрімінгова платформа

Comprehension Questions:

1. What were the earliest forms of audiovisual media?
2. How did sound films change cinema?
3. Name two digital technologies transforming modern production.
4. Why is understanding the history of media important?
5. How does knowledge of technological innovations help students?

Text 3. FILM PRODUCTION PROCESS

Film production involves pre-production, production, and post-production stages. Pre-production includes scriptwriting, casting, budgeting, and location scouting. Production focuses on filming, directing, cinematography, and sound recording. Post-production involves editing, color grading, sound design, visual effects, and final delivery.

Collaboration is essential; directors, cinematographers, editors, sound designers, and producers work together to ensure creative vision, technical quality, and audience engagement. Students learn both artistic and technical skills, preparing them for professional careers in the film and media industry.

Vocabulary:

1. pre-production – підготовчий етап
2. post-production – постпродакшн
3. color grading – кольорокорекція
4. location scouting – підбір локацій
5. visual effects (VFX) – візуальні ефекти

Questions:

1. What are the three main stages of film production?
2. What tasks are involved in pre-production?
3. How does post-production affect the final product?
4. Why is collaboration important in film production?
5. Name two skills students acquire during film production training.

Text 4. SOUND DESIGN AND MUSIC IN AUDIOVISUAL ARTS

Sound design is a critical element of audiovisual production, influencing mood, atmosphere, and narrative impact. It includes dialogue recording, sound effects, foley, ambient sounds, and mixing. Music complements visuals by enhancing emotions, pacing, and storytelling.

Sound designers use both analog and digital tools, such as microphones, synthesizers, and software like Pro Tools or Logic Pro, to create immersive audio experiences. Understanding acoustics, audio post-production, and musical theory allows students to produce professional-quality soundtracks for film, television, and digital media.

Vocabulary:

1. Sound design – звуковий дизайн
2. Foley – фолей (звукозапис для ефектів)
3. Ambient sound – фоновий звук
4. Mixing – зведення звуку
5. Soundtrack – саундтрек

Questions:

1. What is the role of sound design in audiovisual production?
2. Name three components of sound design.
3. How does music influence storytelling?
4. Which tools are commonly used in sound design?
5. Why is knowledge of acoustics important for audiovisual students?

Text 5. DIGITAL MEDIA AND ANIMATION

Digital media and animation have revolutionized audiovisual production. Animation includes 2D and 3D techniques, motion graphics, and visual effects, while digital media integrates interactive platforms, virtual reality, and multimedia art installations.

Students develop skills in storyboarding, character design, animation software, and digital editing, enabling them to create compelling narratives and visual experiences. Animation and digital media also enhance marketing, education, and entertainment industries, expanding professional opportunities for graduates.

Vocabulary:

1. 2D animation – двовимірна анімація
2. 3D animation – тривимірна анімація
3. motion graphics – анімаційна графіка
4. storyboarding – створення раскадровки
5. multimedia installation – мультимедійна інсталяція

Comprehension Questions:

1. What are two types of animation?
2. How does digital media transform storytelling?
3. Name two skills required for animation production.
4. How is motion graphics used in audiovisual projects?
5. Give an example of a multimedia installation.

Text 6. DIRECTING AND CINEMATOGRAPHY

Directing and cinematography are central to audiovisual storytelling. The director interprets the script, shapes the narrative, and guides actors and crew to achieve a unified vision. Cinematographers, or directors of photography, focus on camera work, lighting, composition, and visual style.

Students learn to analyze scripts, plan shots, and use cameras and lighting equipment effectively. Understanding camera angles, shot composition, and movement allows for expressive storytelling, while knowledge of lighting enhances mood and atmosphere. Collaboration between

director, cinematographer, and production team ensures the artistic and technical quality of the final work.

Vocabulary:

1. Director – режисер
2. Cinematography – кінематографія
3. Composition – композиція кадру
4. Lighting – освітлення
5. Camera angle – ракурс камери

Questions:

1. What is the director's main role in audiovisual production?
2. How does cinematography influence storytelling?
3. Name two technical skills students acquire in cinematography.
4. Why is collaboration important in film production?
5. How does lighting affect the mood of a scene?

Text 7. POST-PRODUCTION AND EDITING

Post-production is the stage where a project comes to life through editing, color grading, and visual effects. Editors combine shots, adjust pacing, and create continuity, ensuring the narrative flows smoothly. Color grading enhances the visual tone, while visual effects (VFX) add elements impossible to film in reality.

Students practice editing software like Adobe Premiere, Final Cut Pro, and DaVinci Resolve, learning to combine sound, images, and motion graphics seamlessly. Post-production requires attention to detail, creativity, and problem-solving, as small adjustments can significantly affect audience perception.

Vocabulary:

1. Post-production – постпродакшн
2. Editing – монтаж
3. Color grading – кольорокорекція
4. Visual effects (vfx) – візуальні ефекти
5. Continuity – безперервність сюжету

Comprehension Questions:

1. What is the purpose of post-production in audiovisual media?
2. Name two software programs used for editing.
3. How do color grading and VFX enhance a project?
4. Why is attention to detail important in editing?
5. Give an example of continuity in film production.

Text 8. VIDEO MARKETING AND SOCIAL MEDIA

Video marketing has become a vital tool for promoting brands, products, and ideas. Social media platforms such as YouTube, Instagram, and TikTok allow content creators to reach global audiences. Professionals must understand audience engagement, platform algorithms, and content strategy.

Students learn to produce short videos, advertisements, and promotional content, integrating storytelling, branding, and analytics. Video marketing skills are increasingly in demand in advertising agencies, digital media companies, and entertainment industries.

Vocabulary:

1. Video marketing – відеомаркетинг
2. Audience engagement – взаємодія з аудиторією
3. Content strategy – стратегія контенту
4. Analytics – аналітика
5. Promotional content – рекламний контент

Comprehension Questions:

1. Why is video marketing important today?
2. Name three social media platforms used for video content.
3. What skills are needed for successful video marketing?
4. How does storytelling enhance promotional content?
5. Why are analytics important for social media campaigns?

Text 9. INTERACTIVE AND VR/AR PROJECTS

Interactive media and virtual/augmented reality (VR/AR) are transforming audiovisual production. VR immerses users in a digital environment, while AR overlays digital elements onto the real world. These technologies are used in gaming, education, museums, and marketing.

Students develop skills in 3D modeling, interactivity design, programming, and user experience (UX). Interactive and VR/AR projects require creativity, technical knowledge, and understanding of how audiences perceive and navigate virtual spaces. These projects expand opportunities for innovative storytelling and engagement.

Vocabulary:

1. Virtual reality (VR) – віртуальна реальність
2. Augmented reality (AR) – доповнена реальність
3. User experience (UX) – користувацький досвід
4. 3D modeling – тривимірне моделювання
5. Interactivity – інтерактивність

Questions:

1. What is the difference between VR and AR?
2. Name two areas where VR/AR is used.
3. What skills are needed to create interactive projects?
4. How does UX influence VR/AR experiences?
5. Give an example of immersive storytelling using VR.

Text 10. GLOBAL TRENDS IN AUDIOVISUAL ARTS

The audiovisual industry is rapidly evolving due to digital transformation, globalization, and new media technologies. Trends include streaming services, virtual production, AI-generated content, and transmedia storytelling, allowing creators to reach wider audiences and explore innovative formats.

Students must stay informed about emerging technologies, audience behavior, and international standards. Understanding global trends allows them to adapt creative approaches, collaborate internationally, and develop professional careers in a competitive industry. Audiovisual arts continue to be both a form of artistic expression and a platform for communication, education, and cultural exchange.

Vocabulary:

1. streaming service – стрімінгова платформа
2. virtual production – віртуальне виробництво
3. transmedia storytelling – розповідь через різні медіа
4. AI-generated content – контент, створений штучним інтелектом
5. globalization – глобалізація

Questions:

1. Name two global trends in audiovisual arts.
2. How does AI influence modern production?
3. What is transmedia storytelling?
4. Why must students follow industry trends?
5. How does audiovisual art contribute to cultural exchange?

Text 11. FEATURES OF CONTEMPORARY CINEMA

Contemporary cinema is a dynamic field that combines artistic creativity, technological innovation, and social commentary. Modern filmmakers face both opportunities and challenges in creating works that resonate with global audiences while maintaining cultural identity. The development of contemporary cinema is influenced by digital technology, globalization, and new storytelling techniques, which have transformed both production and distribution processes.

One of the key features of contemporary cinema is the integration of advanced digital technologies. Computer-generated imagery (CGI), motion capture, and virtual production have expanded filmmakers' creative possibilities, allowing for the visualization of fantastical worlds, complex action sequences, and immersive narratives. Digital cameras and editing software have also increased efficiency and lowered production costs, enabling independent filmmakers to produce high-quality films with limited budgets.

Another feature is the diversity of narrative styles and genres. Contemporary filmmakers experiment with non-linear storytelling, multiple perspectives, and fragmented narratives to reflect complex social, psychological, and cultural realities. Genres such as science fiction, documentary, animation, and hybrid forms have gained popularity, providing audiences with innovative experiences that challenge traditional cinematic conventions.

Globalization is also shaping contemporary cinema. International co-productions, streaming platforms, and film festivals allow films to reach audiences worldwide. This has led to cross-cultural influences, where filmmakers incorporate global trends while exploring local stories and traditions. Understanding audience expectations across different cultures has become essential for creating commercially and critically successful films.

Moreover, contemporary cinema often addresses social and political issues, reflecting the concerns and values of modern society. Topics such as identity, migration, climate change, gender equality, and technological impact are frequently explored. Filmmakers use cinema as a platform for critical reflection, advocacy, and dialogue, making films not only entertainment but also a tool for education and social awareness.

The role of sound and music in contemporary cinema has also evolved. Advanced sound design, immersive audio formats, and original scores enhance storytelling, deepen emotional engagement, and create memorable cinematic experiences. Similarly, cinematography focuses on visual style, lighting, color, and composition, shaping the aesthetic identity of each film.

Finally, contemporary cinema is increasingly interactive and participatory. With the rise of virtual reality (VR), augmented reality (AR), and transmedia storytelling, audiences can engage with stories across multiple platforms, influencing narrative outcomes and deepening immersion. This convergence of technology, art, and interactivity defines the modern cinematic experience.

In conclusion, the features of contemporary cinema reflect a blend of tradition and innovation, local and global influences, and art and technology. For students and professionals in audiovisual arts, understanding these features is crucial for developing creative, technical, and analytical skills, producing films that are both culturally meaningful and globally relevant. Contemporary cinema continues to evolve, offering endless possibilities for storytelling, artistic expression, and audience engagement.

Vocabulary:

1. Contemporary cinema – сучасне кіномистецтво
2. Computer-generated imagery (cgi) – комп'ютерна графіка
3. Motion capture – захоплення руху
4. Non-linear storytelling – нелінійне оповідання
5. Cinematography – кінематографія
6. Immersive audio – об'ємний звук
7. Transmedia storytelling – розповідь через різні медіа

Questions:

1. What technologies have expanded creative possibilities in contemporary cinema?
2. How do filmmakers experiment with narrative styles today?
3. How does globalization influence modern cinema?
4. What social issues are often addressed in contemporary films?
5. How has sound and music evolved in contemporary cinema?
6. What is the role of VR and AR in modern cinematic experiences?
7. Why is it important for students to understand features of contemporary cinema?

Text 12. THE IMPORTANCE OF EDITING IN DOCUMENTARY FILMS

Editing is one of the most critical stages in documentary filmmaking. While filming captures raw footage, editing transforms these images and sounds into a cohesive, compelling narrative. In documentary films, the editor is not only a technical specialist but also a storyteller, shaping the audience's perception and emotional experience.

The role of editing in documentary cinema is multifaceted. First, it structures the narrative, organizing interviews, archival footage, and observational scenes to create a logical and engaging storyline. Since documentaries often deal with real events and complex social issues, editors must carefully balance accuracy with storytelling, ensuring that facts are represented truthfully while keeping viewers engaged.

Second, editing controls pacing and rhythm. The way shots are arranged, the duration of scenes, and transitions between sequences influence the film's tempo and emotional impact. For example, fast cuts can create tension or urgency, while long takes allow reflection and immersion.

Pacing also affects viewer comprehension, helping audiences understand complex subjects and retain important information.

Third, editing plays a crucial role in shaping perspective and emphasis. By selecting certain shots, juxtaposing images, and adding narration or sound, editors guide the audience's attention and highlight key ideas. In this way, the editor collaborates with the director to reinforce the film's message and thematic focus.

Sound and music are equally essential in documentary editing. Background music, natural sounds, and voiceovers enhance the atmosphere, emotion, and realism of the story. An editor must carefully synchronize audio with visuals to create coherence and immersion, ensuring that sound complements the narrative rather than distracting from it.

Moreover, editing allows for creative experimentation in documentaries. Techniques such as montage, split-screen, time-lapse, and archival integration provide opportunities to convey meaning, contrast perspectives, or represent the passage of time. These tools help filmmakers tell stories in innovative ways while maintaining documentary authenticity.

Finally, documentary editing contributes to the ethical representation of reality. Editors decide which footage to include or exclude, how to contextualize interviews, and how to balance multiple viewpoints. Responsible editing ensures that the documentary communicates truthfully and respects the subjects portrayed.

In conclusion, editing is a central component of documentary filmmaking, combining technical skill, artistic vision, and ethical responsibility. For students of audiovisual arts, mastering editing is essential for producing documentaries that are informative, engaging, and emotionally resonant. Through thoughtful arrangement of images, sounds, and pacing, editors transform raw material into a powerful medium that educates, informs, and inspires audiences.

Vocabulary:

1. Editing – монтаж
2. Raw footage – сирій матеріал
3. Narrative – сюжет
4. Pacing – ритм
5. Montage – монтажна послідовність
6. Archival footage – архівні кадри
7. Voiceover – озвучення

Questions:

1. Why is editing crucial in documentary filmmaking?
2. How does editing influence the narrative structure?
3. What role does pacing play in documentaries?
4. How can editors shape perspective and emphasis?
5. Why is sound and music important in documentary editing?
6. Name two creative editing techniques used in documentaries.
7. How does editing relate to ethical representation of reality?

ІННІ БІЗНЕСУ, МЕНЕДЖМЕНТУ І ПУБЛІЧНОГО УПРАВЛІННЯ

Банківська справа і страхування

Text 1. THE ROLE OF BANKING IN THE MODERN ECONOMY

Banks play a central role in modern economies by mobilizing savings, providing credit, and facilitating payments. They act as intermediaries between depositors and borrowers, ensuring that financial resources are efficiently allocated. Through lending, banks support investment, entrepreneurship, and economic growth.

Commercial banks offer services such as checking and savings accounts, loans, and credit facilities. Investment banks focus on capital markets, mergers and acquisitions, and financial advisory services. Central banks regulate the monetary system, control inflation, and maintain financial stability. For example, the Federal Reserve or the European Central Bank sets interest rates to influence lending and economic activity.

Risk management is critical in banking. Banks must assess creditworthiness, manage liquidity, and ensure compliance with regulatory requirements. For instance, before issuing a mortgage, a bank evaluates the borrower's income, credit history, and collateral. This reduces the likelihood of default and protects the institution's stability.

Banking professionals need analytical, decision-making, and interpersonal skills. They must understand financial instruments, market trends, and regulatory frameworks. Knowledge of banking operations prepares graduates for careers in retail banking, corporate banking, investment banking, and regulatory bodies.

Vocabulary:

1. Bank – банк
2. Credit – кредит
3. Deposit – депозит
4. Commercial bank – комерційний банк
5. Central bank – центральний банк
6. Liquidity – ліквідність

Questions:

1. What is the main function of banks in the economy?
2. How do commercial and investment banks differ?
3. What is the role of a central bank?
4. How do banks manage credit risk?
5. Name some careers in banking.

6. Why is liquidity important for banks?
7. Give an example of how banks support economic growth.

Text 2. PRINCIPLES OF INSURANCE AND RISK MANAGEMENT

Insurance is a financial mechanism that provides protection against financial loss due to unforeseen events. It transfers risk from individuals or organizations to insurers in exchange for a premium. Insurance supports economic stability by reducing uncertainty and promoting investment.

There are various types of insurance, including life insurance, health insurance, property insurance, and liability insurance. Life insurance provides financial security to beneficiaries after the policyholder's death. Health insurance covers medical expenses. Property insurance protects against damage to assets, while liability insurance safeguards against legal claims.

Risk management is essential in insurance. Insurers assess potential losses, calculate premiums, and establish reserves to pay claims. For example, actuaries use statistical models to predict mortality rates, accident probabilities, and natural disaster risks. Effective risk management ensures that insurance companies remain solvent and able to fulfill their obligations.

Students studying banking and insurance learn to analyze risks, design insurance products, and evaluate financial sustainability. These skills are valuable for careers in insurance companies, risk management departments, and regulatory institutions.

Vocabulary:

1. Insurance – страхування
2. Premium – страхова премія
3. Policyholder – страхувальник
4. Risk management – управління ризиками
5. Actuary – актуарій

Comprehension Questions:

1. What is the main purpose of insurance?
2. Name four types of insurance.
3. How do insurers calculate premiums?
4. What is the role of risk management in insurance?
5. How do actuaries predict risk?
6. Why is insurance important for economic stability?
7. Name some careers in the insurance sector.

Text 3. FINANCIAL MARKETS AND BANKING OPERATIONS

Banks operate within a complex network of financial markets, which include money markets, capital markets, and foreign exchange markets. Understanding these markets is essential for effective banking operations.

Money markets involve short-term borrowing and lending, typically less than one year, providing liquidity for banks and businesses. Capital markets facilitate long-term financing through stocks and bonds. Foreign exchange markets allow banks to trade currencies and manage currency risk for clients.

Banking operations include accepting deposits, providing loans, managing payments, and investing in financial instruments. For example, a bank may invest in government bonds to earn

interest while maintaining liquidity. Banks also provide services such as electronic payments, letters of credit, and trade financing.

Effective banking requires compliance with regulations, risk management, and customer relationship management. Modern banking increasingly relies on technology, including online banking platforms, mobile applications, and data analytics, to enhance efficiency and customer experience.

Vocabulary:

1. Money market – грошовий ринок
2. Capital market – ринок капіталу
3. Foreign exchange market – валютний ринок
4. Deposit – депозит
5. Letter of credit – акредитив

Questions:

1. What are the main types of financial markets banks operate in?
2. How do money markets differ from capital markets?
3. What is the purpose of foreign exchange markets?
4. Name key banking operations.
5. How does technology influence modern banking?
6. Why is compliance important in banking operations?
7. Give an example of bank investment in financial instruments.

Text 4. CREDIT ANALYSIS AND LOAN MANAGEMENT

Credit is a core function of banking. Credit analysis involves assessing a borrower's ability to repay a loan, considering factors such as income, credit history, collateral, and market conditions. Accurate analysis reduces the risk of defaults and maintains the bank's financial health.

Loans can be classified as short-term, medium-term, or long-term depending on the repayment period. Short-term loans finance working capital, medium-term loans support equipment purchases, and long-term loans fund large-scale projects. Banks set interest rates and repayment schedules based on the borrower's risk profile.

Loan management includes monitoring repayments, restructuring loans when necessary, and managing non-performing loans. For example, if a company faces financial difficulties, a bank may renegotiate terms to prevent default. Effective loan management ensures liquidity and profitability for banks.

Studying credit and loan management provides students with analytical, decision-making, and risk assessment skills. Graduates are prepared to work in commercial banking, investment banking, and corporate finance departments.

Vocabulary:

1. Credit – кредит
2. Credit analysis – кредитний аналіз
3. Collateral – забезпечення
4. Loan management – управління кредитами
5. Non-performing loan – проблемний кредит

Questions:

1. What is the purpose of credit analysis?
2. Name three types of loans based on duration.
3. How do banks assess a borrower's risk?
4. What is loan management?
5. Give an example of restructuring a loan.
6. Why is collateral important in lending?
7. What skills do students gain from studying credit management?

Text 5. RISK ASSESSMENT AND REGULATORY FRAMEWORK IN BANKING

Banks face various financial, operational, and compliance risks. Financial risks include credit risk, market risk, and liquidity risk. Operational risks arise from internal processes, human error, or system failures. Compliance risk involves failing to adhere to laws and regulations.

Regulatory frameworks ensure the stability of the banking system. Central banks and financial authorities establish capital requirements, reserve ratios, and reporting standards to prevent systemic crises. For example, the Basel Accords set international banking standards for capital adequacy, risk management, and transparency.

Risk assessment is an ongoing process. Banks use quantitative models, stress testing, and scenario analysis to evaluate potential losses and prepare mitigation strategies. Effective risk management protects depositors, maintains confidence, and ensures long-term sustainability.

Students in banking and insurance programs learn to analyze risk, comply with regulatory standards, and implement control mechanisms. These competencies are essential for roles in banking supervision, internal audit, and risk management departments.

Vocabulary:

1. Risk assessment – оцінка ризиків
2. Credit risk – кредитний ризик
3. Liquidity risk – ліквідний ризик
4. Compliance – дотримання нормативів
5. Basel accords – базельські угоди

Comprehension Questions:

1. What types of risks do banks face?
2. How do regulatory frameworks ensure banking stability?
3. What is the purpose of the Basel Accords?
4. How do banks perform risk assessment?
5. Give an example of operational risk.
6. Why is compliance important in banking?
7. What skills do students gain in risk assessment and regulation?

Text 6: PRINCIPLES OF RISK MANAGEMENT IN BANKING AND INSURANCE

In the modern financial sector, risk management is one of the most critical functions for both banks and insurance companies. Financial institutions operate in environments characterized by uncertainty, volatility, and constant regulatory changes. Effective risk management ensures the stability, profitability, and long-term sustainability of these institutions while protecting customers and stakeholders.

Banks face various types of financial risks. Credit risk arises when borrowers fail to repay loans on time. To mitigate credit risk, banks conduct detailed credit analyses, assess borrowers' financial statements, evaluate collateral, and determine credit limits. Market risk is associated with fluctuations in interest rates, foreign exchange rates, and asset prices, which can affect the value of investments and loans. Liquidity risk occurs when a bank cannot meet short-term obligations, often requiring careful cash flow planning and reserve management. Operational risks, including system failures, human errors, and cyber threats, also present significant challenges.

Insurance companies deal with risk differently. Their primary function is risk transfer: policyholders pay premiums, and the insurer assumes financial responsibility for certain adverse events. Life, health, property, and liability insurance all require careful assessment of the probability and magnitude of potential claims. Actuarial science plays a crucial role, using statistical methods to predict risks, calculate premiums, and ensure the insurer can cover future obligations. Diversification of risk portfolios and reinsurance strategies are additional tools to maintain financial stability.

Effective risk management in both banking and insurance is guided by regulatory frameworks. Central banks, financial supervisory authorities, and international agreements like the Basel Accords set standards for capital adequacy, reporting, and risk monitoring. Compliance with these regulations protects institutions from insolvency, maintains market confidence, and prevents systemic crises.

Technology has revolutionized risk management. Modern financial institutions rely on data analytics, artificial intelligence, and predictive modeling to identify potential risks, monitor performance, and develop mitigation strategies. For example, banks use stress testing to simulate adverse economic conditions and evaluate the resilience of their portfolios. Insurance companies utilize predictive algorithms to assess the likelihood of claims, optimize pricing, and detect fraud.

Risk management also requires effective internal governance. Boards of directors, risk committees, and compliance officers must ensure that policies and procedures are implemented consistently. Staff training and a culture of accountability are essential for reducing operational risks and responding effectively to unexpected events.

Students studying banking and insurance learn to analyze financial risks, implement control mechanisms, and apply regulatory standards. They acquire skills in quantitative analysis, decision-making, and strategic planning. By understanding both theoretical frameworks and practical tools, graduates are prepared to work in commercial banks, investment banks, insurance companies, and regulatory institutions.

In conclusion, risk management is a cornerstone of financial stability and organizational success in banking and insurance. By identifying, assessing, and mitigating risks, institutions can protect their clients, ensure compliance, and achieve sustainable growth. Effective risk management requires a combination of analytical expertise, technological proficiency, and sound governance, preparing future professionals to navigate complex financial environments and make informed decisions.

Vocabulary:

1. Risk management – управління ризиками
2. Credit risk – кредитний ризик
3. Market risk – ринковий ризик
4. Liquidity risk – ліквідний ризик
5. Operational risk – операційний ризик
6. Actuarial science – актуарна наука
7. Reinsurance – перестраховання
8. Basel accords – базельські угоди

Questions:

1. What is the main purpose of risk management in banking and insurance?
2. Name four types of risks faced by banks.
3. How do insurance companies manage and transfer risk?
4. What role do regulations like the Basel Accords play in financial institutions?
5. How does technology improve risk management?
6. Why is internal governance important for risk management?
7. What skills do students acquire when studying risk management?

Біржова діяльність

Text 1. THE ROLE OF STOCK EXCHANGES IN THE ECONOMY

Stock exchanges are organized markets where securities such as stocks, bonds, and derivatives are bought and sold. They play a crucial role in mobilizing capital, facilitating investment, and providing liquidity for businesses and investors.

Companies list shares on stock exchanges to raise capital for expansion, research and development, or other strategic projects. Investors, in turn, buy shares to earn dividends and benefit from capital gains. For example, a technology company issuing shares on NASDAQ attracts funds from international investors while increasing public awareness of its brand.

Stock exchanges also contribute to price discovery, determining the market value of securities based on supply and demand. They promote transparency by providing up-to-date information on stock prices, trading volumes, and company performance.

Risk management is essential for investors and brokers. Securities are subject to market volatility, interest rate fluctuations, and economic cycles. Financial instruments like options, futures, and hedging strategies help mitigate these risks.

Students studying stock exchange operations learn to analyze market trends, evaluate securities, and understand regulatory frameworks, preparing them for careers in brokerage, investment analysis, and portfolio management.

Vocabulary:

1. Stock exchange – фондова біржа
2. Security – цінний папір
3. Liquidity – ліквідність
4. Capital gain – приріст капіталу
5. Price discovery – визначення ціни

Questions:

1. What is the main function of stock exchanges?
2. How do companies benefit from listing on a stock exchange?
3. What is price discovery?

4. Name financial instruments used to mitigate risk.
5. What skills do students gain studying stock exchange operations?
6. How does liquidity affect investors?
7. Give an example of market volatility affecting stock prices.

Text 2. TYPES OF SECURITIES AND THEIR CHARACTERISTICS

Securities are financial instruments representing ownership or debt. The main types include equities, bonds, derivatives, and mutual funds.

Equities, or stocks, represent ownership in a company. Shareholders may receive dividends and vote at annual meetings. Bonds are debt instruments where the issuer promises to pay interest and return the principal at maturity. Derivatives, such as futures and options, derive value from an underlying asset and are often used to hedge risk. Mutual funds pool money from investors to invest in diversified portfolios of stocks, bonds, or other assets.

Each type of security has different risk, return, and liquidity characteristics. Stocks offer potentially high returns but higher risk. Bonds provide stable income but are sensitive to interest rate changes. Derivatives can protect against price fluctuations but may result in losses if not used properly.

Understanding securities is essential for investment analysis, portfolio management, and trading strategies. Students gain knowledge in valuation methods, risk assessment, and market behavior, enabling them to make informed investment decisions.

Vocabulary:

1. Equity – акція
2. Bond – облігація
3. Derivative – похідний фінансовий інструмент
4. Mutual fund – взаємний інвестиційний фонд
5. Portfolio – портфель

Questions:

1. What is an equity?
2. How does a bond differ from a stock?
3. Give an example of a derivative.
4. What is the main advantage of mutual funds?
5. How does risk differ among securities?
6. Why is understanding securities important for investors?
7. Name one characteristic that affects the value of bonds.

Text 3. STOCK MARKET OPERATIONS AND TRADING MECHANISMS

The stock market operates through buying and selling securities using different trading mechanisms. These include auction markets, dealer markets, and electronic trading platforms.

In auction markets, buyers and sellers submit bids and offers. Transactions occur when prices match. The New York Stock Exchange operates primarily on this model. Dealer markets involve brokers or dealers who buy and sell securities from their own inventories, providing liquidity and continuous pricing, as in the NASDAQ system. Electronic trading platforms allow automated order execution, faster transactions, and access to global markets.

Market participants include individual investors, institutional investors, brokers, and market makers. Brokers act as intermediaries, executing orders on behalf of clients. Market makers maintain liquidity by quoting buy and sell prices for securities.

Effective trading requires knowledge of market rules, order types, and trading strategies. Risk management, technical analysis, and monitoring market news are essential for informed decisions.

Vocabulary:

1. Auction market – аукціонний ринок
2. Dealer market – дилерський ринок
3. Electronic trading – електронна торгівля
4. Broker – брокер
5. Market maker – маркет-мейкер

Questions:

1. What are the main types of trading mechanisms?
2. How does an auction market work?
3. What is the role of a market maker?
4. Name participants in the stock market.
5. How does electronic trading benefit investors?
6. Why is risk management important in trading?
7. Give an example of a broker's function.

Text 4. INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

Investment analysis involves evaluating securities, markets, and economic indicators to make informed financial decisions. Portfolio management focuses on constructing a diversified investment portfolio to balance risk and return.

Two main approaches to investment analysis are fundamental analysis and technical analysis. Fundamental analysis examines a company's financial statements, industry conditions, and macroeconomic factors to determine its intrinsic value. Technical analysis studies historical price patterns, trading volumes, and market trends to predict future price movements.

Diversification is a key principle in portfolio management. By investing in different asset classes, sectors, and regions, investors reduce exposure to specific risks. Asset allocation decisions are guided by investment objectives, risk tolerance, and time horizon.

Students in stock exchange and investment programs learn to analyze risks, evaluate performance, and construct optimal portfolios, preparing them for careers in investment banking, asset management, and financial advisory services.

Vocabulary:

1. Portfolio – портфель
2. Diversification – диверсифікація
3. Fundamental analysis – фундаментальний аналіз
4. Technical analysis – технічний аналіз
5. Asset allocation – розподіл активів

Questions:

1. What is the goal of investment analysis?
2. How does fundamental analysis differ from technical analysis?

3. Why is diversification important?
4. What factors guide asset allocation?
5. Name careers related to portfolio management.
6. How does risk tolerance influence investment decisions?
7. Give an example of portfolio diversification.

Text 5. REGULATORY FRAMEWORK AND RISK MANAGEMENT IN STOCK MARKETS

Stock markets are regulated to protect investors, maintain transparency, and ensure market integrity. Regulatory authorities establish rules for trading, disclosure, and reporting.

In the United States, the Securities and Exchange Commission (SEC) supervises securities markets, enforces compliance, and investigates fraud. In Europe, similar roles are performed by the European Securities and Markets Authority (ESMA). Regulations include requirements for periodic reporting, insider trading restrictions, and market conduct standards.

Risk management in stock markets is essential for investors and institutions. Market risk, liquidity risk, and credit risk can affect portfolio performance. Techniques such as hedging, stop-loss orders, and derivatives are used to mitigate potential losses. Investors must stay informed about market trends, economic events, and geopolitical developments.

Students studying stock markets gain knowledge in regulatory compliance, risk assessment, and investment strategies, preparing them to work as brokers, traders, analysts, or compliance officers.

Vocabulary:

1. Regulation – регулювання
2. Compliance – дотримання нормативів
3. Insider trading – інсайдерська торгівля
4. Hedging – хеджування
5. Market integrity – цілісність ринку

Questions:

1. Why are stock markets regulated?
2. Name two regulatory authorities and their functions.
3. What is insider trading?
4. How can investors manage market risk?
5. Why is compliance important in stock markets?
6. Give an example of a hedging strategy.
7. What skills do students gain from studying stock market regulation?

Документознавства та інформаційна діяльність

Text 1. THE ROLE OF DOCUMENTATION IN INFORMATION MANAGEMENT

Documentation is a fundamental component of information management. It involves the creation, organization, storage, and dissemination of records and documents within organizations. For students specializing in records management and information activity, understanding the principles of documentation is essential for ensuring accuracy, accessibility, and legal compliance.

Effective documentation provides a structured way to preserve knowledge, support decision-making, and maintain accountability. Documents may include reports, official records, correspondence, contracts, and databases. Proper classification, indexing, and metadata management improve the retrieval and usability of documents.

Documentation practices also support organizational efficiency. Well-organized information helps employees perform tasks more effectively, facilitates communication, and preserves institutional memory.

Vocabulary:

1. Documentation – документація
2. Information management – управління інформацією
3. Records – документи/записи
4. Classification – класифікація
5. Metadata – метадані

Questions:

1. Why is documentation important in information management?
2. What types of documents are mentioned in the text?
3. How does classification and indexing help in document retrieval?
4. How does documentation support decision-making?
5. What is the role of metadata in managing information?

Text 2. ARCHIVES AND RECORD KEEPING

Archives are specialized institutions or systems that store historical, legal, or organizational records. Archival management involves the preservation, organization, and accessibility of records over time. Students in document studies learn how to evaluate, classify, and maintain records according to established archival principles.

Archival records may be physical or digital. Proper preservation techniques, such as climate-controlled storage and digitization, are essential for maintaining the integrity and longevity of documents. Records must also comply with legal and regulatory requirements, including retention periods and confidentiality standards.

Archives serve not only as repositories of information but also as resources for research, accountability, and cultural heritage. Understanding archival theory and practices equips students to manage records efficiently and responsibly.

Vocabulary:

1. archives – архіви
2. archival management – управління архівами
3. preservation – збереження
4. retention period – термін зберігання
5. confidentiality – конфіденційність

Questions:

1. What is the purpose of archives?
2. How are archival records preserved?
3. What legal requirements are associated with record keeping?
4. Why are archives important for research?
5. How does digital archiving differ from physical archiving?

Text 3. INFORMATION SYSTEMS IN ORGANIZATIONS

Information systems play a crucial role in modern organizations by collecting, storing, and processing data to support management and operations. For students in information studies, understanding the design and function of information systems is vital for effective information activity.

Information systems may include databases, document management systems, and enterprise resource planning (ERP) software. These systems allow organizations to handle large volumes of data efficiently, ensure data integrity, and facilitate timely access to information.

Implementation of information systems requires knowledge of technology, organizational processes, and user needs. Students must learn how to analyze workflows, design system architecture, and manage information securely.

Vocabulary:

1. Information system – інформаційна система
2. Database – база даних
3. Document management system – система управління документами
4. Enterprise resource planning (erp) – планування ресурсів підприємства
5. Workflow – робочий процес

Questions:

1. What is the role of information systems in organizations?
2. What types of information systems are mentioned?
3. How do information systems ensure data integrity?
4. What factors are important for implementing an information system?
5. Why is workflow analysis important in system design?

Text 4. DIGITAL TECHNOLOGIES IN DOCUMENT AND INFORMATION MANAGEMENT

Digital technologies have transformed document and information management, enabling faster processing, easier storage, and broader access. Digital document management systems, cloud storage, and electronic archiving improve efficiency and reduce physical storage needs.

Students must understand the principles of digital document formats, scanning, optical character recognition (OCR), and electronic signatures. These technologies support the creation, retrieval, and sharing of information while ensuring security and compliance with regulations.

Digital literacy is essential for professionals in this field. Knowledge of software tools, database management, and cybersecurity measures allows students to manage information responsibly and adapt to technological changes.

Vocabulary:

1. Digital technologies – цифрові технології
2. Electronic archiving – електронне архівування
3. Optical character recognition (ocr) – оптичне розпізнавання символів
4. Electronic signature – електронний підпис
5. Digital literacy – цифрова грамотність

Questions:

1. How have digital technologies changed information management?
2. What digital tools are used in document management?
3. How does OCR support document processing?
4. Why is digital literacy important for information professionals?
5. How do electronic signatures contribute to legal compliance?

Text 5. ETHICS AND PROFESSIONAL RESPONSIBILITY IN INFORMATION WORK

Ethics and professional responsibility are critical in the field of document and information management. Professionals must handle sensitive data, respect confidentiality, and comply with legal and regulatory frameworks. Ethical behavior builds trust and ensures the integrity of information activities.

Students learn about professional codes of conduct, information privacy laws, intellectual property rights, and responsible data management. Decisions made by information specialists can have legal, financial, and social implications. Therefore, ethical awareness and critical judgment are essential skills.

Promoting transparency, accountability, and secure handling of information not only protects individuals and organizations but also strengthens the credibility of the profession.

Vocabulary:

1. Ethics – етика
2. Professional responsibility – професійна відповідальність
3. Information privacy – конфіденційність інформації
4. Intellectual property – інтелектуальна власність
5. Transparency – прозорість

Questions:

1. Why is ethics important in information work?
2. What areas of law are relevant for information professionals?
3. How does professional responsibility affect organizational trust?
4. Give examples of ethical challenges in information management.
5. Why is critical judgment important in handling information?

Економіка

Text 1. THE ROLE OF ECONOMICS IN MODERN SOCIETY

Economics is a social science that studies how individuals, businesses, and governments allocate scarce resources to satisfy unlimited needs and wants. It helps to understand the behavior of consumers, producers, and policymakers, providing tools for making informed decisions. Economics is divided into two main branches: microeconomics, which focuses on individual markets and agents, and macroeconomics, which studies the economy as a whole.

Economic theory explains concepts such as supply and demand, market equilibrium, and price mechanisms. For example, when the government increases interest rates, borrowing becomes more expensive, which reduces spending and investment. Conversely, lower interest rates encourage borrowing and stimulate economic activity. Understanding these principles allows policymakers and business leaders to anticipate market reactions.

Economics also examines unemployment, inflation, and economic growth. Unemployment measures the number of people actively seeking work, while inflation reflects the increase in the general price level of goods and services. Economic growth, usually measured by GDP, indicates the expansion of production and improvement in living standards. A growing economy provides higher income and reduces poverty, whereas economic instability can lead to social and financial problems.

Students studying economics develop analytical thinking, problem-solving skills, and the ability to interpret data. They learn to assess costs and benefits, evaluate risks, and forecast trends. Real-world examples illustrate the importance of economics: during the COVID-19 pandemic, governments worldwide used economic policies to stabilize markets, support businesses, and provide social assistance. Businesses also rely on economic analysis to plan investments, set prices, and optimize production.

In addition, economics has interdisciplinary applications. Knowledge of statistics, finance, and behavioral sciences helps economists create accurate models and policies. For instance, behavioral economics examines how human psychology affects economic decisions, while econometrics uses statistical methods to test economic theories.

Overall, economics is a practical and theoretical discipline. It equips students with skills to analyze complex systems, make rational decisions, and contribute to society's sustainable development. Graduates can work in government agencies, financial institutions, research centers, international organizations, and private companies. Understanding economics is essential for navigating modern global challenges, from climate change to technological innovations, and for promoting social and economic welfare.

Vocabulary:

1. economics – економіка
2. scarcity – обмеженість ресурсів
3. microeconomics – мікроекономіка
4. macroeconomics – макроекономіка
5. supply and demand – попит і пропозиція
6. inflation – інфляція
7. GDP (Gross Domestic Product) – ВВП
8. market equilibrium – ринкова рівновага

9. econometrics – економетрика

Questions:

1. What is the main focus of economics as a social science?
2. How do microeconomics and macroeconomics differ?
3. Give an example of how interest rates affect economic activity.
4. Why are unemployment, inflation, and GDP important indicators?
5. How do interdisciplinary approaches enhance economic analysis?
6. Name three career paths for economics graduates.

Text 2. MICROECONOMICS AND CONSUMER BEHAVIOR

Microeconomics studies the decisions of individual consumers and firms and how they interact in markets. Consumers aim to maximize utility, which means they try to obtain the most satisfaction from limited resources. Firms, on the other hand, aim to maximize profit, producing goods and services efficiently.

Supply and demand determine prices and quantities of goods and services. For example, if the price of coffee rises, consumers may buy less, while suppliers are willing to sell more. Market equilibrium occurs when supply equals demand, creating stability in the market. Economists use models such as indifference curves and budget constraints to analyze consumer choices, and production functions to study how firms turn inputs into outputs.

Microeconomics also examines market structures, including perfect competition, monopolies, and oligopolies. Understanding market structures helps predict pricing behavior and competition strategies. For instance, a monopoly may set higher prices due to lack of competition, whereas competitive markets benefit consumers with lower prices and better quality.

Real-world applications are abundant. Retailers analyze consumer preferences to set pricing strategies, while tech companies evaluate production costs to maximize efficiency. Governments also use microeconomic tools to design subsidies, taxes, and minimum wages.

Studying microeconomics develops analytical reasoning, problem-solving skills, and the ability to evaluate economic incentives. Students learn how human behavior affects markets, helping them make decisions in business, policy, and finance.

Vocabulary:

1. Utility – корисність
2. Profit maximization – максимізація прибутку
3. Budget constraint – бюджетне обмеження
4. Production function – виробнича функція
5. Market structure – структура ринку

Questions:

1. What is the goal of consumers and firms in microeconomics?
2. How does the law of supply and demand affect prices?
3. What is market equilibrium?
4. How do monopolies differ from competitive markets?
5. Give an example of microeconomics applied in business.
6. Why is understanding consumer behavior important for policymakers?
7. How does microeconomics help analyze economic incentives?

Text 3. MACROECONOMICS AND ECONOMIC GROWTH

Macroeconomics studies the economy as a whole, focusing on aggregate indicators such as GDP, inflation, unemployment, and national income. Economic growth, which measures the increase in production and services over time, is a key objective. Growth improves living standards and reduces poverty, while stagnation or recession can create social challenges.

Governments manage the economy using fiscal policy (taxation and public spending) and monetary policy (controlling money supply and interest rates). For example, during a recession, governments may increase public spending to stimulate demand, while central banks may lower interest rates to encourage borrowing and investment.

Macroeconomists also study business cycles, which are fluctuations in economic activity. Expansion, peak, contraction, and trough phases affect employment, production, and income levels. Understanding these cycles helps economists forecast trends and advise policymakers on stabilization strategies.

Globalization has increased the importance of international macroeconomics. Exchange rates, trade balances, and foreign investment influence national economies. During the 2008 financial crisis, interconnected economies were affected by financial shocks, demonstrating the need for global economic analysis.

Studying macroeconomics equips students with analytical, forecasting, and policy evaluation skills. Graduates can work in government agencies, central banks, international organizations, and research institutes, helping to design strategies for sustainable development.

Vocabulary:

1. Macroeconomics – макроекономіка
2. Fiscal policy – фіскальна політика
3. Monetary policy – монетарна політика
4. Business cycle – економічний цикл
5. Economic growth – економічне зростання

Questions:

1. What does macroeconomics study?
2. How does fiscal policy help stabilize the economy?
3. What are the main phases of the business cycle?
4. Why is economic growth important for society?
5. How do global economic factors affect national economies?
6. Give an example of a policy used during a recession.
7. What skills do students gain from studying macroeconomics?

Text 4. FINANCIAL SYSTEMS AND MARKETS

Financial systems are networks of institutions, markets, and instruments that enable the flow of funds between savers and borrowers. Banks, stock exchanges, insurance companies, and investment firms are key components. Efficient financial systems allocate resources, support investment, and contribute to economic growth.

Students study money, banking, and financial instruments such as stocks, bonds, and derivatives. Interest rates, risk assessment, and portfolio management are essential concepts. For instance, a company issuing bonds raises funds for expansion, while investors analyze risk and return before investing.

Financial markets influence the broader economy. Well-functioning stock and bond markets facilitate capital allocation and entrepreneurship. Conversely, market instability can lead to financial crises, as seen during the 2008 global financial crisis.

Modern financial education emphasizes digital finance, fintech, and electronic trading platforms. Students learn to use software tools for investment analysis, financial modeling, and risk management. Knowledge of financial systems prepares graduates for careers in banking, investment, corporate finance, and regulatory bodies.

Vocabulary:

1. Financial system – фінансова система
2. Stock exchange – фондова біржа
3. Bond – облігація
4. Interest rate – відсоткова ставка
5. Portfolio management – управління портфелем

Comprehension Questions:

1. What is the role of financial systems in the economy?
2. Name three institutions that are part of financial systems.
3. How do financial markets support economic growth?
4. What is the importance of risk assessment in finance?
5. Give an example of how companies use bonds.
6. How has digital finance changed financial markets?
7. Why is financial literacy important for economists?

Text 5. INTERNATIONAL ECONOMICS AND GLOBAL TRADE

International economics studies the movement of goods, services, capital, and labor across countries. Trade allows nations to specialize in production, improve efficiency, and increase wealth. Policies such as tariffs, quotas, and trade agreements regulate international commerce.

Globalization has increased economic interdependence. Changes in one country's economy can affect others through trade, investment, and financial markets. Exchange rates determine the value of currencies and influence import and export prices. International institutions such as the International Monetary Fund (IMF) and the World Bank regulate global financial stability.

Understanding global trade helps businesses and policymakers. For example, a company exporting electronics must analyze tariffs, customs regulations, and exchange rate risks. Governments use trade policies to protect industries, promote exports, and attract foreign investment.

Students of international economics learn to assess comparative advantage, evaluate trade opportunities, and consider the social and environmental impacts of global business. This knowledge is crucial for careers in international trade, finance, consulting, and economic diplomacy.

Vocabulary:

1. International trade – міжнародна торгівля
2. Tariff – тариф
3. Quota – квота
4. Exchange rate – обмінний курс
5. Globalization – глобалізація

Comprehension Questions:

1. What is the main purpose of international trade?
2. How do tariffs and quotas affect trade?
3. Why has globalization increased economic interdependence?
4. Which international institutions support global financial stability?
5. Give an example of international economics applied in business.
6. What is comparative advantage?
7. Why is understanding exchange rates important for exporters?

Маркетинг

Text 1. THE ROLE OF MARKETING IN MODERN BUSINESS

Marketing is a vital business function that connects companies with consumers and markets. It involves identifying customer needs, creating value, and delivering products or services effectively. Marketing integrates research, strategy, communication, and analysis to drive business growth.

A successful marketing strategy begins with market research, which gathers data about customer preferences, competitors, and industry trends. For example, a company launching a new beverage must understand its target audience, potential demand, and competitors' offerings. Marketing professionals analyze this data to develop effective positioning and messaging.

Marketing also contributes to brand building and customer loyalty. A strong brand differentiates products, communicates values, and creates emotional connections with consumers. Companies like Apple or Coca-Cola demonstrate how consistent branding enhances recognition and market success.

Students of marketing develop analytical, creative, and communication skills. They learn to evaluate market opportunities, forecast trends, and design campaigns. Understanding marketing is essential for careers in advertising, sales, public relations, and digital media.

Vocabulary:

1. Marketing – маркетинг
2. Market research – маркетингове дослідження
3. Target audience – цільова аудиторія
4. Brand – бренд
5. Positioning – позиціонування

Questions:

1. What is the main purpose of marketing?
2. How does market research help companies?
3. Why is brand building important?
4. Give an example of a company with strong branding.
5. What skills do marketing students develop?

6. How does marketing create value for consumers?
7. What is positioning in marketing?

Text 2. CONSUMER BEHAVIOR AND MARKET SEGMENTATION

Consumer behavior studies how individuals make decisions about purchasing products or services. Understanding the needs, motivations, and preferences of consumers allows marketers to design effective strategies.

Market segmentation divides consumers into groups based on demographic, geographic, psychographic, or behavioral characteristics. For example, a sportswear company may segment its market by age, fitness level, or lifestyle. This enables targeted advertising and product customization, increasing the effectiveness of marketing efforts.

Consumer behavior is influenced by culture, social factors, psychological traits, and personal experiences. For instance, social media influencers affect purchasing decisions by promoting products to specific audiences. Marketers must analyze these factors to predict trends and design campaigns that resonate with consumers.

Studying consumer behavior helps marketing students develop analytical thinking, strategic planning, and creative problem-solving skills. Knowledge of consumer psychology improves decision-making in product development, pricing, and promotional strategies.

Vocabulary:

1. Consumer behavior – поведінка споживача
2. Market segmentation – сегментація ринку
3. Demographic – демографічний
4. Psychographic – психографічний
5. Targeted advertising – таргетована реклама

Comprehension Questions:

1. What does consumer behavior study?
2. How does market segmentation help marketers?
3. Name four bases for segmenting a market.
4. How do social factors influence consumer decisions?
5. Why is understanding consumer psychology important?
6. Give an example of behavioral segmentation.
7. How can marketers use consumer insights to improve campaigns?

Text 3. MARKETING STRATEGIES AND PRODUCT POSITIONING

A marketing strategy is a plan that guides how a company promotes its products and reaches customers. Successful strategies consider market conditions, competition, and consumer needs.

Product positioning is the process of defining how a product is perceived in the minds of consumers compared to competitors. For example, Tesla positions its electric cars as premium, innovative, and environmentally friendly. Effective positioning requires clear messaging, unique selling propositions (USPs), and consistent communication.

Companies use various marketing strategies, such as differentiation, cost leadership, or niche marketing, depending on their goals and market segments. Differentiation emphasizes unique product

features, while cost leadership focuses on affordability. Niche marketing targets specific market segments with specialized offerings.

Marketing strategy also includes the marketing mix, commonly known as the 4Ps: Product, Price, Place, and Promotion. Adjusting these elements helps companies optimize market performance and meet consumer expectations.

Marketing students learn to analyze competitors, identify opportunities, and design campaigns that align with business objectives. Strategic thinking and creativity are essential for creating competitive advantages and building brand loyalty.

Vocabulary:

1. Marketing strategy – маркетингова стратегія
2. Product positioning – позиціонування продукту
3. Unique selling proposition (usp) – унікальна торгова пропозиція
4. Differentiation – диференціація
5. Marketing mix (4ps) – маркетинг-мікс (продукт, ціна, місце, просування)

Questions:

1. What is the purpose of a marketing strategy?
2. How does product positioning influence consumer perception?
3. Give an example of a company and its positioning strategy.
4. What are the 4Ps of the marketing mix?
5. How does differentiation differ from cost leadership?
6. Why is competitor analysis important in marketing strategy?
7. How can strategic marketing build brand loyalty?

Text 4. DIGITAL MARKETING AND SOCIAL MEDIA

Digital marketing involves promoting products and services using digital channels, such as social media, email, search engines, and websites. It allows companies to reach large audiences efficiently, track engagement, and measure campaign effectiveness.

Social media platforms like Facebook, Instagram, LinkedIn, and TikTok are powerful tools for brand communication and customer engagement. Companies create content that informs, entertains, or inspires consumers, building relationships and increasing brand visibility. Influencer marketing has also become a significant strategy, where trusted individuals promote products to their followers.

Digital marketing relies on analytics and metrics to optimize performance. Tools like Google Analytics, Facebook Insights, and SEO software help marketers understand user behavior, track conversions, and refine campaigns. Personalization, targeted advertising, and retargeting improve relevance and ROI.

For marketing students, digital marketing develops technical skills, analytical thinking, and creative content creation abilities. Understanding online behavior and technology trends is essential for careers in social media management, digital advertising, e-commerce, and content marketing.

Vocabulary:

1. Digital marketing – цифровий маркетинг
2. Social media – соціальні мережі
3. Influencer marketing – маркетинг за участю інфлюенсерів
4. Analytics – аналітика

5. Targeted advertising – таргетована реклама

Questions:

1. What is digital marketing?
2. Name three social media platforms used for marketing.
3. How does influencer marketing work?
4. What tools help marketers track online performance?
5. Why is personalization important in digital marketing?
6. How can analytics improve marketing campaigns?
7. Name careers that require digital marketing skills.

Text 5. BRAND MANAGEMENT AND CUSTOMER LOYALTY

Brand management involves creating, maintaining, and enhancing a company's brand to achieve long-term success. A brand represents a company's identity, values, and reputation, influencing customer perceptions and purchasing decisions.

Customer loyalty is a key objective of brand management. Loyal customers repeatedly choose a brand over competitors, providing stable revenue and positive word-of-mouth marketing. Companies achieve loyalty through consistent quality, emotional connections, and exceptional customer service.

Brand managers analyze market trends, consumer preferences, and competitor strategies to make informed decisions. Tools such as surveys, social media monitoring, and CRM systems help track customer satisfaction and engagement. Strong brands, such as Nike, Starbucks, or Lego, maintain consistency across all touchpoints, from product design to marketing campaigns.

Marketing students learn to strategically position brands, manage reputation, and measure brand equity. Knowledge of brand management enables professionals to develop marketing plans that enhance recognition, foster trust, and strengthen customer relationships.

Vocabulary:

1. Brand management – управління брендом
2. Customer loyalty – лояльність клієнтів
3. Brand equity – цінність бренду
4. Touchpoints – точки контакту
5. Reputation – репутація

Questions:

1. What is brand management?
2. How does customer loyalty benefit a company?
3. Name three ways companies build loyalty.
4. What tools are used to monitor brand performance?
5. Give examples of strong global brands.
6. How does brand equity influence marketing strategy?
7. Why is reputation important in brand management?

Менеджмент

Text 1. THE ROLE OF MANAGEMENT IN ORGANIZATIONS

Management is the process of planning, organizing, leading, and controlling resources to achieve organizational goals efficiently and effectively. It ensures that human, financial, and material resources are used optimally to meet strategic objectives.

Effective management begins with planning, which defines objectives and outlines steps to achieve them. For example, a manufacturing company planning to launch a new product must set production targets, allocate resources, and schedule tasks. Organizing involves creating a structure, assigning responsibilities, and establishing communication channels.

Leadership is a critical aspect of management. Managers motivate employees, develop team capabilities, and foster a positive organizational culture. Strong leadership encourages innovation, engagement, and high performance.

Finally, controlling ensures that plans are executed correctly and goals are met. Managers monitor performance, analyze deviations, and implement corrective actions. For example, in a retail business, sales performance is monitored monthly, and strategies are adjusted to meet targets.

Studying management equips students with analytical, decision-making, and interpersonal skills, preparing them for careers in business, government, and non-profit sectors.

Vocabulary:

1. Management – управління
2. Planning – планування
3. Organizing – організація
4. Leadership – лідерство
5. Controlling – контроль

Questions:

1. What are the main functions of management?
2. How does planning contribute to organizational success?
3. Why is leadership important in management?
4. Give an example of controlling in a business context.
5. What skills do students gain from studying management?
6. How do managers motivate employees?
7. Why is resource allocation important for achieving goals?

Text 2. ORGANIZATIONAL PLANNING AND DECISION MAKING

Planning is the foundation of effective management. It involves setting objectives, analyzing the environment, and choosing courses of action. Managers develop short-term, medium-term, and long-term plans to guide organizational activities.

Decision making is an essential component of planning. Managers identify problems, evaluate alternatives, and select the best solutions. For example, a logistics company deciding on a new warehouse location must consider cost, accessibility, and demand. Strategic decisions affect the overall direction of the organization, while operational decisions focus on day-to-day activities.

Tools like SWOT analysis (Strengths, Weaknesses, Opportunities, Threats), PESTEL analysis (Political, Economic, Social, Technological, Environmental, Legal), and decision matrices help managers make informed choices. Risk assessment and contingency planning ensure preparedness for uncertainties.

Planning and decision making are closely linked. Effective managers combine analytical thinking with creativity to develop actionable strategies, align resources, and achieve organizational objectives.

Vocabulary:

1. Planning – планування
2. Decision making – прийняття рішень
3. Strategic decision – стратегічне рішення
4. Operational decision – оперативне рішення
5. Swot analysis – swot-аналіз

Questions:

1. What is the main purpose of planning in management?
2. How are strategic and operational decisions different?
3. Give an example of a business decision and the factors considered.
4. What tools help managers analyze the environment?
5. Why is risk assessment important in decision making?
6. How does contingency planning support organizational stability?
7. How are planning and decision making connected?

Text 3. LEADERSHIP AND ORGANIZATIONAL BEHAVIOR

Leadership is the process of influencing and guiding individuals or teams to achieve goals. Effective leaders motivate employees, foster collaboration, and create a positive organizational culture. Leadership styles vary, including autocratic, democratic, transformational, and transactional approaches.

Organizational behavior studies how individuals and groups act within organizations. Understanding behavior helps managers improve productivity, communication, and job satisfaction. Factors such as motivation, personality, group dynamics, and organizational culture influence performance.

For example, a transformational leader inspires employees with a shared vision, encourages innovation, and promotes personal development. Conversely, transactional leadership focuses on rewards and penalties to maintain performance standards.

Students of management learn to analyze human behavior, develop leadership skills, and apply motivational techniques. Effective leadership combined with organizational behavior knowledge enables managers to build cohesive teams, enhance employee engagement, and drive organizational success.

Vocabulary:

1. Leadership – лідерство
2. Organizational behavior – поведінка в організації
3. Motivation – мотивація
4. Transformational leadership – трансформаційне лідерство
5. Transactional leadership – трансакційне лідерство

Questions:

1. What is the main role of leadership in organizations?
2. Name four types of leadership styles.
3. How does organizational behavior affect performance?
4. Give an example of transformational leadership in practice.
5. Why is motivation important for managers?
6. How do group dynamics influence productivity?
7. How can managers use leadership to improve employee engagement?

Text 4. STRATEGIC MANAGEMENT AND COMPETITIVE ADVANTAGE

Strategic management involves formulating, implementing, and evaluating strategies to achieve long-term organizational goals. It ensures that the organization adapts to changing environments, seizes opportunities, and maintains competitiveness.

Managers conduct external and internal analyses to identify strengths, weaknesses, opportunities, and threats (SWOT). They assess industry trends, customer needs, and competitor actions. Strategies may focus on cost leadership, differentiation, or market segmentation, depending on organizational objectives.

Competitive advantage is the unique factor that allows an organization to outperform competitors. For example, a technology company may offer superior product quality, innovative features, or excellent customer service to gain an edge in the market.

Strategic management also involves monitoring performance and making adjustments to ensure objectives are met. Students learn to think analytically, anticipate market trends, and align organizational resources with strategic goals.

Vocabulary:

1. Strategic management – стратегічне управління
2. Competitive advantage – конкурентна перевага
3. Differentiation – диференціація
4. Market segmentation – сегментація ринку
5. Swot analysis – swot-аналіз

Questions:

1. What is strategic management?
2. How does SWOT analysis support strategy formulation?
3. Give an example of competitive advantage.
4. What are common strategies to gain market advantage?
5. Why is performance monitoring important in strategic management?
6. How do managers adapt strategies to changing environments?
7. How does strategic management contribute to long-term success?

Text 5. ORGANIZATIONAL CHANGE AND INNOVATION

Organizational change refers to adjustments in structure, processes, or culture to respond to internal and external pressures. Innovation, including product, process, and business model innovation, drives growth and competitiveness.

Change can be planned or emergent. For example, a company may restructure its departments to improve efficiency or implement new software to enhance productivity. Resistance to change is

common, requiring managers to use communication, training, and participation strategies to achieve acceptance.

Innovation involves creativity, research, and risk-taking. Companies like Amazon or Tesla continuously innovate to maintain market leadership. Change management and innovation require flexibility, problem-solving, and leadership skills.

Management students learn to analyze the need for change, plan interventions, and foster a culture that encourages innovation. Effective change and innovation strategies help organizations adapt, remain competitive, and achieve sustainable growth.

Vocabulary:

1. Organizational change – організаційні зміни
2. Innovation – інновації
3. Change management – управління змінами
4. Resistance to change – опір змінам
5. Business model – бізнес-модель

Questions:

1. What is organizational change?
2. Give an example of planned organizational change.
3. Why do employees resist change?
4. How can managers overcome resistance?
5. What are the types of innovation in organizations?
6. Why is innovation important for competitiveness?
7. How do change management and innovation contribute to sustainable growth?

Text 6. ORGANIZATIONAL LEADERSHIP AND DECISION-MAKING IN MODERN MANAGEMENT

In modern organizations, effective leadership and decision-making are crucial for achieving strategic objectives, ensuring operational efficiency, and maintaining competitive advantage. Leadership is not only about assigning tasks but also about inspiring employees, fostering collaboration, and creating a positive organizational culture. A leader's ability to motivate, communicate, and guide a team directly influences the organization's performance.

Different leadership styles are applied depending on organizational needs, culture, and context. Transformational leadership encourages innovation and change by inspiring employees with a shared vision. Transactional leadership focuses on structured processes, rewards, and penalties to maintain standards. In dynamic environments, such as technology or service industries, leaders often combine these approaches to balance creativity with accountability.

Decision-making is an integral part of leadership. Managers make strategic decisions, which affect the long-term direction of the organization, and operational decisions, which govern day-to-day activities. For example, a company deciding to enter a new international market must analyze economic conditions, legal requirements, cultural factors, and competitive pressures. On the other hand, operational decisions may involve scheduling staff, managing inventory, or optimizing workflow to meet short-term goals.

Modern managers use a variety of tools to enhance decision-making. SWOT analysis identifies strengths, weaknesses, opportunities, and threats, while PESTEL analysis examines political, economic, social, technological, environmental, and legal factors. Decision matrices and cost-benefit analysis help prioritize alternatives based on quantitative and qualitative criteria. Additionally, data-

driven approaches and business intelligence systems allow leaders to make informed decisions based on real-time information.

Organizational culture also plays a key role in decision-making. A culture that promotes transparency, collaboration, and accountability encourages employees to share insights and participate in problem-solving. Conversely, rigid hierarchical structures may limit creativity and slow down responses to challenges. Effective leaders foster a culture where employees feel empowered, valued, and aligned with organizational goals.

Crisis management is another area where leadership and decision-making intersect. During unforeseen events, such as economic downturns, natural disasters, or public relations crises, managers must make rapid decisions, communicate effectively, and coordinate resources efficiently. For instance, during the COVID-19 pandemic, managers had to adapt operations for remote work, adjust supply chains, and maintain employee engagement under uncertainty.

Leadership development requires both theoretical knowledge and practical experience. Students of management learn to analyze human behavior, understand organizational dynamics, and develop strategic thinking. They gain skills in negotiation, conflict resolution, and ethical decision-making, which are essential for effective management in diverse organizational settings.

In conclusion, organizational leadership and decision-making are interconnected elements that drive efficiency, innovation, and long-term success. Strong leaders combine analytical skills, emotional intelligence, and strategic vision to guide organizations through challenges and opportunities. By studying leadership theories, decision-making frameworks, and real-world case studies, management students are prepared to make informed decisions, lead diverse teams, and contribute to organizational growth and sustainability.

Vocabulary:

1. Leadership – лідерство
2. Transformational leadership – трансформаційне лідерство
3. Transactional leadership – транзакційне лідерство
4. Strategic decision – стратегічне рішення
5. Operational decision – оперативне рішення
6. Swot analysis – swot-аналіз
7. Pestel analysis – pestel-аналіз
8. Organizational culture – організаційна культура
9. Crisis management – управління кризами

Questions:

1. What are the main roles of leadership in modern organizations?
2. How do transformational and transactional leadership styles differ?
3. Give an example of a strategic decision and an operational decision.
4. How do SWOT and PESTEL analyses support decision-making?
5. Why is organizational culture important for decision-making?
6. How should managers respond during a crisis?
7. What skills do students gain from studying leadership and decision-making?

Фінанси

Text 1. FINANCE AS A CORE ELEMENT OF THE MODERN ECONOMY

Finance is a key component of the modern economic system. It deals with the management of money, investments, assets, and liabilities at individual, corporate, and governmental levels. Through finance, resources are allocated efficiently to support economic growth and stability.

The financial system includes banks, financial markets, insurance companies, and investment institutions. These organizations facilitate the flow of money between savers and borrowers. By providing credit and investment opportunities, finance supports entrepreneurship, innovation, and business development.

Finance professionals analyze financial data, assess risks, and make strategic decisions. Their work requires strong analytical skills, mathematical knowledge, and an understanding of economic principles. In today's globalized economy, finance is closely connected with international trade and capital markets.

Without a well-functioning financial system, economic activity would slow down, and long-term development would be impossible.

Vocabulary

1. Financial system – фінансова система
2. Asset – актив
3. Liability – зобов'язання
4. Resource allocation – розподіл ресурсів
5. Capital market – ринок капіталу
6. Financial data – фінансові дані

Questions

1. What does finance deal with?
2. What institutions form the financial system?
3. Why is finance important for economic growth?
4. What skills do finance professionals need?
5. How is finance connected with globalization?

Text 2. BANKING SYSTEM AND FINANCIAL INTERMEDIATION

The banking system plays a central role in the financial sector. Banks act as financial intermediaries by accepting deposits from individuals and businesses and providing loans to those who need capital. This process supports economic activity and liquidity.

There are different types of banks, including commercial banks, central banks, and investment banks. Central banks regulate the money supply and maintain financial stability, while commercial banks offer services such as savings accounts, credit cards, and business loans.

Banks also help manage financial risks and facilitate payment systems. In recent years, digital banking and financial technologies have transformed traditional banking services, making them faster and more accessible.

A stable banking system is essential for public trust and economic security.

Vocabulary

1. Banking system – банківська система
2. Financial intermediary – фінансовий посередник
3. Deposit – депозит
4. Loan – кредит
5. Liquidity – ліквідність
6. Financial stability – фінансова стабільність

Questions

1. What is the main function of banks?
2. What types of banks are mentioned?
3. How do banks support liquidity?
4. How has digital banking changed financial services?
5. Why is public trust important for banks?

Text 3. FINANCIAL MARKETS AND INVESTMENT INSTRUMENTS

Financial markets provide a platform for buying and selling financial instruments such as stocks, bonds, and derivatives. These markets play a crucial role in capital formation and price discovery. Investors use financial markets to grow their wealth and manage risk.

Stock markets allow companies to raise capital by issuing shares. Bond markets provide governments and corporations with long-term financing. Derivatives are used to hedge against financial risks and market volatility.

Investment decisions depend on factors such as risk tolerance, return expectations, and market conditions. Financial analysts evaluate economic indicators and company performance to guide investors.

Well-developed financial markets contribute to economic efficiency and transparency.

Vocabulary

1. Financial market – фінансовий ринок
2. Stock – акція
3. Bond – облігація
4. Derivative – похідний фінансовий інструмент
5. Volatility – мінливість
6. Risk tolerance – толерантність до ризику

Questions

1. What role do financial markets play in the economy?
2. What instruments are traded on financial markets?
3. How do companies raise capital?
4. What factors influence investment decisions?
5. Why are financial markets important for transparency?

Text 4. CORPORATE FINANCE AND FINANCIAL MANAGEMENT

Corporate finance focuses on the financial activities of companies. Its main objectives are to maximize shareholder value, manage financial risks, and ensure long-term profitability. Financial managers make decisions related to budgeting, investment, and financing.

Capital structure decisions involve choosing between debt and equity financing. Financial managers also analyze cash flows to maintain liquidity and operational stability. Effective financial management helps companies survive economic fluctuations.

Corporate finance is closely connected with strategic planning and business development. Companies that manage their finances well are more competitive and attractive to investors.

Vocabulary

1. Corporate finance – корпоративні фінанси
2. Shareholder value – вартість для акціонерів
3. Capital structure – структура капіталу
4. Cash flow – грошовий потік
5. Equity financing – фінансування за рахунок власного капіталу
6. Financial management – фінансове управління

Questions

1. What is the main goal of corporate finance?
2. What decisions do financial managers make?
3. Why is cash flow management important?
4. How does corporate finance affect competitiveness?
5. What is capital structure?

Text 5. PUBLIC FINANCE AND ECONOMIC STABILITY

Public finance deals with the management of government revenues and expenditures. It includes taxation, budgeting, public debt, and fiscal policy. Governments use public finance to provide public goods and services such as education, healthcare, and infrastructure.

Fiscal policy influences economic stability and growth. During economic downturns, governments may increase spending or reduce taxes to stimulate the economy. Public finance also plays a role in income redistribution and social welfare.

Effective public finance management requires transparency, accountability, and long-term planning. Sound fiscal policies help maintain economic stability and public trust.

Vocabulary

1. Public finance – державні фінанси
2. Taxation – оподаткування
3. Fiscal policy – фіскальна політика
4. Public debt – державний борг
5. Income redistribution – перерозподіл доходів
6. Accountability – підзвітність

Questions

1. What does public finance include?
2. How does fiscal policy affect the economy?

3. Why is transparency important in public finance?
4. What role does public finance play in social welfare?
5. How can public finance support economic stability?

ННІ ТЕХНОЛОГІЙ І ТОРГІВЛІ

Готельно-ресторанна справа

Text 1. THE ROLE OF THE HOSPITALITY INDUSTRY IN MODERN ECONOMY

The hospitality industry is a significant contributor to the global economy, encompassing hotels, restaurants, resorts, and tourism services. It provides employment, attracts investment, and promotes cultural exchange. For many countries, tourism and hospitality are major sources of income and foreign exchange.

Hotels serve as the primary accommodation providers, offering a range of services from budget rooms to luxury suites. Restaurants provide not only meals but also experiences, creating memorable dining environments. Resorts combine lodging, recreation, and entertainment, enhancing tourist satisfaction.

Hospitality management requires understanding customer needs, service quality, and operational efficiency. Managers must coordinate staff, maintain standards, and ensure customer satisfaction. For example, a hotel manager oversees housekeeping, front desk operations, and guest services to provide a seamless experience.

Students studying hospitality learn service management, event planning, marketing strategies, and financial oversight, preparing them for careers in hotel management, food and beverage services, and tourism administration.

Vocabulary:

1. Hospitality industry – готельно-ресторанна індустрія
2. Accommodation – проживання
3. Resort – курорт
4. Service quality – якість обслуговування
5. Customer satisfaction – задоволення клієнтів

Questions:

1. What sectors are included in the hospitality industry?
2. How do hotels and resorts differ?
3. Why is service quality important in hospitality?
4. What skills are essential for hospitality management?
5. How does the hospitality industry contribute to the economy?
6. Give an example of a hotel service that enhances customer satisfaction.
7. What careers are available in the hospitality sector?

Text 2. HOTEL MANAGEMENT AND OPERATIONAL EFFICIENCY

Hotel management involves coordinating daily operations, optimizing resources, and ensuring guest satisfaction. A hotel consists of departments such as front office, housekeeping, food and beverage, maintenance, and human resources. Efficient management requires clear communication, teamwork, and planning.

Front office staff handle check-ins, reservations, and guest inquiries. Housekeeping ensures cleanliness and comfort. The food and beverage department manages restaurants, room service, and banquet operations. Maintenance ensures safety and functionality of facilities. Human resources manage recruitment, training, and staff development.

Operational efficiency is achieved through process standardization, staff training, and technology integration. For example, property management systems (PMS) allow hotels to automate bookings, monitor occupancy, and manage billing, improving efficiency and reducing errors.

Hospitality students learn to plan operations, manage resources, and analyze performance metrics, preparing them to lead hotel departments and enhance overall service delivery.

Vocabulary:

1. Front office – рецепція
2. Housekeeping – покоївки/прибиральні служби
3. Food and beverage – харчування та напої
4. Operational efficiency – ефективність роботи
5. Property management system (pms) – система управління готелем

Questions:

1. Name the main departments in a hotel.
2. What are the responsibilities of the front office?
3. How does technology improve hotel operations?
4. Why is housekeeping important for guest satisfaction?
5. What skills do students develop in hotel management?
6. Give an example of operational efficiency in a hotel.
7. How does human resources contribute to hotel performance?

Text 3. RESTAURANT MANAGEMENT AND CULINARY SERVICES

Restaurant management focuses on food quality, customer service, and operational control. A successful restaurant combines menu planning, staff coordination, and cost management to ensure profitability and customer satisfaction.

Menu planning involves selecting dishes, determining pricing, and considering dietary trends. The kitchen team prepares food according to standards, while the front-of-house staff serves customers and manages reservations. Cost control includes monitoring ingredient usage, minimizing waste, and optimizing labor.

Restaurants may specialize in fast food, casual dining, fine dining, or themed concepts. Fine dining emphasizes ambiance, presentation, and high-quality ingredients, while casual restaurants prioritize speed, affordability, and comfort.

Hospitality students gain knowledge of culinary arts, customer relationship management, and financial planning, equipping them to manage restaurant operations and deliver memorable dining experiences.

Vocabulary:

1. Restaurant management – управління рестораном
2. Menu planning – планування меню
3. Cost control – контроль витрат
4. Front-of-house – обслуговуючий персонал
5. Fine dining – висококласний ресторан

Questions:

1. What are the key components of restaurant management?
2. How does menu planning influence customer experience?
3. Name four types of restaurants.
4. Why is cost control important in restaurant management?
5. What skills do students develop in restaurant management?
6. Give an example of fine dining service.
7. How does the front-of-house staff contribute to restaurant success?

Text 4. TOURISM, RESORTS, AND GUEST EXPERIENCE

Resorts and tourism services focus on creating comprehensive guest experiences. They combine lodging, dining, recreation, and cultural activities to satisfy diverse client needs. Resorts are often located in scenic areas, attracting tourists seeking relaxation, adventure, or wellness.

Guest experience is influenced by service quality, amenities, staff professionalism, and personalized attention. Activities such as spa treatments, guided tours, or adventure sports enhance visitor satisfaction. Hotels and resorts must also consider sustainability, environmental impact, and local community engagement.

Revenue management is crucial. Resorts analyze seasonal demand, room rates, and occupancy trends to maximize profitability. Technology, such as booking engines and CRM systems, supports efficient reservation handling and personalized marketing.

Hospitality students develop skills in tourism planning, customer service, and operational management, preparing them for careers in resorts, travel agencies, and event management.

Vocabulary:

1. Resort – курорт
2. Guest experience – досвід гостя
3. Amenities – зручності
4. Revenue management – управління доходами
5. Personalized service – персоналізоване обслуговування

Questions:

1. What factors influence guest experience in resorts?
2. Why is sustainability important in tourism?
3. How does revenue management improve profitability?
4. Give examples of resort amenities.
5. What skills do students develop in tourism and resort management?
6. How does personalized service enhance visitor satisfaction?
7. Name careers related to resorts and tourism services.

Text 5. EVENT PLANNING AND HOSPITALITY MARKETING

Event planning is an integral part of hospitality, encompassing corporate events, weddings, conferences, and banquets. Successful event management requires coordination of venue, catering, logistics, and customer expectations.

Marketing in hospitality promotes services, builds brand loyalty, and attracts clients. Strategies include social media campaigns, email marketing, partnerships, and loyalty programs. Customer feedback and reviews play a significant role in improving service quality and reputation.

Hospitality students learn to organize events, implement marketing strategies, and manage client relationships, equipping them to enhance the visibility and profitability of hotels and restaurants.

For example, a hotel organizing a conference must coordinate room bookings, catering services, technical support, and entertainment. Effective marketing ensures high attendance and a positive guest experience.

Vocabulary:

1. Event planning – організація заходів
2. Banquet – банкет
3. Marketing strategy – маркетингова стратегія
4. Brand loyalty – лояльність до бренду
5. Client relationship – взаємовідносини з клієнтами

Questions:

1. What is involved in event planning in hospitality?
2. How do marketing strategies benefit hotels and restaurants?
3. Give examples of events managed by hospitality professionals.
4. Why is client feedback important?
5. What skills do students gain in event planning and marketing?
6. How does brand loyalty influence business success?
7. Give an example of coordinating logistics for an event.

Text 6. HOTEL CLASSIFICATION AND STANDARDS IN EUROPE

The hospitality industry in Europe is diverse, with a wide range of hotels offering different levels of services, comfort, and facilities. European hotels are often classified according to star ratings, service quality, amenities, and customer satisfaction, helping travelers choose accommodations that match their preferences and budget.

Hotel Star Ratings

One of the most common methods to classify hotels in Europe is the **star rating system**, which typically ranges from one to five stars. Each star represents a level of service, comfort, and available amenities:

- **One-star hotels** provide basic accommodation with minimal facilities, often catering to budget travelers. Rooms are usually simple, with essential furniture and a private or shared bathroom.
- **Two-star hotels** offer a higher level of comfort, including private bathrooms, daily cleaning services, and basic amenities such as a television or Wi-Fi.
- **Three-star hotels** combine comfort with additional services, including on-site restaurants, room service, and fitness facilities. These hotels often appeal to business travelers and tourists seeking moderate luxury.

- **Four-star hotels** provide premium services, including concierge assistance, high-quality dining, wellness facilities, and stylish room design. They focus on a superior guest experience and personalized services.
- **Five-star hotels** represent luxury and exclusivity, offering exceptional comfort, personalized attention, gourmet restaurants, spa services, and state-of-the-art amenities. These hotels often host VIP guests, international conferences, and high-profile events.

Classification Systems in Europe

Hotel classification in Europe varies by country, as there is no single standardized system across the continent. For example, France uses the official “classement hôtelier” regulated by Atout France, while Germany applies the DEHOGA star system supervised by the German Hotel and Restaurant Association. Similarly, Italy follows the Italian Hotel Classification System, where stars are assigned based on service quality, room size, safety measures, and accessibility.

European hotels are increasingly adopting additional quality certifications, such as eco-labels or sustainable tourism awards. These certifications reflect the growing importance of environmental responsibility and energy efficiency in hotel operations.

Factors Affecting Hotel Standards

Several factors influence the level and quality of hotels in Europe:

- **Location:** Hotels in major cities, tourist destinations, and historic sites tend to provide higher standards and more services. For example, a five-star hotel in Paris offers more luxury amenities than a small countryside inn.
- **Guest expectations:** International tourists expect a consistent level of service, cleanliness, and comfort. Hotels respond by investing in training, technology, and customer service innovations.
- **Regulatory requirements:** National authorities and tourism boards establish minimum standards for health, safety, and accessibility, ensuring guest protection and service consistency.
- **Market positioning:** Hotels adjust their services and facilities based on target markets, including business travelers, families, luxury seekers, or budget tourists.

Trends in European Hotels

Modern European hotels focus not only on accommodation but also on **experience and personalization**. Luxury hotels offer concierge services, wellness centers, and unique culinary experiences. Boutique hotels emphasize design, culture, and local traditions, creating distinctive stays for guests. Additionally, digital technology plays a key role, with online booking systems, mobile check-in, smart room controls, and virtual concierge services becoming standard.

Sustainability is also a significant trend. Many hotels implement **green practices**, such as energy-efficient lighting, waste reduction, water-saving devices, and sourcing local products for restaurants. These initiatives enhance the hotel’s reputation and attract eco-conscious travelers.

Conclusion

The level of hotels in Europe varies widely, from basic budget accommodations to luxurious five-star establishments. Classification systems, guest expectations, and market trends shape hotel standards, while sustainability and personalized experiences are becoming increasingly important. Understanding these factors helps travelers choose suitable accommodations and prepares hospitality students and professionals to meet evolving industry demands.

Vocabulary:

1. Star rating – категорія готелю (зірки)
2. Amenities – зручності
3. Concierge – портсьє/консьєрж
4. Boutique hotel – бутик-готель
5. Sustainability – сталий розвиток

6. Eco-label – екологічний сертифікат

Questions:

1. What does the star rating system indicate in European hotels?
2. How do one-star and five-star hotels differ in terms of services and amenities?
3. Name three countries in Europe and their hotel classification systems.
4. What factors influence hotel standards in Europe?
5. How do boutique hotels differ from luxury hotels?
6. Why is sustainability important in modern European hotels?
7. Give examples of technology used in hotel operations today.

Text 7. HOTEL MANAGEMENT AND OPERATIONS IN EUROPE

Effective hotel management ensures smooth operations, guest satisfaction, and profitability. European hotels, ranging from budget accommodations to luxury resorts, follow structured management practices to meet high standards.

A hotel is usually divided into departments: front office, housekeeping, food and beverage, maintenance, and human resources. The front office handles reservations, check-ins, and guest inquiries. Housekeeping maintains room cleanliness and presentation. The food and beverage department manages restaurants, bars, and room service. Maintenance ensures that equipment and facilities function properly. Human resources oversees recruitment, training, and staff development.

European hotels emphasize service quality and efficiency. Many use property management systems (PMS) to manage bookings, payments, and guest preferences. Standard operating procedures (SOPs) ensure consistency across all departments. For instance, luxury hotels in London and Paris implement detailed cleaning protocols, personalized guest greetings, and 24/7 concierge services.

Revenue management is another critical aspect. Hotels analyze occupancy rates, seasonal demand, and pricing strategies to maximize profits. Dynamic pricing allows hotels to adjust room rates based on demand fluctuations, special events, and market trends.

Students studying hotel management in Europe gain skills in leadership, resource allocation, operational planning, and customer service. They are prepared to manage diverse teams, oversee daily operations, and ensure exceptional guest experiences.

Vocabulary:

1. Front office – рецепція
2. Housekeeping – покоївки
3. Revenue management – управління доходами
4. Property management system (pms) – система управління готелем
5. Standard operating procedures (sops) – стандартні операційні процедури

Questions:

1. What are the main departments in a hotel?
2. How does a PMS improve hotel operations?
3. Why is revenue management important in hotels?
4. What are SOPs, and why are they important?
5. Name skills students gain in hotel management.
6. Give an example of service quality in a European luxury hotel.
7. How do hotels adjust room rates based on demand?

Text 8. RESTAURANT SERVICES AND GASTRONOMY IN EUROPEAN HOTELS

European hotels place a strong emphasis on restaurant services and gastronomy, as food and beverage offerings contribute significantly to guest satisfaction and hotel revenue. Hotel restaurants range from casual dining and buffets to fine dining and specialty cuisine.

Menu planning is critical and considers local traditions, seasonal ingredients, and dietary preferences. For example, hotels in Italy emphasize authentic Italian dishes, while French hotels focus on gourmet French cuisine. Wine and beverage pairings, presentation, and service style enhance the overall dining experience.

Staff professionalism is key. Chefs, sous-chefs, waitstaff, and sommeliers must collaborate to provide efficient, polite, and knowledgeable service. European hotels often combine traditional culinary techniques with modern innovation to create memorable experiences.

Cost management is also important. Restaurants monitor ingredient usage, minimize waste, and control labor costs. Luxury hotels often implement premium service standards, including à la carte menus, private dining, and themed culinary events.

Students studying hospitality learn culinary arts, food safety, customer service, and restaurant management, equipping them to work in hotel restaurants, banquet services, and catering management.

Vocabulary:

1. Gastronomy – гастрономія
2. Menu planning – планування меню
3. Fine dining – висококласний ресторан
4. Sommelier – сомельє
5. Buffet – шведський стіл

Questions:

1. How do European hotel restaurants enhance guest experience?
2. What factors are considered in menu planning?
3. Name two types of hotel restaurant services.
4. Why is staff professionalism important in hotel restaurants?
5. How do hotels manage restaurant costs?
6. Give an example of a themed culinary event.
7. What skills do students gain from studying hotel gastronomy?

Text 9. TOURISM AND HOSPITALITY MARKETING IN EUROPEAN CITIES

Tourism and hospitality marketing is essential for attracting visitors, promoting services, and enhancing the hotel's reputation. European hotels and resorts operate in competitive markets, requiring strategic marketing and branding.

Marketing strategies include online campaigns, social media engagement, email newsletters, loyalty programs, and partnerships with travel agencies. Many hotels maintain websites with online booking systems and virtual tours, allowing customers to experience facilities before arrival.

Target marketing is common. Business hotels focus on corporate clients, offering conference rooms, high-speed internet, and business centers. Leisure hotels target families or tourists, emphasizing recreational facilities, tours, and local experiences.

Customer reviews and ratings on platforms such as TripAdvisor and Booking.com significantly influence marketing. Hotels monitor feedback, respond to complaints, and implement improvements to enhance reputation and encourage repeat visits.

Students studying hospitality marketing gain skills in digital marketing, customer analytics, brand management, and promotional strategies, preparing them to attract clients and optimize hotel performance.

Vocabulary:

1. Hospitality marketing – маркетинг у готельно-ресторанній сфері
2. Loyalty program – програма лояльності
3. Target marketing – цільовий маркетинг
4. Brand management – управління брендом
5. Customer feedback – відгуки клієнтів

Questions:

1. Why is marketing important for hotels?
2. Name three marketing strategies used by European hotels.
3. How do hotels target business vs. leisure clients?
4. Why is online customer feedback important?
5. What skills do students gain in hospitality marketing?
6. Give an example of a loyalty program.
7. How can hotels improve their reputation using customer reviews?

Text 10. LUXURY AND BOUTIQUE HOTELS: TRENDS AND INNOVATIONS

Luxury and boutique hotels represent a growing segment of the European hospitality industry, offering exclusive services, unique designs, and personalized experiences. These hotels differentiate themselves from standard accommodations by focusing on quality, uniqueness, and attention to detail.

Luxury hotels provide spacious suites, gourmet restaurants, concierge services, spa treatments, and state-of-the-art facilities. Boutique hotels are often smaller, with a distinct style, artistic design, and connection to local culture or history. Both types prioritize guest experience, personalized service, and exclusivity.

Modern trends include sustainability, digitalization, and wellness tourism. Hotels implement eco-friendly practices, such as energy-efficient lighting, waste reduction, and sourcing local products. Digital tools, including mobile check-in, smart room controls, and AI-powered concierge services, enhance convenience. Wellness offerings, such as yoga classes, spa treatments, and healthy cuisine, cater to the growing demand for holistic experiences.

Hospitality students studying luxury and boutique hotels develop skills in service design, customer relationship management, innovation, and operational excellence, preparing them for high-end positions in hotels across Europe and globally.

Vocabulary:

1. Boutique hotel – бутик-готель
2. Concierge – консьєрж
3. Wellness tourism – оздоровчий туризм
4. Sustainability – сталий розвиток
5. Personalized service – персоналізоване обслуговування

Questions:

1. How do luxury and boutique hotels differ?
2. What services are typical in luxury hotels?
3. Why is personalization important in boutique hotels?
4. Name two trends affecting European luxury hotels.
5. How does sustainability influence hotel operations?
6. What skills do students gain studying luxury hotel management?
7. Give an example of a wellness service offered in hotels.

Аграрне виробництво

Text 1. THE ROLE OF AGRICULTURE IN MODERN ECONOMY

Agriculture plays a vital role in the global economy by providing food, raw materials, and employment. It supports rural development, ensures food security, and contributes to trade and industrial production.

Modern agriculture uses advanced technologies, mechanization, and scientific methods to increase productivity and efficiency. Crop production, livestock breeding, and horticulture form the main branches of agricultural production. Crop farming focuses on cereals, vegetables, fruits, and industrial plants such as sugar beet and oilseeds. Livestock farming provides meat, milk, eggs, and wool, while horticulture enhances the variety and quality of fruits and vegetables.

Agricultural production depends on soil fertility, climate conditions, water availability, and pest control. Farmers must balance productivity with sustainability, preserving natural resources and maintaining environmental quality.

Students studying agrarian production learn farm management, crop and livestock production, plant protection, and agricultural economics, preparing them for careers in farming, agribusiness, and rural development.

Vocabulary:

1. Agriculture – сільське господарство
2. Crop production – вирощування сільськогосподарських культур
3. Livestock – тваринництво
4. Horticulture – садівництво
5. Sustainability – сталий розвиток

Questions:

1. What are the main branches of agriculture?
2. How does agriculture contribute to the economy?
3. Name three factors affecting agricultural production.
4. Why is sustainability important in farming?
5. What skills do students gain studying agrarian production?
6. Give an example of an industrial plant in agriculture.
7. How does modern technology improve farm productivity?

Text 2. CROP PRODUCTION AND SOIL MANAGEMENT

Crop production is a fundamental part of agriculture. Soil preparation, seed selection, planting, fertilization, and irrigation are critical steps to ensure high yields. Soil fertility is maintained through crop rotation, organic and mineral fertilizers, and modern soil conservation methods.

Mechanization plays a key role in modern crop production. Tractors, plows, seed drills, and harvesters improve efficiency, reduce labor costs, and ensure timely operations. Precision farming uses GPS technology, drones, and sensors to monitor soil conditions, optimize input use, and improve crop quality.

Crop protection is essential. Farmers must manage weeds, pests, and diseases using integrated pest management (IPM), biological controls, and chemical treatments when necessary. Proper storage and post-harvest handling prevent losses and maintain product quality.

Students in agrarian studies learn agronomy, soil science, plant nutrition, and crop protection, preparing them to manage farms, advise farmers, or work in agricultural companies.

Vocabulary:

1. Crop rotation – сівозміна
2. Fertilization – удобрення
3. Mechanization – механізація
4. Precision farming – точне землеробство
5. Pest management – захист рослин

Questions:

1. What steps are important in crop production?
2. How does soil fertility affect yields?
3. Name three tools used in mechanized farming.
4. What is integrated pest management?
5. How does precision farming improve efficiency?
6. Why is post-harvest handling important?
7. What skills do students develop in crop production studies?

Text 3. LIVESTOCK PRODUCTION AND ANIMAL HUSBANDRY

Livestock production is a crucial component of agriculture, providing meat, milk, eggs, wool, and other animal products. Efficient livestock farming requires knowledge of breeding, feeding, housing, health management, and reproduction.

Animal nutrition affects productivity. Balanced diets with appropriate proteins, carbohydrates, vitamins, and minerals ensure healthy growth and high-quality products. Proper housing provides comfort, ventilation, and protection from diseases and extreme weather. Veterinary care and disease prevention programs maintain herd health.

Breeding programs improve genetic qualities of animals, such as milk yield in cows, growth rate in pigs, and wool quality in sheep. Modern technologies, including artificial insemination and embryo transfer, enhance genetic improvement.

Students studying livestock production learn animal science, nutrition, breeding, and health management, preparing them for careers in dairy farms, meat production, poultry farming, and agricultural consultancy.

Vocabulary:

1. Livestock – тваринництво
2. Animal husbandry – розведення тварин
3. Breeding – розведення порід
4. Nutrition – харчування
5. Veterinary care – ветеринарна допомога

Questions:

1. What products are obtained from livestock production?
2. Why is animal nutrition important?
3. Name three methods to improve breeding.
4. How does housing affect animal productivity?
5. What skills do students develop in livestock studies?
6. Give an example of a modern technology used in animal breeding.
7. Why is veterinary care essential in livestock production?

Text 4. AGRICULTURAL MACHINERY AND MECHANIZATION

Mechanization has transformed agriculture, making production faster, more efficient, and less labor-intensive. Tractors, harvesters, plows, seeders, and irrigation systems are fundamental tools for modern farms.

Agricultural machinery improves planting, cultivation, harvesting, and post-harvest processing. For example, combine harvesters collect, thresh, and clean grains simultaneously, saving time and labor. Irrigation systems ensure water supply for crops, improving yields in regions with irregular rainfall.

Mechanization also supports precision agriculture, where GPS, drones, and sensors monitor soil conditions, crop growth, and nutrient requirements. Farmers can apply fertilizers and pesticides more accurately, reducing costs and environmental impact.

Students studying agricultural machinery learn mechanical engineering principles, equipment operation, maintenance, and technological innovations, preparing them for careers in farm management, equipment supply, and agricultural engineering.

Vocabulary:

1. Mechanization – механізація
2. Harvester – комбайн
3. Irrigation – зрошення
4. Precision agriculture – точне землеробство
5. Post-harvest processing – післязбиральна обробка

Questions:

1. How does mechanization improve agricultural production?
2. Name three machines used in modern farming.
3. What is precision agriculture?
4. How does irrigation affect crop yields?
5. What skills do students develop studying agricultural machinery?
6. Give an example of a combine harvester function.
7. Why is post-harvest processing important?

Text 5. SUSTAINABLE AGRICULTURE AND ENVIRONMENTAL PROTECTION

Sustainable agriculture focuses on producing food and raw materials while preserving the environment. It aims to balance productivity with the conservation of natural resources, biodiversity, and soil health.

Practices include crop rotation, organic fertilization, reduced pesticide use, integrated pest management, and water conservation. Sustainable farms also promote renewable energy, waste recycling, and eco-friendly technologies.

Environmental protection in agriculture ensures long-term farm productivity. Overuse of chemical fertilizers and pesticides can lead to soil degradation, water pollution, and loss of biodiversity. Sustainable practices improve soil fertility, reduce erosion, and support ecosystem health.

Students studying sustainable agriculture learn ecology, environmental management, organic farming, and resource conservation, preparing them to implement eco-friendly technologies, advise farmers, or work in agribusiness and governmental agencies.

Vocabulary:

1. Sustainable agriculture – стале сільське господарство
2. Organic fertilization – органічне удобрення
3. Biodiversity – біорізноманіття
4. Integrated pest management – комплексний захист рослин
5. Resource conservation – збереження ресурсів

Questions:

1. What is the goal of sustainable agriculture?
2. Name three sustainable farming practices.
3. How does agriculture affect the environment?
4. Why is biodiversity important in farming?
5. What skills do students gain in sustainable agriculture?
6. Give an example of water conservation in farming.
7. How can farmers reduce the use of chemical fertilizers?

Text 6. SMART FARMING AND DIGITAL AGRICULTURE

Smart farming, also called digital agriculture, integrates modern technologies to improve efficiency, productivity, and sustainability in agriculture. Farmers use GPS, sensors, drones, and data analytics to monitor crops, soil conditions, and weather patterns.

Precision agriculture allows for accurate application of fertilizers, pesticides, and irrigation, reducing waste and environmental impact. For example, drones can survey large fields, detecting areas with nutrient deficiencies or pest infestations. GPS-guided tractors optimize planting and harvesting routes, saving time and fuel.

Digital agriculture also includes farm management software, which tracks crop growth, schedules tasks, and analyzes financial data. These tools help farmers make informed decisions, increase yields, and reduce production costs.

Students studying smart farming gain skills in agrotechnology, data analysis, digital monitoring, and sustainable practices, preparing them for careers in modern agribusiness and technology-driven agriculture.

Vocabulary:

1. Smart farming – розумне землеробство
2. Digital agriculture – цифрове сільське господарство
3. Precision agriculture – точне землеробство
4. Sensors – датчики
5. Data analytics – аналітика даних

Questions:

1. What is smart farming?
2. How do drones help in crop monitoring?
3. Name three digital tools used in modern agriculture.
4. How does precision agriculture reduce environmental impact?
5. What skills do students gain in digital agriculture?
6. Give an example of how GPS technology is used on farms.
7. How does farm management software improve efficiency?

Text 7. BIOTECHNOLOGY IN AGRICULTURE

Biotechnology has transformed agriculture by improving crop resistance, yield, and quality. Techniques such as genetic modification, tissue culture, and molecular breeding allow farmers to produce crops that withstand pests, diseases, and adverse weather.

For example, genetically modified (GM) crops like pest-resistant maize or drought-tolerant wheat reduce chemical usage and increase productivity. Tissue culture enables rapid propagation of high-quality plants, ensuring uniformity and disease-free stock. Molecular markers help breeders select desirable traits more efficiently.

Biotechnology also supports animal husbandry, improving livestock genetics, disease resistance, and productivity. Innovations like artificial insemination, embryo transfer, and genomic selection enhance herd quality and farm profitability.

Students studying agricultural biotechnology gain knowledge in genetics, molecular biology, crop improvement, and laboratory techniques, preparing them for work in research, agribusiness, and biotechnology companies.

Vocabulary:

1. Biotechnology – біотехнологія
2. Genetic modification – генетична модифікація
3. Tissue culture – тканинна культура
4. Molecular breeding – молекулярне селекціонування
5. Drought-tolerant – посухостійкий

Questions:

1. How does biotechnology improve crop production?
2. Name three biotechnological techniques used in agriculture.
3. How does tissue culture benefit crop propagation?
4. Give an example of a genetically modified crop.
5. How is biotechnology applied in animal husbandry?
6. What skills do students gain in agricultural biotechnology?
7. Why is molecular breeding important for crop improvement?

Text 8. IRRIGATION AND WATER MANAGEMENT IN MODERN AGRICULTURE

Water is a critical resource for agriculture. Efficient irrigation and water management are essential for high crop yields and sustainable production. Modern methods include drip irrigation, sprinkler systems, and automated water monitoring.

Drip irrigation delivers water directly to plant roots, reducing evaporation and water waste. Sprinkler systems provide uniform coverage over large fields, suitable for cereals and vegetables. Automated systems use sensors to monitor soil moisture, activating irrigation only when necessary.

Water management also involves rainwater harvesting, drainage systems, and water recycling to ensure sustainable use. Efficient irrigation increases crop productivity, reduces costs, and conserves resources, especially in regions with limited rainfall.

Students studying irrigation and water management learn hydrology, soil-water relationships, irrigation engineering, and sustainable practices, preparing them to optimize water use in agriculture and improve resource efficiency.

Vocabulary:

1. Irrigation – зрошення
2. Drip irrigation – крапельне зрошення
3. Sprinkler system – дощувальна установка
4. Water management – управління водними ресурсами
5. Rainwater harvesting – збір дощової води

Questions:

1. Why is water management important in agriculture?
2. How does drip irrigation reduce water waste?
3. Name two modern irrigation systems.
4. What is the role of sensors in automated irrigation?
5. How does efficient irrigation improve productivity?
6. What is rainwater harvesting?
7. What skills do students gain in water management studies?

Text 9. AGRICULTURAL MARKETS AND AGRIBUSINESS

Agricultural markets connect producers, processors, and consumers, ensuring food supply and economic sustainability. Agribusiness includes production, processing, storage, transport, and marketing of agricultural products.

Market analysis helps farmers determine demand, set prices, and plan production. For example, cereals, vegetables, and dairy products are sold in local markets, cooperatives, or through export channels. Agribusiness companies may provide logistics, processing, packaging, and marketing services, increasing value and profitability.

Global trade influences agricultural markets. European Union policies, tariffs, and subsidies affect crop prices and export potential. Modern farmers must understand market trends, consumer preferences, and international standards.

Students studying agribusiness learn market analysis, supply chain management, food processing, and financial planning, preparing them to manage farms, work in agri-companies, or develop rural enterprises.

Vocabulary:

1. Agribusiness – агробізнес
2. Supply chain – ланцюг постачання
3. Market analysis – аналіз ринку
4. Processing – переробка
5. Export – експорт

Questions:

1. What is agribusiness?
2. How do agricultural markets connect producers and consumers?
3. Name two services provided by agribusiness companies.
4. How does global trade affect agriculture?
5. What skills do students gain in agribusiness studies?
6. Give an example of local agricultural marketing.
7. Why is market analysis important for farmers?

Text 10. SUSTAINABLE AND ORGANIC AGRICULTURE IN EUROPE

Sustainable and organic agriculture are growing trends in Europe. They focus on environmentally friendly production, biodiversity, and consumer health. Organic farming avoids synthetic fertilizers and pesticides, emphasizing natural methods such as composting, crop rotation, and biological pest control.

Sustainable farms also implement renewable energy, efficient water use, and soil conservation practices. These initiatives reduce environmental impact, maintain soil fertility, and promote long-term productivity.

Organic and sustainable products are in high demand, with certification systems such as EU Organic Label ensuring product quality and compliance. Farmers adopting these practices can access premium markets and improve farm profitability.

Students studying sustainable agriculture gain skills in organic farming, ecological management, certification processes, and resource efficiency, preparing them to meet modern environmental and market standards in agriculture.

Vocabulary:

1. Organic farming – органічне землеробство
2. Certification – сертифікація
3. Biodiversity – біорізноманіття
4. Composting – компостування
5. Eu organic label – маркування органічних продуктів єс

Questions:

1. What is the main principle of organic farming?
2. Name three sustainable practices in agriculture.
3. How does organic certification help farmers?
4. Why is biodiversity important on farms?
5. What skills do students gain in sustainable agriculture?
6. Give an example of a renewable energy application on a farm.
7. Why is consumer health a focus in organic farming?

Переробка сільськогосподарської продукції та харчові технології

Text 1. INTRODUCTION TO FOOD PROCESSING INDUSTRY

The food processing industry plays a crucial role in transforming raw agricultural products into safe, nutritious, and marketable foods. It includes dairy, meat, cereal, fruit and vegetable, and beverage processing, ensuring that consumers receive high-quality products throughout the year.

Food processing improves shelf life, safety, and nutritional value. For example, pasteurization of milk eliminates harmful bacteria while preserving vitamins, and freezing fruits and vegetables ensures availability beyond the harvest season. Processing also adds value, increases income for farmers, and creates employment in rural and urban areas.

Students studying food processing learn food chemistry, microbiology, preservation techniques, and quality control, preparing them for careers in food factories, laboratories, and agribusiness companies.

Vocabulary:

1. Food processing – переробка харчових продуктів
2. Shelf life – термін придатності
3. Pasteurization – пастеризація
4. Preservation – збереження продуктів
5. Quality control – контроль якості

Questions:

1. What is the main goal of the food processing industry?
2. Name three types of food processing.
3. How does pasteurization improve food safety?
4. Why is shelf life important?
5. What skills do students gain in food processing studies?
6. How does processing add value to agricultural products?
7. Give an example of a processed food product.

Text 2. DAIRY PRODUCT PROCESSING

Dairy processing transforms raw milk into a variety of products, including cheese, butter, yogurt, and milk powders. The process ensures microbiological safety, proper texture, taste, and extended shelf life.

Milk is first pasteurized or sterilized to eliminate harmful microorganisms. Homogenization prevents cream separation, ensuring uniform texture. Cheese production involves coagulation of milk proteins using rennet or acids, followed by pressing, aging, and packaging. Yogurt is produced by fermentation with selected bacterial cultures, enhancing digestibility and probiotic benefits.

Students studying dairy technology learn milk composition, fermentation processes, thermal treatments, and packaging techniques, preparing them to manage dairy plants and ensure product quality.

Vocabulary:

1. Homogenization – гомогенізація
2. Coagulation – згортання
3. Fermentation – бродіння
4. Probiotic – пробіотик
5. Sterilization – стерилізація

Questions:

1. Name three dairy products.
2. How does pasteurization improve milk safety?
3. What is the purpose of homogenization?
4. How is yogurt produced?
5. What skills do students gain in dairy technology?
6. Explain coagulation in cheese production.
7. Why is packaging important for dairy products?

Text 3. MEAT AND POULTRY PROCESSING

Meat and poultry processing involves slaughtering, deboning, preservation, and product preparation. Safety, hygiene, and quality control are essential at every stage.

Raw meat must be inspected, chilled, and stored under controlled conditions to prevent microbial growth. Processing methods include curing, smoking, drying, canning, and cooking. Ready-to-eat products, such as sausages, ham, and marinated meat, are popular in the market. Packaging, labeling, and traceability are also critical for consumer safety and regulatory compliance.

Students studying meat processing learn animal anatomy, microbiology, preservation methods, and product formulation, preparing them for careers in meat plants, quality control laboratories, and regulatory agencies.

Vocabulary:

1. Deboning – обробка від кісток
2. Curing – соління
3. Traceability – простежуваність
4. Preservation – збереження продуктів
5. Ready-to-eat – готовий до споживання

Questions:

1. Name three methods of meat preservation.
2. Why is meat inspection important?
3. What is deboning?
4. Give an example of a ready-to-eat meat product.
5. What skills do students gain in meat processing studies?
6. How does traceability improve consumer safety?
7. Why is proper storage critical for meat products?

Text 4. FRUIT AND VEGETABLE PROCESSING

Processing fruits and vegetables ensures year-round availability, reduces post-harvest losses, and improves nutritional value. Techniques include canning, freezing, drying, juicing, and pickling.

Fresh produce is sorted, washed, peeled, and blanched before processing. Blanching inactivates enzymes, preserves color, and improves texture. Canning uses heat to kill microorganisms, while freezing maintains nutrients and flavor. Drying reduces moisture content, preventing microbial spoilage. Innovative methods, such as vacuum packaging and high-pressure processing, extend shelf life while maintaining quality.

Students studying fruit and vegetable processing learn post-harvest physiology, preservation technologies, and quality assessment, preparing them to manage processing plants and ensure safe, high-quality products.

Vocabulary:

1. Blanching – бланшування
2. Post-harvest – після збору врожаю
3. Vacuum packaging – вакуумне пакування
4. High-pressure processing – високотискове оброблення
5. Microbial spoilage – псування продуктів мікроорганізмами

Questions:

1. Name three processing methods for fruits and vegetables.
2. What is the purpose of blanching?
3. How does freezing preserve nutrients?
4. What is microbial spoilage?
5. What skills do students gain in fruit and vegetable processing studies?
6. Give an example of innovative processing technology.
7. Why is sorting and washing produce important?

Text 5. FOOD QUALITY, SAFETY, AND REGULATIONS

Food safety and quality are critical in the food processing industry. Regulations ensure that products are safe, nutritious, and correctly labeled. European countries follow standards such as HACCP, ISO 22000, and Codex Alimentarius, which define hygiene, production, and testing requirements.

Quality control involves monitoring raw materials, processing conditions, microbial levels, and chemical residues. Laboratory tests assess composition, contaminants, and sensory properties. Packaging and labeling provide information about ingredients, nutritional value, storage, and expiration dates.

Students studying food safety learn microbiology, toxicology, regulatory frameworks, and quality assurance, preparing them to maintain high standards in food factories, laboratories, and regulatory bodies.

Vocabulary:

1. Food safety – безпека харчових продуктів
2. Haccp – система аналізу небезпечних факторів і контролю критичних точок
3. Quality assurance – забезпечення якості
4. Contaminants – забруднювачі
5. Labeling – маркування

Questions:

1. Why is food safety important in processing?

2. Name three international standards for food quality.
3. What is HACCP?
4. How is quality control performed in food factories?
5. What skills do students gain in food safety studies?
6. Why is proper labeling important?
7. Give an example of a contaminant tested in food products.

Text 6. INNOVATIVE FOOD PRESERVATION TECHNOLOGIES

Modern food processing focuses on extending shelf life while preserving nutritional quality and sensory properties. Innovative preservation technologies include high-pressure processing (HPP), cold plasma treatment, ultraviolet (UV) treatment, and pulsed electric fields (PEF).

High-pressure processing uses extreme pressure to inactivate microorganisms without heat, maintaining vitamins, flavor, and color. Cold plasma and UV treatments destroy bacteria and fungi on food surfaces, enhancing safety. Pulsed electric fields apply short electrical pulses to liquid foods, inactivating microbes while retaining fresh-like qualities.

These methods reduce reliance on chemical preservatives, respond to consumer demand for natural and fresh-like products, and support sustainable practices by lowering energy use. Students learn food engineering, process optimization, and safety assessment, preparing them to implement advanced preservation techniques in industrial settings.

Vocabulary:

1. High-pressure processing (HPP) – високотискова обробка
2. Pulsed electric fields (PEF) – імпульсні електричні поля
3. Cold plasma – холодна плазма
4. Sensory properties – органолептичні властивості
5. Preservation – збереження

Questions:

1. Name three innovative food preservation methods.
2. How does high-pressure processing maintain food quality?
3. Why do consumers prefer natural preservation methods?
4. What is the role of pulsed electric fields in food safety?
5. What skills do students gain studying innovative preservation technologies?
6. How does cold plasma improve food safety?
7. Give an example of a product that could benefit from UV treatment.

Text 7. FUNCTIONAL AND BIOACTIVE FOODS

Functional foods provide health benefits beyond basic nutrition, containing bioactive compounds such as vitamins, minerals, probiotics, prebiotics, antioxidants, and peptides. Examples include yogurt with probiotics, fortified cereals, omega-3-enriched dairy products, and antioxidant-rich fruit beverages.

Food processing must preserve these bioactive compounds. Gentle methods such as freeze-drying, HPP, and microencapsulation protect nutrients from heat, oxygen, and light. Research in bioactive foods also focuses on disease prevention, gut health, immunity enhancement, and anti-inflammatory effects.

Students studying functional foods learn nutrition science, bioactive compounds, product formulation, and quality evaluation, preparing them to develop health-promoting food products and manage production in specialized food factories.

Vocabulary:

1. Functional foods – функціональні продукти
2. Bioactive compounds – біоактивні речовини
3. Probiotics – пробіотики
4. Microencapsulation – мікрокапсулювання
5. Freeze-drying – ліофілізація

Questions:

1. What are functional foods?
2. Give three examples of bioactive compounds.
3. How does freeze-drying preserve nutrients?
4. Why is microencapsulation used in functional foods?
5. What skills do students gain in bioactive food studies?
6. Name one health benefit of probiotics.
7. Give an example of a functional food product.

Text 8. SMART FACTORIES IN FOOD PROCESSING

Smart factories in the food industry integrate digital technologies, automation, and real-time monitoring to optimize production, quality, and efficiency. Key components include IoT sensors, robotics, data analytics, artificial intelligence (AI), and automated control systems.

IoT sensors monitor temperature, humidity, and microbial levels throughout production. Robotics automate packaging, sorting, and material handling. AI predicts demand, identifies quality deviations, and optimizes production schedules. Smart factories improve food safety, reduce waste, and lower energy consumption, meeting consumer and regulatory demands.

Students learn industrial automation, data-driven decision-making, and digital process control, preparing them to work in modern food production plants and implement Industry 4.0 concepts in agrifood enterprises.

Vocabulary:

1. Smart factory – розумне виробництво
2. Internet of things (iot) – інтернет речей
3. Robotics – робототехніка
4. Automation – автоматизація
5. Artificial intelligence (ai) – штучний інтелект

Questions:

1. What is a smart factory in food processing?
2. Name three technologies used in smart factories.
3. How do IoT sensors improve production quality?
4. Give an example of how AI is applied in food factories.
5. What skills do students gain studying smart factories?
6. How do robotics reduce production costs?
7. Why is real-time monitoring important?

Text 9. INNOVATIVE BEVERAGE TECHNOLOGIES

The beverage industry has adopted modern technologies to enhance safety, quality, and sustainability. Techniques include cold-pressed juices, non-thermal pasteurization, aseptic processing, and functional beverages production.

Cold-pressed juices retain vitamins and antioxidants by avoiding heat. Non-thermal pasteurization methods such as HPP inactivate microbes without compromising taste. Aseptic processing extends shelf life of beverages in sterile containers. Functional beverages, enriched with probiotics, vitamins, or plant extracts, meet consumer demand for health-oriented drinks.

Students studying beverage technologies learn processing methods, safety assessment, formulation, and quality management, preparing them to design innovative beverages and manage production in modern factories.

Vocabulary:

1. Cold-pressed juice – холодно віджатий сік
2. Non-thermal pasteurization – безтеплова пастеризація
3. Aseptic processing – асептичне виробництво
4. Functional beverages – функціональні напої
5. Antioxidants – антиоксиданти

Questions:

1. Name three innovative beverage technologies.
2. How does cold-pressing preserve nutrients?
3. What is the purpose of aseptic processing?
4. Give an example of a functional beverage.
5. What skills do students gain studying beverage technologies?
6. How does non-thermal pasteurization improve taste?
7. Why are functional beverages in demand?

Text 10. FOOD SAFETY AND DIGITAL TRACEABILITY SYSTEMS

Modern food production increasingly relies on digital traceability systems to ensure safety, compliance, and consumer confidence. Traceability tracks raw materials, processing stages, and distribution using barcodes, RFID tags, and blockchain technology.

Traceability systems allow producers to quickly identify contaminated batches, prevent foodborne outbreaks, and provide transparency to consumers. Blockchain ensures secure and immutable records, enhancing accountability throughout the supply chain.

Food safety integrates HACCP, ISO 22000, and Good Manufacturing Practices (GMP). Digital tools help monitor temperature, hygiene, and storage conditions, supporting regulatory compliance and quality assurance.

Students studying digital traceability and food safety learn food law, quality management systems, data monitoring, and risk assessment, preparing them to implement cutting-edge safety systems in food industries.

Vocabulary:

1. Traceability – простежуваність
2. Rfid – радіочастотна ідентифікація
3. Blockchain – блокчейн

4. HACCP – система аналізу небезпечних факторів і контролю критичних точок
5. Good manufacturing practices (gmp) – належна виробнича практика

Questions:

1. What is food traceability?
2. Name two digital tools used for traceability.
3. How does blockchain improve food safety?
4. What is the purpose of HACCP?
5. What skills do students gain studying food safety and traceability?
6. Why is monitoring temperature and hygiene important?
7. Give an example of how traceability prevents foodborne outbreaks.

Підприємництво і торгівля

Text 1. INTRODUCTION TO ENTREPRENEURSHIP AND TRADE

Entrepreneurship and trade are essential components of the modern economy. Entrepreneurs identify opportunities, create businesses, and manage resources to generate value for customers and society. Trade involves buying, selling, and exchanging goods and services, both domestically and internationally.

Entrepreneurship requires a combination of creativity, risk-taking, decision-making, and financial management. Successful entrepreneurs understand market demand, develop business plans, and manage operational, financial, and human resources effectively. Trade complements entrepreneurship by connecting producers with consumers, ensuring goods and services are distributed efficiently.

Students studying entrepreneurship and trade learn marketing, business planning, financial management, logistics, and negotiation skills, preparing them for careers in startups, retail, wholesale, and international commerce.

Vocabulary:

1. Entrepreneur – підприємець
2. Business plan – бізнес-план
3. Trade – торгівля
4. Logistics – логістика
5. Negotiation – переговори

Questions:

1. What is entrepreneurship?
2. How does trade support the economy?
3. Name three skills essential for entrepreneurs.
4. What is the purpose of a business plan?
5. How does logistics relate to trade?
6. Give an example of domestic trade.

7. Why is risk-taking important in entrepreneurship?

Text 2. TYPES OF BUSINESSES AND MARKET STRUCTURES

Entrepreneurs can operate small, medium, or large enterprises. Businesses can be structured as sole proprietorships, partnerships, or corporations, each with distinct legal, financial, and operational characteristics.

Market structures influence business strategies. In perfect competition, many sellers offer similar products, creating high competition. Monopolies occur when a single firm controls the market. Oligopolies involve a few dominant firms, while monopolistic competition combines elements of competition and differentiation. Understanding market structures helps entrepreneurs make pricing, marketing, and investment decisions.

Students studying business types and markets gain analytical skills, strategic thinking, and knowledge of legal regulations, preparing them to manage or start a business successfully.

Vocabulary:

1. Sole proprietorship – індивідуальне підприємство
2. Partnership – партнерство
3. Corporation – корпорація
4. Monopoly – монополія
5. Oligopoly – олігополія

Questions:

1. Name three types of business ownership.
2. What is perfect competition?
3. How does a monopoly affect consumers?
4. What skills help entrepreneurs understand market structures?
5. Give an example of an oligopoly.
6. Why is strategic thinking important in business?
7. How does a corporation differ from a partnership?

Text 3. MARKETING AND CONSUMER BEHAVIOR

Marketing is a vital part of entrepreneurship and trade. It involves promoting products, identifying target audiences, and satisfying customer needs. Modern marketing uses digital tools, social media, advertising campaigns, and branding to reach consumers effectively.

Understanding consumer behavior is crucial for designing products and services that meet preferences, habits, and expectations. Market research, surveys, and data analytics help businesses predict trends and make informed decisions.

Students studying marketing and consumer behavior develop communication, analytical, and strategic planning skills, preparing them for careers in sales, retail management, brand promotion, and e-commerce.

Vocabulary:

1. Marketing – маркетинг
2. Consumer behavior – поведінка споживачів
3. Target audience – цільова аудиторія
4. Branding – брендування

5. Market research – маркетингове дослідження

Questions:

1. What is the main goal of marketing?
2. Why is understanding consumer behavior important?
3. Name two modern marketing tools.
4. How does market research help businesses?
5. What skills do students gain from studying marketing?
6. Give an example of a branding strategy.
7. How can social media influence consumer decisions?

Text 4. FINANCIAL MANAGEMENT IN ENTREPRENEURSHIP

Financial management is essential for sustaining and growing businesses. Entrepreneurs must plan budgets, manage expenses, control cash flow, and evaluate investments. Accurate financial records help in decision-making and securing funding from investors or banks.

Profitability analysis, cost control, and risk management are critical for business success. Entrepreneurs also need to understand tax regulations, accounting principles, and financial reporting standards. Proper financial management allows businesses to expand operations, enter new markets, and maintain competitiveness.

Students studying financial management develop numerical literacy, analytical thinking, and strategic planning skills, preparing them for careers in accounting, finance departments, and entrepreneurship.

Vocabulary:

1. Cash flow – грошовий потік
2. Budgeting – складання бюджету
3. Profitability – рентабельність
4. Investment – інвестиція
5. Risk management – управління ризиками

Questions:

1. Why is financial management important for entrepreneurs?
2. Name three financial tasks for a business owner.
3. How does cash flow affect business operations?
4. What is the purpose of profitability analysis?
5. Give an example of an investment decision.
6. Why must entrepreneurs understand taxes?
7. What skills are developed through financial management?

Text 5. INTERNATIONAL TRADE AND E-COMMERCE

International trade allows businesses to expand markets, access new customers, and increase profits. It involves importing and exporting goods, understanding customs regulations, tariffs, and global logistics. Successful international trade requires knowledge of foreign markets, currencies, and cultural differences.

E-commerce is a growing sector, allowing businesses to sell products online, reach global audiences, and operate 24/7. Digital payment systems, online marketing, and delivery logistics are

essential for e-commerce success. Entrepreneurs must combine traditional trade skills with digital competencies to remain competitive.

Students studying international trade and e-commerce develop cross-cultural communication, digital literacy, and global market analysis skills, preparing them for careers in international business, online retail, and export-import companies.

Vocabulary:

1. International trade – міжнародна торгівля
2. Import – імпорт
3. Export – експорт
4. E-commerce – електронна комерція
5. Tariff – тариф

Questions:

1. What are the benefits of international trade?
2. Name two challenges of global business.
3. How does e-commerce expand market reach?
4. What skills are important for online business success?
5. Give an example of a tariff's effect on trade.
6. Why is knowledge of foreign markets important?
7. How does digital literacy support entrepreneurship?

Text 6. STARTUPS AND INNOVATION IN ENTREPRENEURSHIP

Startups play a vital role in modern economies by introducing **innovative products**, services, and business models. Entrepreneurs establish startups to solve real-world problems, meet customer needs, and explore new markets. Innovation is central to startup success, whether it involves technological advancement, digital solutions, or unique service approaches.

Startups usually begin with a small team and limited resources, relying on creative problem-solving, lean management, and agility to grow. Entrepreneurs must validate their ideas through market research, prototypes, and pilot projects. Crowdfunding, angel investors, and venture capital often provide the financial support necessary to scale operations.

Modern startup ecosystems include incubators, accelerators, and networking events, helping entrepreneurs access mentorship, knowledge, and funding. Students studying entrepreneurship learn idea generation, business modeling, financial planning, and innovation management, preparing them to launch and manage new ventures successfully.

Vocabulary:

1. Startup – стартап
2. Innovation – інновація
3. Prototype – прототип
4. Venture capital – венчурний капітал
5. Incubator – бізнес-інкубатор

Questions:

1. What is a startup?
2. Why is innovation important for startups?
3. Name three ways startups can secure funding.

4. How do incubators support entrepreneurs?
5. What skills do students develop studying startups?
6. Give an example of a technological innovation in a startup.
7. Why is market research crucial before launching a startup?

Text 7. DIGITAL MARKETING AND SOCIAL MEDIA STRATEGIES

Digital marketing has become a core component of modern entrepreneurship and trade. Businesses use online platforms to reach global audiences, promote products, and engage with customers. Social media, search engines, email campaigns, and online advertising are essential tools for marketing in the digital era.

Understanding consumer behavior online helps businesses target specific demographics effectively. Analytics tools track engagement, sales conversions, and trends, allowing entrepreneurs to adjust strategies quickly. Content creation, influencer marketing, and brand storytelling increase visibility and build loyalty.

Students studying digital marketing learn SEO, social media management, online advertising, and data analytics, preparing them for careers in e-commerce, marketing departments, and brand management. They also develop strategic thinking, creativity, and communication skills essential for modern business.

Vocabulary:

1. Digital marketing – цифровий маркетинг
2. Seo (search engine optimization) – оптимізація пошукових систем
3. Influencer marketing – маркетинг через впливових осіб
4. Engagement – взаємодія
5. Conversion rate – коефіцієнт конверсії

Questions:

1. What is digital marketing?
2. Name three tools used in online marketing.
3. Why is analyzing consumer behavior important?
4. How do social media campaigns improve brand visibility?
5. What skills do students gain studying digital marketing?
6. Give an example of influencer marketing.
7. What is the purpose of tracking conversion rates?

Text 8. LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Efficient logistics and supply chain management are critical for trade and entrepreneurship. Logistics involves planning, implementing, and controlling the movement of goods and services from producers to consumers. Supply chains connect suppliers, manufacturers, distributors, and retailers, ensuring that products reach the market efficiently.

Modern logistics relies on digital tracking, inventory management systems, automated warehouses, and transportation optimization. Entrepreneurs must coordinate production schedules, delivery routes, and inventory levels to minimize costs and satisfy customers. Sustainable logistics practices, such as reducing packaging, using energy-efficient vehicles, and optimizing routes, are increasingly important.

Students studying logistics and supply chain management develop analytical thinking, problem-solving, and decision-making skills, preparing them for careers in retail, distribution, international trade, and supply chain consulting.

Vocabulary:

1. Supply chain – ланцюг постачання
2. Inventory management – управління запасами
3. Automated warehouse – автоматизований склад
4. Transportation optimization – оптимізація перевезень
5. Sustainable logistics – сталий логістичний процес

Questions:

1. What is logistics?
2. How do supply chains support trade?
3. Name two digital tools used in modern logistics.
4. Why is sustainable logistics important?
5. What skills do students gain studying supply chain management?
6. Give an example of inventory management in practice.
7. How can entrepreneurs optimize transportation routes?

Text 9. RISK MANAGEMENT AND FINANCIAL INSTRUMENTS

Risk management is essential for entrepreneurs to protect investments, ensure business continuity, and maintain profitability. Risks can be financial, operational, market-related, or regulatory. Entrepreneurs analyze potential risks, plan contingencies, and use financial instruments to mitigate losses.

Financial instruments include loans, insurance, hedging, and investment portfolios. Entrepreneurs also monitor market fluctuations, currency exchange rates, and consumer demand trends. Effective risk management ensures that businesses can adapt to challenges, remain competitive, and pursue opportunities safely.

Students studying risk management and finance develop analytical thinking, forecasting, and decision-making skills, preparing them for careers in business strategy, investment management, and corporate finance.

Vocabulary:

1. Risk management – управління ризиками
2. Financial instrument – фінансовий інструмент
3. Hedging – хеджування
4. Contingency plan – план дій у разі непередбачуваних обставин
5. Investment portfolio – інвестиційний портфель

Comprehension Questions:

1. What is risk management?
2. Name three types of business risks.
3. How can financial instruments reduce risk?
4. Why is monitoring market trends important?
5. What skills do students gain studying risk management?
6. Give an example of hedging in business.

7. How does risk management contribute to profitability?

Text 10. SUSTAINABLE ENTREPRENEURSHIP AND GREEN BUSINESS

Sustainable entrepreneurship focuses on creating businesses that are economically viable, socially responsible, and environmentally friendly. Entrepreneurs integrate green technologies, eco-friendly materials, and ethical practices into production and operations.

Green businesses minimize waste, reduce emissions, and promote resource efficiency. Examples include eco-friendly packaging, renewable energy-powered operations, and sustainable supply chains. Consumers increasingly prefer environmentally responsible products, making sustainability a competitive advantage.

Students studying sustainable entrepreneurship develop strategic thinking, environmental awareness, and ethical decision-making skills, preparing them for modern business environments where profitability is balanced with social responsibility.

Vocabulary:

1. Sustainable entrepreneurship – сталe підприємництво
2. Green business – екологічний бізнес
3. Eco-friendly – екологічно безпечний
4. Emissions – викиди
5. Ethical practices – етичні практики

Questions:

1. What is sustainable entrepreneurship?
2. Name two practices of green business.
3. Why is sustainability a competitive advantage?
4. How can businesses reduce emissions?
5. What skills do students gain studying green entrepreneurship?
6. Give an example of eco-friendly packaging.
7. How does ethical decision-making support business success?

Транспорт

Text 1. INTRODUCTION TO MODERN TRANSPORTATION SYSTEMS

Transportation plays a crucial role in connecting people, goods, and services, supporting economic development and social integration. Modern transportation systems include road, rail, air, and water transport, each with its own infrastructure, vehicles, and management practices.

Efficient transport systems reduce travel time, energy consumption, and environmental impact. Urban transport solutions, such as public buses, metro systems, and trams, help manage traffic congestion and promote sustainable mobility. Freight transport ensures timely delivery of goods, supporting trade and industry.

Students studying transportation learn transport planning, traffic management, logistics, and vehicle engineering, preparing them for careers in transport companies, infrastructure planning, and logistics management.

Vocabulary:

1. Infrastructure – інфраструктура
2. Freight – вантаж
3. Congestion – затор
4. Urban transport – міський транспорт
5. Logistics – логістика

Questions:

1. Name four types of transport systems.
2. How does efficient transportation support economic development?
3. Give examples of urban transport solutions.
4. Why is logistics important in transportation?
5. What skills do students gain studying transportation?
6. How can transport systems reduce environmental impact?
7. Give an example of a freight transport mode.

Text 2. ROAD TRANSPORT AND TRAFFIC MANAGEMENT

Road transport is the most widely used mode for passengers and goods. It requires well-maintained highways, traffic control systems, and vehicles designed for safety and efficiency.

Traffic management ensures smooth vehicle flow, accident prevention, and reduced congestion. Techniques include traffic lights, roundabouts, speed limits, and intelligent transport systems (ITS). ITS integrates GPS, sensors, and real-time monitoring to optimize routes, reduce travel time, and improve safety.

Students in road transport studies learn traffic engineering, vehicle dynamics, safety regulations, and road design, preparing them to manage highways, public transport fleets, and urban traffic systems.

Vocabulary:

1. Traffic management – управління рухом
2. Intelligent transport system (its) – інтелектуальна транспортна система
3. Highway – автострада
4. Congestion – затор
5. Vehicle dynamics – динаміка транспортного засобу

Questions:

1. What is road transport used for?
2. Name two traffic management techniques.
3. How does ITS improve road transport efficiency?
4. Why is road maintenance important?
5. What skills do students gain studying road transport?
6. Give an example of traffic congestion management.
7. How can vehicle design affect road safety?

Text 3. RAIL TRANSPORT: TECHNOLOGY AND OPERATIONS

Rail transport is essential for efficient passenger and freight movement over long distances. Modern rail systems use electric and diesel locomotives, advanced signaling, and automated control systems.

High-speed trains reduce travel time between cities, while freight trains transport bulk goods economically. Rail safety depends on track maintenance, signal systems, and driver training. Electrification reduces environmental impact and operational costs, while innovations like maglev trains promise ultra-fast travel.

Students studying rail transport learn railway engineering, operations management, signaling systems, and safety protocols, preparing them for work in railway companies and infrastructure development.

Vocabulary:

1. Locomotive – локомотив
2. Signaling system – сигнальна система
3. High-speed train – швидкісний потяг
4. Electrification – електрифікація
5. Maglev train – магнітно-левітаційний потяг

Questions:

1. What are the main advantages of rail transport?
2. Name two types of locomotives.
3. How do signaling systems improve rail safety?
4. What is the purpose of electrification?
5. What skills do students gain studying rail transport?
6. Give an example of innovation in rail transport.
7. How do freight trains contribute to the economy?

Text 4. AIR TRANSPORT AND AVIATION TECHNOLOGY

Air transport is the fastest mode of travel, connecting countries and continents. It involves airports, airplanes, air traffic control, and maintenance services. Passenger airlines, cargo carriers, and logistics companies rely on efficient flight operations.

Safety is critical in aviation. Air traffic control systems coordinate flights, prevent collisions, and optimize flight paths. Aircraft technology includes aerodynamics, engines, navigation systems, and avionics. Environmental concerns push for fuel-efficient engines and alternative fuels.

Students studying air transport learn aviation engineering, flight operations, airport management, and safety regulations, preparing them to work in airlines, airports, and aviation authorities.

Vocabulary:

1. Air traffic control – управління повітряним рухом
2. Avionics – авіоніка
3. Cargo carrier – вантажна авіакомпанія
4. Aerodynamics – аеродинаміка
5. Alternative fuels – альтернативні види палива

Questions:

1. Why is air transport important?
2. Name two components of aviation technology.
3. How does air traffic control ensure safety?
4. What environmental challenges exist in aviation?
5. What skills do students gain studying air transport?
6. Give an example of a cargo airline function.
7. How do airports support air transport operations?

Text 5. WATER TRANSPORT AND PORT MANAGEMENT

Water transport, including shipping and inland waterways, is essential for international trade and bulk cargo transport. Ports and harbors serve as logistics hubs, facilitating loading, unloading, storage, and distribution.

Modern ships use advanced navigation systems, fuel-efficient engines, and containerization to improve efficiency. Port management involves cargo handling, customs procedures, security, and environmental protection. Inland waterways offer sustainable alternatives for transporting goods with lower fuel consumption and emissions.

Students studying water transport learn naval engineering, port operations, maritime logistics, and safety management, preparing them for work in shipping companies, ports, and regulatory agencies.

Vocabulary:

1. Port – порт
2. Inland waterway – внутрішня водна дорога
3. Containerization – контейнеризація
4. Cargo handling – обробка вантажу
5. Maritime logistics – морська логістика

Questions:

1. What are the main types of water transport?
2. How does containerization improve shipping efficiency?
3. Name two tasks in port management.
4. Why are inland waterways environmentally friendly?
5. What skills do students gain studying water transport?
6. Give an example of advanced navigation technology.
7. How does water transport support international trade?

Text 6. MODERN TYPES OF TRANSPORT

Transportation is an essential part of modern life, connecting people, goods, and services across the world. The efficiency, safety, and sustainability of transport systems influence economic development, social interactions, and environmental health. Modern transport is not limited to traditional means; it has evolved to include road, rail, air, water, and emerging smart transport technologies.

Road transport is the most common and versatile mode. It includes cars, buses, trucks, and motorcycles that provide passenger and freight services. Road infrastructure, such as highways, expressways, and urban streets, is crucial for efficient mobility. Modern traffic management employs

intelligent transport systems (ITS), traffic sensors, and GPS navigation to optimize flow and reduce congestion. Electric vehicles (EVs) are gaining popularity due to environmental concerns, offering cleaner alternatives to conventional fuel-powered vehicles. Autonomous vehicles, still in development, promise to reduce accidents and improve traffic efficiency.

Rail transport is vital for moving passengers and goods over long distances. Modern rail systems include high-speed trains, freight trains, and urban metro networks. High-speed trains, traveling at 300 km/h or more, connect major cities quickly and efficiently. Freight trains transport bulk cargo, reducing road congestion and fuel consumption. Electrification of railways decreases greenhouse gas emissions, while innovations like maglev (magnetic levitation) trains offer ultra-fast travel. Rail safety relies on track maintenance, signaling systems, and automation, ensuring smooth and secure operations.

Air transport provides the fastest mode of long-distance travel. Commercial airlines, cargo carriers, and private aircraft rely on advanced aviation technology, air traffic control, and airport management systems. Airplanes combine aerodynamics, efficient engines, and avionics to maximize performance and safety. Environmental challenges are addressed through fuel-efficient engines, alternative fuels, and optimized flight routes. Air transport plays a key role in global trade, connecting countries and facilitating international logistics.

Water transport remains crucial for international trade and bulk cargo transport. Ships, ferries, and inland vessels operate in oceans, seas, rivers, and canals. Containerization, advanced navigation systems, and automated cargo handling have improved efficiency and safety. Ports and harbors act as logistics hubs, managing the flow of goods, customs, and storage. Inland waterways provide a sustainable alternative, reducing fuel consumption and emissions compared to road or air transport.

Emerging transport technologies are reshaping mobility. Smart transport integrates digital technologies, sensors, AI, and IoT devices to monitor traffic, optimize routes, and improve safety. Electric and hybrid vehicles, autonomous systems, and drone delivery are transforming urban and regional logistics. Hyperloop and maglev trains represent future possibilities for ultra-fast, energy-efficient travel. These innovations aim to reduce environmental impact, enhance safety, and provide more efficient transport solutions for modern societies.

Modern transportation also emphasizes sustainability, efficiency, and safety. Governments and companies invest in eco-friendly vehicles, renewable energy, multimodal transport solutions, and digital monitoring systems. Education and training for transport professionals focus on traffic engineering, logistics, vehicle technology, infrastructure planning, and environmental management. Understanding the various modes and innovations in transport allows students and professionals to develop solutions that meet economic, social, and ecological needs.

In conclusion, modern transport is a dynamic, evolving system that includes traditional modes like road, rail, air, and water, along with emerging smart and sustainable technologies. Each type of transport has unique advantages and challenges, and integration across modes is essential for efficient, safe, and environmentally responsible mobility. Preparing professionals in transport science requires a comprehensive understanding of technology, operations, and management principles to meet the needs of a rapidly changing world.

Vocabulary:

1. Intelligent transport systems (ITS) – інтелектуальні транспортні системи
2. Electric vehicle (EV) – електромобіль
3. Autonomous vehicle – автономний транспортний засіб
4. High-speed train – швидкісний потяг
5. Maglev – магнітно-левітаційний потяг
6. Avionics – авіоніка

7. Containerization – контейнеризація
8. Hyperloop – гіперлуп
9. Multimodal transport – мультимодальні перевезення
10. Sustainability – сталий розвиток

Questions:

1. Name the main types of modern transport.
2. How do intelligent transport systems improve road traffic?
3. What are the advantages of rail transport compared to road transport?
4. How does air transport contribute to global trade?
5. Give two examples of emerging transport technologies.
6. Why are electric vehicles becoming popular?
7. How do ports and inland waterways support sustainable transport?
8. What skills are important for professionals in modern transport?
9. How do maglev trains differ from conventional high-speed trains?
10. Why is multimodal transport important for efficiency?

Text 7. LOGISTICS AND MULTIMODAL TRANSPORT

Efficient logistics and multimodal transport are crucial for modern economies. Logistics involves planning, implementing, and controlling the flow of goods, services, and information from origin to destination. Multimodal transport uses multiple modes—road, rail, air, and water—under a single transport contract, optimizing cost, time, and environmental impact.

Containerization plays a key role in multimodal transport, enabling seamless transfer of goods between ships, trains, and trucks. Digital systems monitor cargo location, condition, and schedule, reducing delays and losses. Just-in-time (JIT) delivery systems coordinate production and transport to minimize inventory costs.

Students studying transport logistics gain skills in supply chain management, transport planning, freight forwarding, and IT systems for logistics, preparing them for careers in shipping companies, logistics centers, and global trade management.

Vocabulary:

1. Multimodal transport – мультимодальні перевезення
2. Supply chain – ланцюг постачання
3. Freight forwarding – експедирування вантажів
4. Just-in-time (jit) – точно вчасно
5. Containerization – контейнеризація

Questions:

1. What is logistics?
2. How does multimodal transport improve efficiency?
3. What is the role of containerization?
4. Explain just-in-time delivery.
5. What skills are important for logistics professionals?
6. Give an example of combining two transport modes.
7. How do digital systems help in logistics management?

Text 8. DIGITAL SYSTEMS IN TRANSPORT MANAGEMENT

Modern transport systems rely heavily on digital technologies for efficiency, safety, and monitoring. Intelligent Transport Systems (ITS), GPS tracking, RFID tags, and data analytics enable real-time control of traffic, vehicles, and cargo.

Traffic control centers use AI algorithms to predict congestion, optimize routes, and reduce accidents. Fleet management systems monitor vehicle performance, fuel consumption, and maintenance schedules. In freight transport, digital platforms track shipments, manage documentation, and ensure regulatory compliance.

Students studying digital transport management develop skills in automation, data analysis, GIS mapping, and IT solutions for transport, preparing them to implement smart mobility solutions and manage modern transport networks effectively.

Vocabulary:

1. Fleet management – управління автопарком
2. Real-time monitoring – моніторинг в реальному часі
3. Gps tracking – gps-відстеження
4. Rfid – радіочастотна ідентифікація
5. Geographic information system (gis) – геоінформаційна система

Questions:

1. Name three digital technologies used in transport management.
2. How do AI algorithms improve traffic flow?
3. What is fleet management?
4. Why is real-time monitoring important?
5. What skills do students gain studying digital transport systems?
6. Give an example of how GPS tracking helps in transport.
7. How do digital systems enhance safety and efficiency?

Text 9 ELECTRIC AND ALTERNATIVE-FUEL TRANSPORT

Environmental concerns and rising fuel costs are driving the adoption of electric vehicles (EVs), hybrid vehicles, and alternative-fuel transport systems. EVs use batteries instead of fossil fuels, reducing greenhouse gas emissions and air pollution. Hybrid vehicles combine electric and combustion engines for increased efficiency.

Public transport systems, including buses and trains, increasingly rely on electricity, hydrogen fuel cells, and biofuels. Charging infrastructure, battery technology, and energy management are key challenges. Smart grids integrate renewable energy sources with transport systems, ensuring sustainability.

Students studying alternative-fuel transport learn electric propulsion, energy storage, charging technologies, and environmental impact assessment, preparing them to develop and manage green transport solutions in cities and industrial transport networks.

Vocabulary:

1. Electric vehicle (EV) – електромобіль
2. Hybrid vehicle – гібридний транспорт
3. Fuel cell – паливний елемент
4. Renewable energy – відновлювана енергія

5. Charging infrastructure – інфраструктура зарядки

Questions:

1. What are the benefits of electric vehicles?
2. How do hybrid vehicles work?
3. Name two alternative fuels used in transport.
4. What challenges exist in implementing EV systems?
5. What skills do students gain studying alternative-fuel transport?
6. How do smart grids support sustainable transport?
7. Give an example of electric public transport.

Text 10. TRANSPORT SAFETY AND ENVIRONMENTAL MANAGEMENT

Safety and environmental management are essential components of modern transport systems. Road, rail, air, and water transport must comply with national and international safety regulations to prevent accidents and protect human life.

Vehicle safety technologies include automatic braking, lane assistance, collision detection, and stability control. Infrastructure safety involves well-designed roads, signals, and emergency services. Environmental management focuses on reducing emissions, noise pollution, and fuel consumption. Environmental Impact Assessments (EIA) are required for new transport projects to minimize ecological disruption.

Students studying transport safety learn risk assessment, accident analysis, regulatory compliance, and environmental protection, preparing them to ensure secure, sustainable, and efficient transport systems.

Vocabulary:

1. Collision detection – виявлення зіткнень
2. Lane assistance – допомога у утриманні смуги
3. Emissions – викиди
4. Environmental impact assessment (eia) – оцінка впливу на довкілля
5. Stability control – контроль стійкості

Questions:

1. Name three vehicle safety technologies.
2. How does environmental management reduce the impact of transport?
3. What is an Environmental Impact Assessment?
4. Why is infrastructure safety important?
5. What skills do students gain in transport safety studies?
6. Give an example of a regulation that ensures transport safety.
7. How can transport systems reduce noise and fuel consumption?

Трудове навчання і технології

Text 1. INTRODUCTION TO LABOR TRAINING AND TECHNOLOGY EDUCATION

Labor training and technology education prepare students to develop practical skills, creativity, and technical competence for various professional fields. It combines theoretical knowledge with hands-on experience, enabling students to master tools, machinery, and modern technologies used in industry, crafts, and production.

Practical training includes woodworking, metalworking, electronics, textiles, and design technologies. Students learn to plan projects, select materials, apply safety rules, and evaluate their results. Technology education also integrates computer-aided design (CAD), 3D printing, and digital fabrication, reflecting the trends of Industry 4.0.

Teachers in labor training develop students' problem-solving, teamwork, and innovation skills, preparing them for vocational education, small-scale manufacturing, or technical professions. Effective teaching combines demonstrations, workshops, project-based learning, and assessments of practical outcomes.

Vocabulary:

1. Practical skills – практичні навички
2. Hands-on experience – практичний досвід
3. Computer-aided design (cad) – комп'ютерне проектування
4. Digital fabrication – цифрове виробництво
5. Project-based learning – навчання через проєкти

Questions:

1. What is labor training and technology education?
2. Name three areas of practical training.
3. How does CAD support technology education?
4. Why is hands-on experience important?
5. What skills do students develop in technology education?
6. Give an example of digital fabrication.
7. How do teachers combine theory and practice effectively?

Text 2. WOODWORKING AND FURNITURE TECHNOLOGY

Woodworking is a key component of labor training. Students learn properties of wood, types of joinery, and production techniques. Modern woodworking combines traditional skills with CNC machines, laser cutting, and 3D modeling for precise and efficient production.

Furniture technology covers design, material selection, assembly, finishing, and quality control. Students practice making prototypes, evaluating ergonomics, and applying safety standards. Sustainability is also emphasized, including using eco-friendly materials and minimizing waste.

Labor training in woodworking develops manual dexterity, technical thinking, and creative design skills, preparing students for workshops, craft enterprises, and industrial production.

Vocabulary:

1. Joinery – столярні з'єднання
2. Cnc machine – числове програмне керування
3. Prototype – прототип
4. Finishing – оздоблення
5. Ergonomics – ергономіка

Questions:

1. What skills are learned in woodworking?
2. Name two modern technologies used in woodworking.
3. Why is ergonomics important in furniture design?
4. What is the purpose of finishing?
5. How does sustainability apply to woodworking?
6. Give an example of a joinery technique.
7. What skills does hands-on woodworking develop?

Text 3. METALWORKING AND MECHANICAL TECHNOLOGIES

Metalworking includes cutting, shaping, joining, and finishing metal components. Students practice techniques such as welding, soldering, turning, milling, and drilling, learning to read technical drawings and select proper tools.

Mechanical technologies are applied in production of tools, machinery parts, and metal structures. Modern workshops use CNC lathes, laser cutters, and robotic arms to enhance precision, efficiency, and safety. Safety regulations, personal protective equipment, and proper machine handling are emphasized.

Labor training in metalworking develops problem-solving, analytical thinking, and technical proficiency, preparing students for careers in manufacturing, repair services, and technical design.

Vocabulary:

1. Welding – зварювання
2. Milling – фрезерування
3. Soldering – паяння
4. Cnc lathe – токарний верстат з чпк
5. Robotic arm – роботизована рука

Questions:

1. Name three metalworking techniques.
2. How do CNC machines improve metalworking?
3. Why is safety important in metal workshops?
4. What is the purpose of technical drawings?
5. What skills do students gain in metalworking?
6. Give an example of a mechanical technology application.
7. How do robotic arms enhance production?

Text 4. ELECTRONICS AND DIGITAL TECHNOLOGIES

Modern labor training integrates electronics and digital technologies. Students learn circuit design, microcontrollers, sensors, robotics, and programming. Practical skills include building electronic devices, programming Arduino boards, and assembling smart prototypes.

Digital technologies are applied in automation, IoT devices, and educational robotics, helping students understand modern industrial applications. Safety rules for handling electricity, soldering, and testing are crucial. Project-based learning encourages creativity and teamwork, as students design functional devices and troubleshoot problems.

Labor training in electronics develops logical thinking, precision, and innovative skills, preparing students for careers in technical industries, research, and educational technology.

Vocabulary:

1. Microcontroller – мікроконтролер
2. Sensor – датчик
3. Circuit design – проектування схем
4. Robotics – робототехніка
5. Internet of things (iot) – інтернет речей

Questions:

1. Name three skills learned in electronics training.
2. How is robotics applied in technology education?
3. Why is safety important when working with electronics?
4. Give an example of a microcontroller application.
5. What skills do students gain in digital technologies?
6. How does project-based learning help students?
7. Name one type of IoT device used in education.

Text 5. TEXTILE AND CRAFT TECHNOLOGIES

Textile and craft technologies teach students to work with fabrics, threads, and materials to create functional and decorative items. Students learn sewing, embroidery, weaving, knitting, and pattern design, integrating creativity with practical skills.

Modern workshops include digital sewing machines, laser cutters, and computer-aided pattern design software, enhancing precision and productivity. Sustainability is emphasized, including recycling materials, using eco-friendly fabrics, and reducing waste.

Labor training in textiles develops creativity, attention to detail, and technical skills, preparing students for careers in fashion, design, education, and craft industries. Students also learn to plan projects, manage resources, and evaluate results according to quality standards.

Vocabulary:

1. Pattern design – проектування викрійок
2. Embroidery – вишивка
3. Weaving – ткацтво
4. Digital sewing machine – цифрова швейна машина
5. Sustainability – сталий розвиток

Questions:

1. Name three textile techniques.
2. How do digital machines improve textile production?
3. Why is sustainability important in textiles?
4. What skills do students gain in textile technologies?
5. How is creativity applied in textile projects?
6. Give an example of a craft project using recycled materials.
7. How do students evaluate the quality of textile products?

Text 6. 3D MODELING AND COMPUTER-AIDED DESIGN (CAD)

3D modeling and CAD are integral parts of modern technology education. Students learn to create digital models of objects, simulate production processes, and design prototypes. CAD software allows precise measurements, material selection, and visualization before physical production.

3D printing transforms digital models into physical objects using plastic, metal, or composite materials. It is widely used for prototyping, educational models, small-scale manufacturing, and craft projects. Students develop skills in digital design, problem-solving, and innovation, applying them in workshops, schools, and industry.

Vocabulary:

1. 3D modeling – 3D моделювання
2. CAD (computer-aided design) – комп'ютерне проєктування
3. prototype – прототип
4. composite materials – композитні матеріали
5. 3D printing – 3D друк

Questions:

1. What is 3D modeling used for?
2. How does CAD improve design processes?
3. Name three materials used in 3D printing.
4. Give an example of a 3D printed object.
5. What skills do students develop using CAD?
6. How can 3D modeling help in educational projects?
7. What is the advantage of prototyping digitally?

Text 7. ROBOTICS IN LABOR TRAINING

Robotics is a modern tool for technology education. Students learn building, programming, and operating robotic devices. Robots can perform repetitive tasks, assist in experiments, or act as interactive learning aids.

Educational robots teach coding, logic, and automation principles, helping students understand modern industrial processes. Workshops include assembling robots, testing sensors, and programming movements. Robotics enhances creativity, problem-solving, and teamwork, preparing students for careers in technical education, industrial automation, and research.

Vocabulary:

1. Robotics – робототехніка
2. Automation – автоматизація

3. Sensor – датчик
4. Coding – програмування
5. Interactive learning – інтерактивне навчання

Questions:

1. How are robots used in labor training?
2. Name two skills students gain from robotics.
3. What is the role of sensors in robots?
4. How does robotics prepare students for industry?
5. Give an example of an educational robot project.
6. How does programming a robot enhance problem-solving?
7. What is automation in the context of robotics?

Text 8. SMART WORKSHOPS AND DIGITAL FABRICATION

Smart workshops integrate digital tools, IoT devices, and automated machines to teach labor skills efficiently. Students use CNC machines, laser cutters, 3D printers, and sensors to produce precise objects.

Digital fabrication allows students to combine design, production, and testing in a single workflow. Data from sensors and software help optimize processes, reduce errors, and monitor safety. Smart workshops also promote collaboration, project management, and technological literacy, preparing students for modern educational and industrial environments.

Vocabulary:

1. Smart workshop – розумна майстерня
2. Digital fabrication – цифрове виробництво
3. Cnc machine – верстат з числовим програмним керуванням
4. Laser cutter – лазерний різак
5. Technological literacy – технологічна грамотність

Questions:

1. What technologies are used in smart workshops?
2. How does digital fabrication improve production accuracy?
3. Why are sensors important in modern workshops?
4. What skills do students gain in smart workshops?
5. Give an example of a project using a laser cutter.
6. How does technology promote teamwork in workshops?
7. What is the benefit of integrating design and production?

Text 9. MODERN MATERIALS AND SUSTAINABLE TECHNOLOGIES

Labor training and technology education emphasize modern materials and sustainability. Students learn to work with biodegradable plastics, recycled metals, eco-friendly fabrics, and composites. Sustainable technologies include energy-efficient machines, waste reduction, and resource management.

Applying sustainability principles teaches students responsibility, innovation, and environmental awareness. Projects may include building eco-friendly furniture, upcycled crafts, or

renewable energy models. Understanding materials and technologies prepares students for green production, vocational teaching, and environmentally conscious design.

Vocabulary:

1. Biodegradable – біорозкладний
2. Recycled materials – перероблені матеріали
3. Composites – композити
4. Sustainable technology – сталий технології
5. Upcycling – повторне використання

Questions:

1. Name three modern sustainable materials.
2. How does sustainability apply in workshops?
3. Give an example of an upcycled project.
4. What skills do students develop in sustainable technologies?
5. Why is environmental awareness important?
6. How can energy-efficient machines help workshops?
7. What is a composite material?

Text 10. PROJECT-BASED LEARNING IN TECHNOLOGY EDUCATION

Project-based learning (PBL) is a key method in labor training and technology education. Students work on real projects that combine theory, design, and practice. Projects may involve woodworking, metalworking, electronics, textiles, or 3D fabrication.

PBL develops critical thinking, creativity, collaboration, and technical competence. Students learn to plan, execute, troubleshoot, and evaluate results. Modern projects often incorporate digital tools, smart technologies, and sustainability principles, reflecting current industry trends. PBL prepares students to be innovative, adaptable, and capable of solving practical problems in schools, workshops, and industrial settings.

Vocabulary:

1. Project-based learning (PBL) – навчання через проекти
2. Troubleshooting – усунення несправностей
3. Execution – виконання
4. Adaptability – адаптивність
5. Critical thinking – критичне мислення

Questions:

1. What is project-based learning?
2. Name two skills developed through PBL.
3. Give an example of a technology project for students.
4. How does PBL integrate theory and practice?
5. Why is adaptability important for students?
6. How are smart technologies used in PBL?
7. What is the purpose of evaluating project results?

Text 11. THE SPECIFICS OF LABOR TRAINING IN MODERN SCHOOLS

Labor training, also known as practical education or technology education, is an essential component of modern school curricula. It aims to develop students' practical skills, creativity, problem-solving abilities, and technological competence. In contemporary schools, labor training is not limited to traditional manual tasks; it integrates modern technologies, interdisciplinary approaches, and educational innovations to prepare students for real-life challenges and vocational careers.

One of the main characteristics of modern labor training is the integration of theoretical knowledge with hands-on practice. Students are encouraged to understand the principles behind the materials and processes they use. For example, in woodworking, students not only learn to cut and assemble materials but also understand wood properties, safety rules, and project planning. Similarly, in electronics, students design and assemble circuits while applying concepts from physics and mathematics. This combination ensures that students gain both cognitive understanding and technical proficiency.

Another key aspect is the incorporation of digital and smart technologies. Modern schools equip workshops with computer-aided design (CAD) software, 3D printers, CNC machines, robotics kits, and digital fabrication tools. These tools allow students to design, simulate, and produce complex objects with high precision. Digital technologies also enable students to experiment, test prototypes, and iterate designs, promoting innovation and creativity. For example, a project may involve designing a small robotic device using sensors and microcontrollers or producing a 3D-printed model for a craft project.

Safety and ergonomics are central to labor training in modern schools. Students are trained to follow personal protective equipment (PPE) protocols, machine operation guidelines, and safe handling of tools and materials. Classrooms and workshops are designed to minimize risks, including proper ventilation, machine guarding, and organized workspaces. Safety education helps students develop a responsible attitude toward practical work, which is essential for future professional environments.

Modern labor training also emphasizes project-based and interdisciplinary learning. Students often work on projects that combine multiple subjects, such as science, mathematics, technology, and art. For instance, designing a model bridge may require applying physics principles, using CAD software for planning, and implementing woodworking skills for construction. This interdisciplinary approach enhances critical thinking, collaboration, and problem-solving skills while making learning engaging and relevant.

Furthermore, labor training in contemporary schools incorporates sustainability and environmental awareness. Students learn to select eco-friendly materials, minimize waste, recycle resources, and consider energy efficiency in their projects. For example, textile projects may involve using recycled fabrics, while woodworking may focus on responsibly sourced wood. This approach instills environmental consciousness and responsible production habits from an early age.

Finally, labor training supports the development of soft skills and personal competencies. Through teamwork, project planning, and presentation of results, students improve communication, leadership, time management, and organizational skills. These competencies are valuable not only in vocational careers but also in everyday life.

In conclusion, labor training in modern schools is a multifaceted educational process that combines traditional manual skills with modern technologies, safety principles, sustainability, and project-based learning. Its main goal is to prepare students for the demands of contemporary society, fostering creativity, technical skills, responsibility, and problem-solving abilities. By integrating theoretical knowledge with practical applications, schools create a learning environment where

students can develop competencies that are essential for personal, educational, and professional success.

Vocabulary:

1. Practical education – практичне навчання
2. Hands-on practice – практична робота
3. Computer-aided design (cad) – комп'ютерне проектування
4. Cnc machine – верстат з числовим програмним керуванням
5. Robotics kit – набір для робототехніки
6. Ergonomics – ергономіка
7. Personal protective equipment (ppe) – засоби індивідуального захисту
8. Sustainability – сталий розвиток
9. Interdisciplinary learning – міжпредметне навчання
10. Soft skills – м'які навички

Questions:

1. What is the main goal of labor training in modern schools?
2. How does hands-on practice complement theoretical knowledge?
3. Name three digital technologies used in labor training.
4. Why is safety important in school workshops?
5. How does project-based learning enhance students' skills?
6. Give an example of sustainability in labor training.
7. What soft skills are developed through labor training projects?
8. How does interdisciplinary learning make labor training more effective?
9. Why is creativity important in modern labor training?
10. How does labor training prepare students for vocational careers?

Туризм

Text 1. INTRODUCTION TO TOURISM

Tourism is one of the fastest-growing sectors of the global economy. It involves traveling for leisure, business, or education, and contributes to economic development, cultural exchange, and job creation. Modern tourism includes domestic and international travel, adventure tourism, ecotourism, cultural tourism, and medical tourism.

Tourists seek experiences that combine entertainment, education, and relaxation. Successful tourism requires careful planning of destinations, accommodation, transport, and activities. Tourism professionals develop skills in customer service, marketing, event organization, and cross-cultural communication, preparing them for work in travel agencies, hotels, tour companies, and cultural institutions.

Vocabulary:

1. Tourism – туризм
2. Domestic travel – внутрішній туризм
3. Ecotourism – екотуризм
4. Cultural tourism – культурний туризм
5. Accommodation – житло, розміщення

Questions:

1. What is tourism?
2. Name three types of tourism.
3. How does tourism benefit the economy?
4. Why is planning important in tourism?
5. What skills are essential for tourism professionals?
6. Give an example of cultural tourism.
7. How can tourism promote cultural exchange?

Text 2. TYPES OF TOURISM AND TRAVEL SERVICES

Tourism can be categorized into leisure tourism, business tourism, adventure tourism, wellness tourism, and educational tourism. Each type requires specific services and facilities. Leisure tourism focuses on recreation, sightseeing, and relaxation. Business tourism involves conferences, meetings, and corporate events. Adventure tourism includes activities such as hiking, diving, or extreme sports. Wellness tourism focuses on health, spa treatments, and medical procedures, while educational tourism involves visits to historical, cultural, or scientific sites.

Travel services include transportation, accommodation, guided tours, insurance, and customer support. Tour operators and travel agencies coordinate these services to provide a seamless experience for tourists. Knowledge of local cultures, languages, and geography is essential for professionals in the field.

Vocabulary:

1. Leisure tourism – туристичний відпочинок
2. Business tourism – діловий туризм
3. Wellness tourism – оздоровчий туризм
4. Tour operator – туроператор
5. Guided tour – екскурсія з гідом

Questions:

1. Name five types of tourism.
2. What activities are included in adventure tourism?
3. Why is wellness tourism becoming popular?
4. What services are provided by travel agencies?
5. How do tour operators coordinate travel services?
6. Give an example of educational tourism.
7. Why is knowledge of local culture important in tourism?

Text 3. SUSTAINABLE TOURISM

Sustainable tourism focuses on minimizing negative impacts on the environment, culture, and local communities while providing high-quality experiences for tourists. It encourages responsible travel, including eco-friendly accommodation, conservation of natural resources, and support for local businesses.

Tourism professionals promote sustainable practices such as reducing plastic use, respecting wildlife, using public transport, and educating tourists about environmental issues. Governments and organizations establish regulations and certifications to ensure that tourism development does not harm ecosystems or local cultures.

Students studying sustainable tourism develop environmental awareness, project management skills, and strategic thinking, preparing them for careers in ecotourism, resort management, and international tourism development.

Vocabulary:

1. Sustainable tourism – сталий туризм
2. Conservation – охорона природи
3. Eco-friendly – екологічно безпечний
4. Certification – сертифікація
5. Local community – місцева громада

Questions:

1. What is sustainable tourism?
2. Name three practices that support sustainable tourism.
3. Why is it important to protect local communities?
4. What skills do students gain studying sustainable tourism?
5. How do regulations ensure sustainable development?
6. Give an example of eco-friendly accommodation.
7. How can tourists contribute to sustainability?

Text 4. TOURISM MARKETING AND PROMOTION

Marketing plays a key role in attracting tourists to destinations and services. Tourism marketing involves branding, advertising, digital campaigns, social media, and public relations. Understanding target audiences, consumer behavior, and travel trends is essential for designing effective campaigns.

Tourism promotion also includes participation in travel fairs, collaboration with hotels and airlines, creating travel packages, and developing local attractions. Online platforms, mobile applications, and virtual tours enhance accessibility and customer engagement. Professionals in tourism marketing develop skills in communication, strategic planning, digital marketing, and customer service, ensuring a competitive advantage in the global tourism industry.

Vocabulary:

1. Tourism marketing – маркетинг у туризмі
2. Branding – брендування
3. Travel package – туристичний пакет
4. Virtual tour – віртуальна екскурсія
5. Consumer behavior – поведінка споживачів

Questions:

1. What is the purpose of tourism marketing?
2. Name three tools used in tourism promotion.
3. How does digital marketing influence travel decisions?
4. What is included in a travel package?
5. What skills are developed in tourism marketing?
6. Give an example of a virtual tour.
7. Why is understanding consumer behavior important?

Text 5. TOURISM MANAGEMENT AND HOSPITALITY

Tourism management involves planning, organizing, and supervising tourism operations to ensure high-quality services. Hospitality is a key part of tourism, including hotels, restaurants, resorts, and customer service. Effective management ensures smooth operations, customer satisfaction, and profitability.

Tourism managers coordinate staff, plan activities, manage budgets, and develop policies to enhance tourist experiences. Knowledge of cross-cultural communication, quality standards, and crisis management is essential. Students studying tourism management develop leadership, organizational, problem-solving, and interpersonal skills, preparing them for careers in hotel management, travel agencies, event management, and destination marketing.

Vocabulary:

1. Tourism management – управління туризмом
2. Hospitality – готельно-ресторанне обслуговування
3. Resort – курорт
4. Customer satisfaction – задоволення клієнтів
5. Crisis management – управління кризовими ситуаціями

Questions:

1. What is the role of tourism management?
2. Name three areas included in hospitality.
3. How do tourism managers ensure customer satisfaction?
4. What skills are essential for tourism management?
5. Why is cross-cultural communication important?
6. Give an example of crisis management in tourism.
7. How does hospitality contribute to the tourism experience?

Text 6. ECOTOURISM AND NATURE-BASED TRAVEL

Ecotourism is a form of tourism that focuses on environmental conservation, sustainable practices, and education about nature. Tourists engage in activities such as hiking, wildlife observation, birdwatching, and visiting national parks. Ecotourism promotes environmental awareness and supports local communities economically.

Tour operators and tourism professionals must ensure that activities do not harm ecosystems, respect wildlife, and minimize waste. Educational programs for tourists include guidelines on responsible behavior, conservation practices, and the ecological significance of protected areas.

Students studying ecotourism develop environmental literacy, project management skills, and customer service competencies, preparing them for careers in nature parks, eco-lodges, and conservation tourism projects.

Vocabulary:

1. Ecotourism – екотуризм
2. Conservation – охорона природи
3. Wildlife observation – спостереження за дикою природою
4. Protected area – охоронювана територія
5. Eco-lodge – еко-готель

Questions:

1. What is ecotourism?
2. Name three activities included in ecotourism.
3. How does ecotourism support local communities?
4. Why is environmental awareness important for tourists?
5. What skills do students develop studying ecotourism?
6. Give an example of responsible tourist behavior.
7. How can eco-lodges promote sustainability?

Text 7. CULTURAL TOURISM AND HERITAGE MANAGEMENT

Cultural tourism focuses on exploring the history, art, traditions, and heritage of a destination. Tourists visit museums, historical sites, cultural festivals, and architectural landmarks to learn about local culture. Heritage management ensures that cultural assets are protected, preserved, and presented responsibly.

Tourism professionals in this field plan tours, guide visitors, and develop interpretive programs that highlight the significance of historical and cultural sites. Digital technologies, such as virtual reality tours and interactive apps, enhance the visitor experience while promoting conservation.

Students studying cultural tourism develop research skills, cross-cultural communication, and project planning abilities, preparing them for careers in museums, cultural centers, heritage management, and tourism agencies.

Vocabulary:

1. Cultural tourism – культурний туризм
2. Heritage – спадщина
3. Landmark – пам'ятка
4. Interpretive program – освітня програма
5. Preservation – збереження

Questions:

1. What is cultural tourism?
2. Name three places tourists might visit in cultural tourism.
3. Why is heritage management important?
4. How can digital technologies enhance tourism experiences?
5. What skills do students gain studying cultural tourism?
6. Give an example of an interpretive program.

7. How does cultural tourism promote education?

Text 8. TOURISM INNOVATION AND TECHNOLOGY

Innovation and technology are transforming the tourism industry. Modern tools such as online booking platforms, virtual reality, augmented reality, mobile applications, and artificial intelligence improve customer experience and operational efficiency.

Digital innovations allow tourists to plan trips, explore destinations virtually, and personalize their travel experiences. For example, virtual reality can provide immersive previews of hotels or cultural sites, while AI chatbots offer instant customer support. Tourism professionals must combine technical literacy with creative thinking to implement innovative solutions.

Students studying tourism innovation develop digital skills, problem-solving abilities, and strategic thinking, preparing them for careers in smart tourism, tech-driven travel agencies, and destination management organizations.

Vocabulary:

1. Innovation – інновація
2. Augmented reality – доповнена реальність
3. Artificial intelligence (ai) – штучний інтелект
4. Virtual tour – віртуальна екскурсія
5. Personalization – персоналізація

Questions:

1. Name three technological innovations in tourism.
2. How does virtual reality enhance tourism experiences?
3. What role does artificial intelligence play in tourism?
4. Why is technical literacy important for tourism professionals?
5. What skills do students gain studying tourism innovation?
6. Give an example of a personalized travel experience.
7. How can mobile applications improve travel planning?

Text 9. INTERNATIONAL TOURISM AND GLOBAL TRENDS

International tourism involves traveling across countries for leisure, business, or cultural purposes. It contributes to economic development, cultural exchange, and global connectivity. Understanding international markets, legal regulations, visas, customs, and foreign exchange is crucial for tourism professionals.

Global trends, such as eco-friendly travel, digital nomadism, and experience-based tourism, influence the types of services demanded. International tourism also requires knowledge of cross-cultural communication, global marketing, and crisis management to ensure safe and satisfying travel experiences.

Students studying international tourism develop global awareness, communication skills, and strategic planning abilities, preparing them for careers in international travel agencies, airlines, and tourism consulting.

Vocabulary:

1. International tourism – міжнародний туризм
2. Visa – віза

3. Customs – митниця
4. Experience-based tourism – туризм, орієнтований на досвід
5. Crisis management – управління кризовими ситуаціями

Questions:

1. What is international tourism?
2. Name three global trends in tourism.
3. Why is knowledge of visas and customs important?
4. How does experience-based tourism differ from traditional tourism?
5. What skills do students gain studying international tourism?
6. Give an example of cross-cultural communication in tourism.
7. Why is crisis management important for international travel?

Text 10. ADVENTURE AND SPORTS TOURISM

Adventure tourism is a growing segment of the tourism industry. It involves physical activities, exploration, and challenges, such as mountaineering, scuba diving, skiing, trekking, and extreme sports. Safety, preparation, and risk management are critical for successful adventure tourism experiences.

Sports tourism combines travel with participation or spectating in sports events, including marathons, football tournaments, and winter sports competitions. This type of tourism encourages active lifestyles, cultural exchange, and tourism revenue. Professionals in adventure and sports tourism must develop skills in logistics, safety planning, customer guidance, and marketing.

Students studying this field gain practical experience, risk-assessment skills, and team-management skills, preparing them for careers in adventure parks, sports-event management, and outdoor-tourism agencies.

Vocabulary:

1. Adventure tourism – пригодницький туризм
2. Extreme sports – екстремальні види спорту
3. Trekking – піший туризм
4. Risk management – управління ризиками
5. Sports event – спортивний захід

Questions:

1. What is adventure tourism?
2. Name three activities included in adventure tourism.
3. How does sports tourism benefit tourists and local communities?
4. Why is safety important in adventure tourism?
5. What skills do students gain studying adventure and sports tourism?
6. Give an example of a sports tourism event.
7. How do tourism professionals manage risks in adventure tourism?

ФАКУЛЬТЕТ ПЕДАГОГІКИ І ПСИХОЛОГІЇ

Початкова освіта

Text 1. THE ROLE OF A PRIMARY SCHOOL TEACHER IN THE MODERN CLASSROOM

Primary education is the foundation of a child's lifelong learning journey. At this stage, the role of a primary school teacher goes far beyond teaching basic literacy and numeracy skills. A modern primary school teacher is not only an instructor but also a mentor, facilitator, and emotional support system who helps children adapt to school life and build confidence in their abilities.

One of the main responsibilities of a primary school teacher is to create a safe and supportive learning environment. Young learners need to feel comfortable, respected, and motivated to engage actively in the learning process. Teachers achieve this by establishing clear rules, encouraging positive behavior, and promoting cooperation among pupils. A classroom built on trust allows children to express their ideas freely and learn from their mistakes without fear.

Another important aspect of a teacher's work is the development of key competencies. In primary school, children learn how to read, write, count, and solve simple problems, but they also acquire social and emotional skills. Teachers help pupils learn how to communicate, work in groups, manage their emotions, and resolve conflicts peacefully. These skills are essential for successful learning in later years and for everyday life.

Modern primary education also emphasizes learner-centered approaches. This means that teaching methods are adapted to the needs, interests, and abilities of each child. Teachers use a variety of strategies such as games, storytelling, project work, and creative tasks to make lessons engaging and meaningful. By connecting learning materials to real-life situations, teachers help children understand why knowledge is important and how it can be applied outside the classroom.

In addition, primary school teachers play a crucial role in cooperation with parents. Regular communication helps parents understand their child's progress and challenges. When teachers and parents work together, they can provide better support for the child's academic and emotional development. Thus, the primary school teacher becomes a key figure in shaping not only educational outcomes but also the overall well-being of young learners.

Vocabulary

1. Foundation – основа
2. Mentor – наставник
3. Supportive environment – підтримувальне середовище
4. Engage – залучати
5. Competencies – компетентності
6. Learner-centered – орієнтований на учня
7. Cooperation – співпраця

Questions

1. Why is primary education considered the foundation of lifelong learning?
2. What roles does a modern primary school teacher perform?
3. How does a supportive classroom environment influence pupils?
4. What competencies do children develop in primary school besides academic skills?
5. Why is cooperation with parents important?

Text 2. CHILD DEVELOPMENT AND LEARNING IN PRIMARY EDUCATION

Understanding child development is essential for effective teaching in primary education. Children of primary school age are in a period of rapid physical, cognitive, emotional, and social growth. Teachers who are aware of these developmental characteristics can design lessons that meet the needs of young learners and support their overall development.

Cognitive development at this stage includes the growth of thinking, memory, and problem-solving skills. Children gradually move from concrete thinking to more logical reasoning, although they still rely heavily on visual aids and hands-on activities. For this reason, primary school teachers often use pictures, objects, and practical tasks to explain new concepts. Such methods help children understand abstract ideas in a concrete and accessible way.

Emotional development is equally important. Primary school pupils are learning to recognize and manage their emotions, as well as to understand the feelings of others. A teacher's attitude and behavior strongly influence this process. By showing empathy, patience, and respect, teachers model positive emotional responses and help children feel valued and understood.

Social development in primary education is closely connected to interaction with peers. Group work, pair activities, and classroom discussions teach children how to cooperate, share responsibilities, and respect different opinions. These experiences help pupils develop communication skills and a sense of belonging within the class community.

Finally, learning in primary education should be holistic, meaning that it addresses the intellectual, emotional, and social aspects of a child's personality. When teachers consider all these dimensions, they can create meaningful learning experiences that support balanced development and prepare children for further education.

Vocabulary

1. Rapid growth – швидкий розвиток
2. Cognitive development – когнітивний розвиток
3. Concrete thinking – конкретне мислення
4. Empathy – емпатія
5. Interaction – взаємодія
6. Holistic – цілісний

Questions

1. Why is knowledge of child development important for teachers?
2. What are the main features of cognitive development in primary school children?
3. How can teachers support emotional development?
4. Why is peer interaction important for social development?
5. What does holistic learning mean?

Text 3. TEACHING METHODS AND STRATEGIES IN PRIMARY EDUCATION

Teaching methods in primary education must be carefully selected to match the age and needs of young learners. Traditional methods, such as explanation and repetition, are still used, but they are often combined with more interactive and creative approaches. This combination helps maintain pupils' interest and supports deeper understanding.

One widely used method in primary education is learning through play. Games make learning enjoyable and motivate children to participate actively in lessons. Educational games can be used to teach language, mathematics, and even social skills. Through play, children learn naturally and without pressure, which is especially important at an early age.

Another effective strategy is storytelling. Stories capture children's attention and stimulate their imagination. Teachers use stories to introduce new topics, explain moral values, and develop listening and speaking skills. Storytelling also helps children enrich their vocabulary and improve comprehension.

Project-based learning is becoming increasingly popular in primary classrooms. In small projects, pupils explore a topic over a period of time and produce a final result, such as a poster, drawing, or short presentation. This method encourages curiosity, creativity, and teamwork, while also developing responsibility and independence.

In conclusion, effective teaching in primary education requires flexibility and creativity. By using a variety of methods and strategies, teachers can address different learning styles and help each child achieve success.

Vocabulary

1. Interactive – інтерактивний
2. Learning through play – навчання через гру
3. Storytelling – розповідання історій
4. Project-based learning – проєктне навчання
5. Curiosity – допитливість
6. Independence – самостійність

Questions

1. Why should teaching methods be adapted to young learners?
2. What are the benefits of learning through play?
3. How does storytelling support language development?
4. What skills do pupils develop through project-based learning?
5. Why is flexibility important for a primary school teacher?

Text 4. THE IMPORTANCE OF READING AND LITERACY IN PRIMARY SCHOOL

Reading and literacy are central components of primary education. The ability to read fluently and understand texts opens the door to learning in all school subjects. For this reason, primary school teachers place great emphasis on developing strong reading skills from the earliest years of schooling.

At the beginning of primary school, children learn basic reading skills such as recognizing letters, connecting sounds with symbols, and reading simple words. Gradually, they move on to reading sentences and short texts. Teachers support this process by using phonics, reading aloud, and guided reading activities.

Reading is not only a technical skill but also a way to develop imagination and critical thinking. Through stories, children discover new worlds, characters, and ideas. Discussing texts in class helps pupils learn to express their opinions, predict events, and understand different perspectives.

A positive attitude toward reading is essential for literacy development. Teachers encourage reading by creating a rich literacy environment with books, posters, and reading corners. When children associate reading with pleasure and curiosity, they are more likely to become lifelong readers.

Thus, literacy education in primary school plays a key role in a child's academic success and personal growth.

Vocabulary

1. Literacy – грамотність
2. Fluently – вільно, плавно
3. Phonics – фонетичний метод
4. Comprehension – розуміння
5. Perspective – точка зору
6. Lifelong readers – читачі на все життя

Questions

1. Why is reading important for learning in all subjects?
2. What basic reading skills do children learn first?
3. How does reading develop imagination and critical thinking?
4. How can teachers encourage a positive attitude toward reading?
5. What role does literacy play in personal growth?

Text 5. INCLUSIVE EDUCATION IN PRIMARY SCHOOLS

Inclusive education is an important principle of modern primary schooling. It means that all children, regardless of their abilities, backgrounds, or learning needs, have the right to learn together in the same classroom. The goal of inclusive education is to provide equal opportunities and create a supportive environment for every pupil.

In an inclusive classroom, teachers adapt their teaching methods to meet diverse needs. Some pupils may require additional support, such as extra explanations, visual materials, or individualized tasks. Others may benefit from enrichment activities that challenge their abilities. Differentiation allows teachers to address these differences effectively.

An inclusive approach also promotes tolerance and respect among pupils. When children learn together, they become more aware of diversity and learn to accept differences. This experience helps develop empathy and social responsibility from an early age.

Teachers working in inclusive settings often collaborate with specialists such as psychologists, speech therapists, and special education teachers. This teamwork ensures that each child receives appropriate support and can progress at their own pace.

In conclusion, inclusive education in primary schools contributes to both academic achievement and the development of a caring, respectful society.

Vocabulary

1. Inclusive education – інклюзивна освіта
2. Equal opportunities – рівні можливості
3. Diverse needs – різноманітні потреби
4. Differentiation – диференціація

5. Tolerance – толерантність
6. Collaboration – співпраця

Questions

1. What is the main idea of inclusive education?
2. How do teachers adapt teaching in inclusive classrooms?
3. Why is differentiation important?
4. How does inclusive education promote tolerance?
5. Why is collaboration with specialists necessary?

Text 6. PRESCHOOL ESTABLISHMENTS

The creation of a state-wide system of education for preschool age children is one of the major achievements of our people. The first kindergarten for working class children was created in 1918. Today there is no city, district, large enterprise, or region that does not have its own nurseries and kindergartens. The people value the preschool establishments not merely because they are a place where one can leave a child while the mother is at work, but chiefly, for the educational goals they achieve, since the aim of these establishments is to see to the child's all-round development and education. There are many families in which the mothers do not work, but in which the children attend kindergartens anyway. Great demands are made on the directors and teachers of pre-school establishments. Much has been done for the development of preschool establishments in rural areas. At present there are many nurseries, nursery schools and kindergartens in the rural areas of our country, attended by one million children. The educational system in the kindergartens is not a firmly established system. It is being constantly improved in accordance with the latest scientific findings and the experience of the best establishments.

Vocabulary:

1. Enterprise – підприємство
2. To value – оцінювати
3. Rural – сільський
4. Nursery – ясла
5. Finding – відкриття
6. Experience – досвід

Text 7. THE SYSTEM OF EVENING AND CORRESPONDENCE SCHOOLS

In 1943 evening, secondary schools for working youth were created. In 1944 similar schools were created for rural youth. Education in these evening schools was conducted in accordance with the curricula of the fifth to tenth grades of secondary school. The pupils of these schools enjoy equal rights in all respects with pupils of general education schools. Pupils of these workers' schools are given supplementary paid vacation during examination time: 20 paid working days for pupils of the tenth grade and 15 paid working days for pupils of the eighth grade.

Persons who have a complete secondary education and are employed are eligible to enroll in these evening and correspondence schools. The schools have no age limit. There are special consultations for persons studying by correspondence; they receive (free of charge) all the necessary manuals and assignments. All evening schools for working youth are now two-shift schools. This means that there are day and evening classes, which make it possible for a young worker to attend whenever it is convenient to him, no matter what shift he is on.

The system of evening and correspondence schools is being constantly improved.

Vocabulary:

1. Equal – рівний
2. To adopt – приймати
3. Grade – клас
4. In all respects – у всіх відношеннях
5. Supplementary – додатковий
6. Manual – трудовий
7. Assignment – завдання
8. Shift – зміна
9. Convenient – підходящий
10. To be in charge – управляти

Text 8. ENROLMENT AND THE SCHOOL DAY

In our country the school begins on September 1. Children who have turned six or seven are eligible for admission. For registration the parents must submit the child's birth certificate and a medical certificate.

September 1 is always a solemn occasion. Children come to school with flowers. The school principal and representatives of state and public organizations greet the pupils. Senior pupils take the 1st formers to their first lesson.

Those who have completed eight-year schools are enrolled in the 9th form of the secondary school. There are no entrance examinations. The elementary schools make up lists of pupils who have passed into the 4th form. And to enrol in the 9th form the pupil presents his 8-year school graduation certificate.

Usually classes are held in the first half of the day. The lessons are 45 minutes long followed by a 10-minute interval, with a 30-minute lunch break usually after the third lesson.

In the afternoon there are extracurricular activities that the pupils can take part in if they so desire. Teachers help the pupils to determine their interests. Teachers, parents and specialists from industrial and other enterprises and organizations run different circles, studios and clubs.

Prolonged day groups are organized for youngsters in the lower classes to be looked after while their parents are at work. They have their dinner, outdoor recreation, do their homework, play indoor games and read. First form pupils have an afternoon nap. Each age group has its own educator who is with them until 5 or 6 p.m. when most parents return home from work.

There are also boarding schools where pupils stay all week except for holidays and weekends.

Some schools have two shifts with a short interval in between to put the school rooms in order.

Vocabulary:

1. To enrol – вносити до списку
2. To admit – допускати
3. Admission – доступ
4. To register – реєструвати
5. To submit – підкоряти
6. Certificate – свідоцтво
7. Solemn – урочистий
8. Half – половина

9. Circle – гурток
10. Prolonged – продовжений
11. Recreation – відпочинок
12. An afternoon nap – короткий сон (удень)
13. Boarding school – інтернат

Text 9. THE SCHOOL AND THE FAMILY

The school and the family combine their efforts to rear the growing generation.

The family is the first and principal educator for it gives the child its first insight into the world. The child begins schools with a certain amount of knowledge, habits, a definite character. Then the parents share their role of educators with the teacher.

In the family the child makes its first contacts with those dearest to him. Long before the child develops a conscious perception of the world he develops a certain attitude to his environment. It is not by chance that the family is considered the basis of the child's moral background. Family life has a tremendous impact on the development of the individual's fundamental qualities.

Basic forms of work with parents include parent education and school and class parents' meetings. Besides current school matters they deal with diverse aspects of upbringing and the pupils' home regime. The rearing of children is a civic responsibility, a duty to the people, to the country.

Vocabulary:

1. To rear – виховувати
2. Civic – цивільний
3. Amount – кількість
4. Background – задній план
5. Conscious – притомний
6. Environment – оточення
7. Diverse – різноманітний

Text 10. BASIC TASKS OF ELEMENTARY EDUCATION (1–3 FORMS)

Native Language

Basic tasks of elementary education (1–3 forms) – to give the pupils knowledge of reading, writing and elementary mathematics. The pupils acquire an elementary knowledge of the history of man and nature and have physical and manual training. Considerable attention is paid to helping the child to think logically and to cope with his studies.

Native language programmes cover grammar, reading and penmanship. Pupils get the rudiments of grammar and develop their ability to express themselves in writing and orally. In non-Ukrainian schools the pupils have an option to study their native language. Nearly half the time is spent on studying the Ukrainian language.

At mathematics lessons pupils learn the four rules of arithmetic, how to measure time, length, weight, area and do fractions. Much time is spent on sums and mental arithmetic. The programme also includes elements of geometry and algebra.

The elementary course in natural science acquaints the pupils with animated nature (plants, animals) and inanimated nature (land, water, atmosphere). They are also taught the rudiments of the geography of their country, the structure of the human body and hygiene. Much attention is paid to nature conservation. The pupils plant trees and flowers and take care of them.

Manual training, music, fine arts and physical culture lessons promote the all-round development of elementary school pupils.

At manual training lessons children are taught to make things out of cardboard, paper and fabric. They learn the elements of technical modelling and how to make toys.

The music programme helps the child to develop an ear for music and singing abilities.

At art lessons children learn to draw from nature, decorative art and get to know great painters and works of art. Drawing lessons are closely tied with reading and manual training lessons.

At physical educational lessons pupils do gymnastics and participate in field and track athletics. From the third class on they have acrobatics on apparatus, outdoor games and skiing. Children who are excused from physical culture lessons because of their health have therapeutic exercises.

In the elementary school the pupils have one teacher for all lessons. From the fourth form on each subject is taught by a special teacher.

Vocabulary:

1. Rudiments – основи
2. Penmanship – каліграфія
3. To measure – вимірювати
4. Fraction – дріб
5. Weight – вага
6. Manual training – трудове виховання
7. To cope with – справлятися

Початкова освіта та українська мова

Text 1. THE PRIMARY SCHOOL TEACHER AS A LANGUAGE MODEL

In primary education, the teacher plays a crucial role not only as an educator but also as a language model for pupils. At an early age, children actively absorb linguistic patterns, pronunciation, and vocabulary from adults. Therefore, the teacher's speech becomes an important example of correct and expressive language use.

A primary school teacher must demonstrate clear pronunciation, correct grammar, and appropriate vocabulary. This is especially important in lessons on the Ukrainian language, where pupils learn the norms of literary speech. Through everyday communication, explanations, and storytelling, the teacher helps children develop a sense of language and linguistic accuracy.

The teacher's language also influences pupils' thinking—well-structured sentences and rich vocabulary support the development of logical thinking and coherent speech. When teachers encourage pupils to express their thoughts clearly and respectfully, they create a positive communicative environment in the classroom.

In addition, the teacher introduces children to cultural aspects of language. Proverbs, poems, folk tales, and songs help pupils understand the cultural value of the Ukrainian language and develop respect for their linguistic heritage.

Thus, the primary school teacher serves as both an educator and a linguistic role model.

Vocabulary

1. Language model – мовний зразок
2. Pronunciation – вимова
3. Linguistic accuracy – мовна правильність
4. Coherent speech – зв'язне мовлення
5. Cultural heritage – культурна спадщина

Questions

1. Why is the teacher considered a language model in primary school?
2. What aspects of language should a teacher demonstrate?
3. How does the teacher's speech influence pupils' thinking?
4. Why is a positive communicative environment important?
5. How does language teaching support cultural awareness?

Text 2. TEACHING UKRAINIAN LANGUAGE IN PRIMARY SCHOOL

The Ukrainian language is a core subject in primary education. Its main goal is to develop pupils' reading, writing, speaking, and listening skills. At the primary level, language learning should be systematic, accessible, and engaging.

Teachers introduce language concepts gradually, starting with sounds and letters and moving toward words, sentences, and short texts. Much attention is paid to phonetic awareness, correct spelling, and basic grammar. Visual materials, games, and practical exercises help pupils understand language rules more easily.

An important aspect of teaching Ukrainian language is the development of communicative competence. Pupils learn how to ask questions, give answers, describe objects, and express opinions. These skills are practiced through dialogues, role-play, and creative tasks.

Teachers also encourage interest in reading Ukrainian literature. Short stories, poems, and folk tales enrich pupils' vocabulary and imagination while strengthening their emotional connection to the language.

Therefore, effective teaching of the Ukrainian language in primary school supports both academic success and personal development.

Vocabulary

1. Core subject – базовий предмет
2. Phonetic awareness – фонетична обізнаність
3. Spelling – правопис
4. Communicative competence – комунікативна компетентність
5. Role-play – рольова гра

Questions

1. What is the main goal of teaching Ukrainian language in primary school?
2. How are language concepts introduced at the primary level?
3. Why are games and visual materials effective?

4. What is communicative competence?
5. How does reading literature support language learning?

Text 3. SPEECH DEVELOPMENT OF PRIMARY SCHOOL PUPILS

Speech development is one of the central tasks of primary education. At this stage, children actively expand their vocabulary and learn to build grammatically correct and coherent sentences. Speech development is closely connected with thinking, learning, and social interaction.

Primary school teachers support speech development through various activities. Retelling texts, answering questions, storytelling, and classroom discussions encourage pupils to speak and express their ideas. Such activities help children develop confidence and improve pronunciation and intonation.

Special attention is paid to the development of dialogic and monologic speech. Dialogic speech teaches pupils to listen and respond, while monologic speech helps them express thoughts in a structured way. Both forms are essential for effective communication.

Teachers also correct speech mistakes gently and supportively. A respectful attitude helps pupils overcome fear of speaking and motivates them to improve.

In conclusion, systematic work on speech development is essential for successful learning in primary school.

Vocabulary

1. Speech development – розвиток мовлення
2. Retelling – переказ
3. Intonation – інтонація
4. Dialogic speech – діалогічне мовлення
5. Monologic speech – монологічне мовлення

Questions

1. Why is speech development important in primary education?
2. What activities support pupils' speech development?
3. What is the difference between dialogic and monologic speech?
4. How should teachers correct speech mistakes?
5. How does speech development influence learning?

Text 4. READING LITERACY IN PRIMARY EDUCATION

Reading literacy is a fundamental component of language education in primary school. It includes not only the ability to read but also to understand, interpret, and evaluate texts. Strong reading skills support learning in all school subjects.

At the beginning of primary school, pupils learn basic reading techniques such as sound-letter correspondence and word recognition. Gradually, they move to reading sentences and short texts with understanding. Teachers guide this process through reading aloud, silent reading, and discussion of texts.

Reading activities also develop critical thinking. Pupils learn to identify main ideas, predict events, and express their opinions about characters and situations. These skills are important for independent learning.

Teachers create a motivating reading environment by offering age-appropriate books and encouraging regular reading. When reading becomes enjoyable, pupils are more likely to develop lifelong reading habits.

Thus, reading literacy plays a key role in academic achievement and personal growth.

Vocabulary

1. Reading literacy – читацька грамотність
2. Word recognition – розпізнавання слів
3. Interpret – інтерпретувати
4. Critical thinking – критичне мислення
5. Lifelong habit – звичка на все життя

Questions

1. What does reading literacy include?
2. How do reading skills develop in primary school?
3. How does reading support critical thinking?
4. How can teachers motivate pupils to read?
5. Why are reading skills important for lifelong learning?

Text 5. INTEGRATING LANGUAGE AND VALUES IN PRIMARY EDUCATION

Primary education is not only about academic knowledge but also about the formation of values. Language lessons provide many opportunities to develop moral, cultural, and civic values through communication and texts.

In Ukrainian language lessons, pupils discuss stories about friendship, honesty, responsibility, and respect. Through discussion and reflection, children learn to understand different viewpoints and express their own opinions respectfully.

Language is also a tool for civic education. By learning to speak correctly and thoughtfully, pupils develop respect for their native language and national identity. Ukrainian folklore and literature help transmit cultural values from generation to generation.

Teachers guide pupils in using language ethically and responsibly. Polite speech, attentive listening, and respectful dialogue are essential elements of classroom culture.

In conclusion, integrating language learning with value education supports the holistic development of primary school pupils.

Vocabulary

1. Values – цінності
2. Reflection – осмислення
3. Civic education – громадянська освіта
4. National identity – національна ідентичність
5. Holistic development – цілісний розвиток

Questions

1. Why is value education important in primary school?
2. How can language lessons support moral development?
3. What role does language play in civic education?
4. How do texts transmit cultural values?
5. Why is ethical language use important?

Дошкільна освіта

Text 1. THE ROLE OF A PRESCHOOL TEACHER IN EARLY CHILDHOOD EDUCATION

Preschool education plays a crucial role in a child's overall development. During the preschool years, children form the basic foundations of their personality, behavior, and learning attitudes. The preschool teacher is a key figure who supports this process by creating a warm, safe, and stimulating environment for young learners.

A preschool teacher is not only an educator but also a caregiver and guide. Young children need emotional security in order to explore the world around them. Teachers help children feel safe by showing care, patience, and understanding. When children feel supported, they are more willing to communicate, play, and learn.

One of the main tasks of a preschool teacher is to support early development through play-based learning. Play is the natural way children learn in early childhood. Through play, children develop language skills, imagination, motor abilities, and social behavior. Teachers carefully plan activities that combine play with educational goals, such as storytelling, drawing, singing, and role-playing.

Another important responsibility is cooperation with families. Preschool teachers communicate regularly with parents to share information about the child's progress, interests, and needs. This cooperation helps create continuity between home and preschool and supports the child's balanced development.

In conclusion, the preschool teacher plays a vital role in shaping a child's first learning experiences and emotional well-being.

Vocabulary

1. Early childhood – раннє дитинство
2. Caregiver – вихователь, доглядальник
3. Emotional security – емоційна безпека
4. Play-based learning – навчання через гру
5. Motor abilities – рухові здібності
6. Cooperation – співпраця

Questions

1. Why is preschool education important for child development?
2. What roles does a preschool teacher perform?
3. Why is emotional security essential for young children?
4. How does play support early learning?
5. Why is cooperation with families important?

Text 2. CHILD DEVELOPMENT IN PRESCHOOL AGE

Preschool age is a period of rapid and intensive development. Children between the ages of three and six experience significant changes in physical, cognitive, emotional, and social areas.

Understanding these developmental features helps preschool educators organize effective and age-appropriate learning activities.

Cognitive development in preschool children is closely connected with curiosity and imagination. Children learn by exploring their environment, asking questions, and experimenting with objects. At this stage, thinking is mostly concrete, so children understand best through visual materials, hands-on activities, and real-life situations.

Emotional development is another important aspect of preschool education. Young children are learning to recognize their emotions and control their behavior. Teachers support emotional development by naming emotions, encouraging positive interactions, and helping children solve conflicts peacefully.

Social development occurs mainly through interaction with peers. In group activities and free play, children learn to share, take turns, and follow simple rules. These skills are essential for successful adaptation to school later.

Thus, preschool education should address all aspects of child development in a balanced and supportive way.

Vocabulary

1. Rapid development – швидкий розвиток
2. Curiosity – допитливість
3. Concrete thinking – конкретне мислення
4. Recognize emotions – розпізнавати емоції
5. Interaction – взаємодія
6. Adaptation – адаптація

Questions

1. What age group does preschool education focus on?
2. How do preschool children learn about the world?
3. How can teachers support emotional development?
4. Why is peer interaction important at preschool age?
5. How does preschool education prepare children for school?

Text 3. PLAY AS THE MAIN METHOD OF LEARNING IN PRESCHOOL EDUCATION

Play is the leading activity in preschool education. Through play, children naturally explore the world, express their feelings, and develop essential skills. For this reason, play-based learning is the core method used in preschool institutions.

Different types of play support different aspects of development. For example, role-play helps children understand social roles and improve communication skills. Construction play develops fine motor skills and spatial thinking. Movement games support physical development and coordination.

The role of the teacher in play-based learning is to guide and support, not to control. Teachers observe children's play, offer materials, ask guiding questions, and gently introduce new ideas. This approach helps children remain active and motivated learners.

Play also helps children develop self-regulation and independence. By choosing activities and following simple rules, children learn to manage their behavior and cooperate with others.

In conclusion, play is not only entertainment but a powerful educational tool in preschool education.

Vocabulary

1. Leading activity – провідна діяльність
2. Role-play – рольова гра
3. Fine motor skills – дрібна моторика
4. Coordination – координація
5. Self-regulation – саморегуляція
6. Independence – самостійність

Questions

1. Why is play considered the main learning method in preschool education?
2. What skills does role-play develop?
3. How should teachers support children's play?
4. How does play help develop independence?
5. Why is play an effective educational tool?

Text 4. LANGUAGE DEVELOPMENT IN PRESCHOOL CHILDREN

Language development is a central task of preschool education. During the preschool years, children rapidly expand their vocabulary and improve their speaking and listening skills. Effective language development supports communication, thinking, and later academic success.

Preschool teachers encourage language development through everyday communication and planned activities. Storytelling, reading aloud, songs, rhymes, and conversations help children learn new words and sentence structures. Repetition and clear pronunciation are especially important at this stage.

Play also plays a significant role in language learning. In role-play and group games, children actively use language to express ideas, negotiate roles, and share experiences. This natural use of language makes learning meaningful and enjoyable.

A language-rich environment is essential for successful development. Classrooms with books, pictures, labels, and visual aids stimulate children's interest in language and support early literacy skills.

Thus, language development in preschool education lays the foundation for future reading and writing.

Vocabulary

1. Vocabulary – словниковий запас
2. Reading aloud – читання вголос
3. Repetition – повторення
4. Pronunciation – вимова
5. Language-rich environment – мовне середовище
6. Early literacy – рання грамотність

Questions

1. Why is language development important in preschool age?
2. What activities support language development?
3. How does play contribute to language learning?
4. What is a language-rich environment?
5. How does preschool language development prepare children for school?

Text 5. INCLUSIVE APPROACH IN PRESCHOOL EDUCATION

Inclusive education is becoming increasingly important in preschool settings. It means that all children, regardless of their abilities, developmental levels, or backgrounds, learn together in a supportive and respectful environment.

In inclusive preschool groups, teachers adapt activities to meet individual needs. Some children may need additional support, visual aids, or more time to complete tasks. Others may require more challenging activities. This flexible approach helps every child feel successful.

Inclusive education also teaches children important social values. By interacting with diverse peers, children learn tolerance, empathy, and respect from an early age. These attitudes underpin positive social behavior in later life.

Preschool teachers often collaborate with specialists such as psychologists, speech therapists, and special education professionals. Teamwork ensures that children receive appropriate support and care.

In conclusion, an inclusive approach in preschool education supports both child development and the creation of a caring society.

Vocabulary

1. Inclusive approach – інклюзивний підхід
2. Individual needs – індивідуальні потреби
3. Flexible approach – гнучкий підхід
4. Tolerance – толерантність
5. Empathy – емпатія
6. Collaboration – співпраця

Questions

1. What does inclusive education mean in preschool settings?
2. How do teachers adapt activities for different children?
3. Why is flexibility important in inclusive education?
4. What social values do children learn through inclusion?
5. Why is collaboration with specialists necessary?

Логонедія

Control Task: Case Analysis in Speech Therapy

Task Instructions

Read the case description below carefully and complete the tasks that follow. Write your answers in **English**. Use professional speech therapy vocabulary.

Case Description

A 5-year-old child was referred to a speech therapist due to noticeable speech and language difficulties. According to the parents, the child started speaking later than peers and still has problems with clear pronunciation. The child understands simple instructions but has difficulty following complex sentences.

During the assessment, the speech therapist observed articulation errors, especially in producing sounds such as /r/, /s/, and /f/. The child often substitutes or omits these sounds in words. Speech is sometimes difficult to understand for unfamiliar listeners. Vocabulary development is below the age norm, and the child uses mostly short and simple sentences.

Oral-motor examination showed no structural abnormalities, but reduced tongue mobility and weak lip control were noted. Phonological awareness is poorly developed, which affects the child's ability to distinguish similar sounds.

Based on the evaluation, the child was diagnosed with a speech sound disorder with elements of phonological delay. Individual speech therapy sessions were recommended twice a week, focusing on articulation exercises, phonemic awareness, and vocabulary development. Parents were advised to support therapy through daily speech games and home practice.

Task 1. Comprehension (short answers)

Answer the questions:

1. How old is the child?
2. What main speech problems are described?
3. Which speech sounds are difficult for the child?
4. What difficulties were found during the oral-motor examination?
5. How often were speech therapy sessions recommended?

Task 2. Professional Vocabulary

Match the terms with their definitions or explain them in your own words:

1. speech sound disorder
2. phonological delay
3. articulation errors
4. phonological awareness
5. oral-motor skills

Task 3. Case Analysis

Answer in 5–6 sentences:

1. What type of speech disorder does the child have?
2. Why is phonological awareness important in this case?

Task 4. Practical Application

Imagine you are a speech therapist.

Write 3 therapy activities you would use to help this child. Explain briefly how each activity helps improve speech.

Assessment Criteria

1. Correct understanding of the case
2. Appropriate use of professional vocabulary
3. Clarity and coherence of answers
4. Grammatical accuracy

Text 1. THE ROLE OF A SPEECH THERAPIST IN MODERN EDUCATION

Speech therapy, also known as logopedics, is a field that focuses on the prevention, diagnosis, and correction of speech, language, and communication disorders. Speech therapists work with children and adults who experience difficulties in pronunciation, vocabulary development, fluency, voice, or understanding language. In modern education and healthcare systems, the role of a speech therapist is extremely important.

A speech therapist works closely with children who have speech and language delays or disorders. These difficulties may affect a child's ability to communicate, learn, and interact with others. Early support is especially important because timely intervention can prevent more serious problems in the future. Speech therapists assess children's speech abilities and design individual therapy plans based on their needs.

In addition to corrective work, speech therapists play a preventive role. They support the development of correct speech from an early age and provide recommendations to parents and teachers. Cooperation with families and educators helps create a supportive environment that encourages language development.

Speech therapists often work as part of a multidisciplinary team that includes teachers, psychologists, and medical specialists. Such cooperation allows professionals to address not only speech difficulties but also emotional and cognitive aspects of development.

In conclusion, the speech therapist is a key specialist who supports effective communication and social integration.

Vocabulary

1. Speech therapy – логопедія
2. Communication disorders – порушення комунікації
3. Pronunciation – вимова
4. Fluency – плавність мовлення
5. Intervention – втручання
6. Multidisciplinary team – міждисциплінарна команда

Questions

1. What does speech therapy focus on?
2. Why is early intervention important?
3. What types of difficulties do speech therapists work with?
4. How do speech therapists cooperate with others?
5. Why is the role of a speech therapist significant in modern society?

Text 2. SPEECH AND LANGUAGE DEVELOPMENT IN EARLY CHILDHOOD

Speech and language development is a complex process that begins in early childhood. From birth, children gradually learn to understand sounds, words, and sentences, and later use language to express their thoughts and needs. Speech therapists study these stages in order to identify typical and atypical development.

During the first years of life, children develop receptive language (understanding) and expressive language (speaking). At first, they respond to sounds and gestures, then begin to use words and simple sentences. Vocabulary grows rapidly, and pronunciation gradually becomes clearer.

However, not all children follow the same developmental path. Some may experience delays in speech development or difficulties with articulation and grammar. Speech therapists observe children carefully and use assessment tools to determine whether development corresponds to age norms.

Understanding normal speech development helps specialists identify disorders early and choose appropriate therapy methods. Early diagnosis allows children to receive support at a critical stage of development.

Thus, knowledge of speech and language development is essential for effective speech therapy practice.

Vocabulary

1. Receptive language – сприймальне мовлення
2. Expressive language – експресивне мовлення
3. Articulation – артикуляція
4. Vocabulary – словниковий запас
5. Assessment – оцінювання
6. Age norms – вікові норми

Questions

1. When does speech and language development begin?
2. What is the difference between receptive and expressive language?
3. Why does vocabulary grow rapidly in early childhood?
4. How do speech therapists assess development?
5. Why is early diagnosis important?

Text 3. COMMON SPEECH AND LANGUAGE DISORDERS IN CHILDREN

Speech and language disorders are relatively common in childhood and may vary in type and severity. Some disorders affect sound production, while others influence language comprehension, grammar, or fluency. Speech therapists must be able to recognize these difficulties in order to provide effective support.

Articulation disorders involve difficulties in producing specific sounds correctly. Children may substitute, omit, or distort sounds, which can make speech difficult to understand. Phonological disorders are related to patterns of sound errors rather than individual sounds.

Language disorders affect the ability to understand or use words and sentences. Children may have a limited vocabulary, difficulty forming sentences, or problems following instructions. Another common disorder is stuttering, which affects speech fluency and rhythm.

Speech therapists use various methods to diagnose these disorders, including observation, testing, and communication with parents and teachers. Accurate diagnosis is the basis for successful therapy.

In summary, understanding different speech and language disorders helps specialists choose appropriate intervention strategies.

Vocabulary

1. Articulation disorder – артикуляційне порушення
2. Phonological disorder – фонологічне порушення
3. Substitute – замінювати
4. Omit – пропускати
5. Stuttering – заїкання
6. Diagnosis – діагностика

Questions

1. What types of speech and language disorders are mentioned in the text?
2. How do articulation disorders affect speech?
3. What difficulties do children with language disorders face?
4. What is stuttering?
5. Why is accurate diagnosis important?

Text 4. METHODS AND TECHNIQUES USED IN SPEECH THERAPY

Speech therapy includes a wide range of methods and techniques aimed at improving communication skills. The choice of methods depends on the child's age, type of disorder, and individual needs. Effective therapy is always systematic and well-planned.

Articulation exercises are commonly used to improve sound production. These exercises strengthen the muscles of the speech organs and help children learn correct pronunciation. Breathing and voice exercises support speech fluency and voice quality.

Language therapy activities focus on vocabulary expansion, sentence building, and understanding instructions. Games, pictures, and storytelling are often used to make therapy engaging and motivating for children.

Modern speech therapy also uses digital tools and interactive materials. Educational applications and computer programs can support traditional methods and increase children's interest in therapy sessions.

Thus, a combination of traditional and modern techniques makes speech therapy more effective.

Vocabulary

1. Techniques – методики
2. Articulation exercises – артикуляційні вправи
3. Speech organs – органи мовлення
4. Fluency – плавність
5. Interactive materials – інтерактивні матеріали
6. Therapy session – логопедичне заняття

Questions

1. What factors influence the choice of speech therapy methods?
2. Why are articulation exercises important?
3. How do games support language therapy?
4. What modern tools are used in speech therapy?
5. Why is a combination of methods effective?

Text 5. INCLUSIVE EDUCATION AND SPEECH THERAPY SUPPORT

Inclusive education aims to provide equal learning opportunities for all children, including those with speech and language disorders. Speech therapists play a significant role in inclusive educational settings by supporting children's communication needs.

In inclusive classrooms, speech therapists collaborate with teachers to adapt learning materials and tasks. They may suggest visual supports, simplified instructions, or alternative communication methods. Such adaptations help children participate actively in classroom activities.

Speech therapy support also includes working with peers to promote understanding and acceptance. When children learn about communication differences, they become more tolerant and supportive.

Cooperation with parents is another important aspect of inclusive speech therapy. Parents receive guidance on how to support speech development at home and reinforce therapy outcomes.

In conclusion, speech therapy within inclusive education contributes to academic success and social inclusion.

Vocabulary

1. Inclusive education – інклюзивна освіта
2. Equal opportunities – рівні можливості
3. Visual supports – візуальна підтримка
4. Alternative communication – альтернативна комунікація
5. Tolerance – толерантність
6. Reinforce – закріплювати

Questions

1. What is the goal of inclusive education?
2. How do speech therapists support children in inclusive classrooms?
3. Why are visual supports important?
4. How does speech therapy promote tolerance?
5. Why is cooperation with parents essential?

Олігофренопедагогіка

Text 1. OLIGOPHRENIA AS A FIELD OF SPECIAL PEDAGOGY

Oligophrenia is a term used to describe intellectual disability that appears in early childhood and affects a person's cognitive, emotional, and social development. Oligophrenopedagogy is a branch of special education that focuses on teaching and supporting children with intellectual disabilities. Its main goal is to help learners develop their abilities, gain independence, and integrate into society as fully as possible.

Children with intellectual disabilities learn more slowly and often need repeated explanations and structured instruction. They may have difficulties with memory, attention, abstract thinking, and problem-solving. For this reason, educators working in this field must understand the specific learning needs of such children.

Oligophrenopedagogues create adapted educational programs that focus on practical knowledge and everyday skills. Teaching often includes simple tasks, clear instructions, visual aids, and hands-on activities. These methods help learners better understand information and apply it in real-life situations.

In addition to academic learning, much attention is paid to social adaptation. Children learn basic communication skills, self-care, and appropriate behavior. Such education improves their quality of life and supports their participation in the community.

In conclusion, oligophrenopedagogy plays a vital role in special education and social inclusion.

Vocabulary

1. Intellectual disability – інтелектуальна недостатність
2. Special pedagogy – спеціальна педагогіка
3. Cognitive development – когнітивний розвиток
4. Abstract thinking – абстрактне мислення

5. Adapted program – адаптована програма
6. Social adaptation – соціальна адаптація

Questions

1. What does the term oligophrenia refer to?
2. What is the main goal of oligophrenopedagogy?
3. What learning difficulties do children with intellectual disabilities have?
4. Why are adapted educational programs important?
5. How does education support social adaptation?

Text 2. CHARACTERISTICS OF CHILDREN WITH INTELLECTUAL DISABILITIES

Children with intellectual disabilities show specific characteristics that influence their learning and behavior. These characteristics may vary depending on the level of disability, but some common features can be observed in many learners.

One of the main characteristics is delayed cognitive development. Such children may have limited vocabulary, difficulties with understanding instructions, and problems with logical thinking. Learning new information often requires more time and repetition.

Emotional development may also be affected. Children with intellectual disabilities can experience difficulties in recognizing and expressing emotions. They may react impulsively or show limited emotional control. Supportive and calm interaction with adults helps reduce anxiety and build emotional stability.

Social interaction is another challenging area. Some children find it difficult to communicate with peers, follow social rules, or work in groups. Teachers play an important role in teaching social skills through modeling, role-play, and guided activities.

Understanding these characteristics allows educators to choose appropriate teaching strategies and provide effective support.

Vocabulary

1. Delayed development – уповільнений розвиток
2. Limited vocabulary – обмежений словниковий запас
3. Repetition – повторення
4. Emotional control – емоційний контроль
5. Impulsive – імпульсивний
6. Social skills – соціальні навички

Questions

1. What cognitive difficulties are common in children with intellectual disabilities?
2. How can emotional development be affected?
3. Why is repetition important in teaching?
4. What social challenges may these children face?
5. How can teachers support social interaction?

Text 3. TEACHING METHODS IN OLIGOPHRENOPELAGOGY

Teaching children with intellectual disabilities requires special methods and approaches. Traditional teaching strategies are often not effective without adaptation. Therefore, oligophrenopedagogues use methods that are clear, structured, and practical.

One of the key principles is step-by-step instruction. Tasks are broken into small, manageable steps that are easier to understand and complete. Visual supports such as pictures, charts, and symbols are widely used to support comprehension.

Practical activities play a central role in teaching. Children learn better when they can see, touch, and do. Everyday tasks, such as counting objects, sorting items, or practicing self-care skills, are important learning activities.

Positive reinforcement is another essential method. Praise and encouragement increase motivation and help build self-confidence. A supportive learning environment makes children feel safe and willing to participate.

In summary, effective teaching in oligophrenopedagogy is based on clarity, consistency, and positive support.

Vocabulary

1. Step-by-step instruction – поетапне навчання
2. Visual supports – візуальна підтримка
3. Practical activities – практичні завдання
4. Self-care skills – навички самообслуговування
5. Reinforcement – підкріплення
6. Consistency – послідовність

Questions

1. Why do teaching methods need adaptation?
2. What is step-by-step instruction?
3. Why are visual supports effective?
4. What role do practical activities play?
5. How does positive reinforcement influence learning?

Text 4. SOCIALIZATION AND LIFE SKILLS DEVELOPMENT

An important goal of education for children with intellectual disabilities is socialization. Social skills and life skills help individuals function more independently and participate in everyday activities.

Life skills include basic self-care, communication, money use, and simple household tasks. Teaching these skills prepares children for adulthood and increases their independence. Instruction is usually practical and repetitive.

Socialization involves learning how to interact with others appropriately. Children are taught how to greet people, ask for help, follow rules, and cooperate. Group activities and guided interaction support this process.

Teachers and caregivers work together to reinforce skills in different settings. Consistent practice at school and at home helps children generalize learned behaviors.

Thus, socialization and life skills education are essential components of oligophrenopedagogy.

Vocabulary

1. Socialization – соціалізація
2. Life skills – життєві навички
3. Independence – самостійність
4. Household tasks – побутові завдання
5. Reinforce – закріплювати
6. Generalize – узагальнювати

Questions

1. Why is socialization important for children with intellectual disabilities?
2. What are life skills?
3. How are life skills taught?
4. What social behaviors are children taught?
5. Why is cooperation with caregivers important?

Text 5. INCLUSIVE EDUCATION AND OLIGOPHRENOPEDAGOGICAL SUPPORT

Inclusive education promotes learning together for children with and without disabilities. In inclusive settings, children with intellectual disabilities receive support while participating in general educational environments.

Oligophrenopedagogues collaborate with teachers to adapt curricula, materials, and tasks. Adaptations may include simplified content, visual instructions, and additional time for tasks. Such support helps children succeed academically and socially.

Inclusive education also promotes tolerance and acceptance among peers. Children learn to respect differences and support one another. This positive social experience benefits all learners.

Parents are important partners in inclusive education. Regular communication helps align educational goals and reinforce learning at home.

In conclusion, inclusive education combined with professional support creates opportunities for development and social inclusion.

Vocabulary

1. Inclusive education – інклюзивна освіта
2. Adaptation – адаптація
3. Simplified content – спрощений зміст
4. Tolerance – толерантність
5. Acceptance – прийняття
6. Partnership – партнерство

Questions

1. What is inclusive education?
2. How do oligophrenopedagogues support inclusion?
3. Why are adaptations necessary?
4. How does inclusion promote tolerance?
5. Why is cooperation with parents important?

Психологія

Text 1. PSYCHOLOGY AS A SCIENCE AND PROFESSION

Psychology is the scientific study of human behavior and mental processes. It explores how people think, feel, learn, and interact with others. As an academic discipline, psychology combines theoretical knowledge with practical research and professional practice.

Psychology as a science relies on systematic observation, experimentation, and analysis. Psychologists use various research methods to study behavior, emotions, cognition, and personality. These methods help explain why people behave in certain ways and how mental processes influence everyday life.

As a profession, psychology offers a wide range of career paths. Psychologists may work in education, healthcare, business, counseling, and social services. Their work often involves helping individuals cope with emotional difficulties, improve communication, and develop personal potential.

Ethical principles play an important role in psychological practice. Psychologists must respect confidentiality, show empathy, and act responsibly when working with clients.

In conclusion, psychology is both a scientific discipline and a helping profession that contributes to individual well-being and social development.

Vocabulary

1. Mental processes – психічні процеси
2. Behavior – поведінка
3. Research methods – методи дослідження
4. Profession – професія
5. Ethical principles – етичні принципи
6. Confidentiality – конфіденційність

Questions

1. What does psychology study?
2. Why is psychology considered a science?
3. What career paths are available for psychologists?
4. Why are ethical principles important in psychology?
5. How does psychology contribute to society?

Text 2. MAJOR BRANCHES OF PSYCHOLOGY

Psychology is a broad field that includes many branches, each focusing on different aspects of human behavior and mental functioning. Understanding these branches helps students choose their future specialization.

One of the major branches is cognitive psychology, which studies thinking, memory, attention, and problem-solving. Developmental psychology focuses on changes in behavior and mental processes across the lifespan, from childhood to old age.

Social psychology examines how individuals are influenced by others and by social environments. It explores topics such as group behavior, attitudes, communication, and interpersonal relationships.

Clinical psychology deals with the assessment and treatment of mental health disorders. Educational psychology studies learning processes and teaching methods, while organizational psychology focuses on behavior in the workplace.

Thus, the diversity of branches makes psychology a flexible and interdisciplinary field.

Vocabulary

1. Branch – галузь
2. Cognitive psychology – когнітивна психологія
3. Developmental psychology – вікова психологія
4. Social psychology – соціальна психологія
5. Clinical psychology – клінічна психологія
6. Organizational psychology – організаційна психологія

Questions

1. Why is psychology considered a broad field?
2. What does cognitive psychology study?
3. What is the focus of developmental psychology?
4. How does social psychology explain behavior?
5. Which branch of psychology interests you most and why?

Text 3. RESEARCH METHODS IN PSYCHOLOGY

Research methods are essential for psychological science. They allow psychologists to collect data, test hypotheses, and draw valid conclusions about behavior and mental processes.

One common method is observation, which involves watching and recording behavior in natural or controlled settings. Experiments are used to identify cause-and-effect relationships by manipulating variables under controlled conditions.

Surveys and questionnaires help psychologists collect information about attitudes, opinions, and experiences from large groups of people. Case studies provide in-depth analysis of individuals or small groups.

Ethical considerations are especially important in psychological research. Participants must give informed consent and be protected from harm.

In summary, research methods ensure the reliability and validity of psychological knowledge.

Vocabulary

1. Research methods – методи дослідження
2. Hypothesis – гіпотеза
3. Observation – спостереження
4. Experiment – експеримент
5. Questionnaire – анкета
6. Informed consent – інформована згода

Questions

1. Why are research methods important in psychology?
2. What is observation as a research method?
3. How do experiments differ from surveys?
4. What is a case study?
5. Why are ethical issues important in research?

Text 4. PERSONALITY AND INDIVIDUAL DIFFERENCES

Personality refers to the unique patterns of thoughts, emotions, and behaviors that characterize an individual. Psychologists study personality to understand why people react differently to similar situations.

Various theories explain personality development. Trait theories focus on stable characteristics, such as extraversion or emotional stability. Psychodynamic theories emphasize unconscious processes, while humanistic theories highlight personal growth and self-actualization.

Individual differences also include intelligence, temperament, and motivation. These differences influence learning, work performance, and social relationships.

Understanding personality and individual differences helps psychologists provide effective counseling and support.

Vocabulary

1. Personality – особистість
2. Trait – риса характеру
3. Unconscious – несвідоме
4. Self-actualization – самореалізація
5. Individual differences – індивідуальні відмінності

Questions

1. What is personality?
2. What do trait theories focus on?
3. How do psychodynamic theories explain behavior?
4. What are individual differences?
5. Why is it important to understand personality?

Text 5. PSYCHOLOGY AND MENTAL HEALTH

Mental health is a central concern of psychology. It refers to a person's emotional, psychological, and social well-being. Good mental health helps individuals cope with stress, work productively, and maintain healthy relationships.

Psychologists study mental health to understand the causes of psychological disorders and develop effective interventions. Common mental health issues include anxiety, depression, and stress-related disorders.

Psychological support may include counseling, psychotherapy, and preventive programs. Early intervention and social support play an important role in maintaining mental well-being.

Promoting mental health is not only the responsibility of professionals but also of society as a whole. Education and awareness reduce stigma and encourage people to seek help.

In conclusion, psychology contributes significantly to mental health and quality of life.

Vocabulary

1. Mental health – психічне здоров'я
2. Well-being – благополуччя
3. Anxiety – тривожність
4. Depression – депресія
5. Intervention – втручання
6. Stigma – стигма

Questions

1. What does mental health include?
2. What mental health issues are mentioned in the text?
3. How do psychologists support mental health?
4. Why is early intervention important?
5. How can society promote mental well-being?

Психологія (ОП - Магістр)

Text 1. CONTEMPORARY PSYCHOLOGY AS AN INTERDISCIPLINARY SCIENCE

Psychology at the master's level is increasingly understood as an interdisciplinary field that integrates knowledge from neuroscience, sociology, education, medicine, and digital technologies. Modern psychological research goes far beyond the study of individual behavior and mental processes; it also addresses complex social phenomena, cultural contexts, and ethical challenges. As a result, psychologists today are expected to think critically, work with empirical data, and collaborate with professionals from other disciplines.

One of the key features of contemporary psychology is its strong emphasis on evidence-based practice. Psychological theories and interventions must be supported by reliable research findings, often obtained through experimental studies, longitudinal research, and meta-analyses. This approach helps ensure the effectiveness and ethical validity of psychological services in clinical, educational, and organizational settings.

At the same time, psychology remains a human-centered science. Despite technological advances, such as neuroimaging or artificial intelligence in diagnostics, the psychologist's role in understanding personal experience, emotions, and meaning-making remains central. Master's students in psychology must therefore develop both analytical skills and professional empathy.

Vocabulary:

1. Interdisciplinary – міждисциплінарний
2. Evidence-based practice – практика, заснована на доказах
3. Empirical data – емпіричні дані
4. Longitudinal research – лонгітюдне дослідження
5. Ethical validity – етична обґрунтованість

Questions:

1. Why is psychology considered an interdisciplinary science today?
2. What is evidence-based practice and why is it important?
3. Which research methods are mentioned in the text?
4. How do technologies influence modern psychology?
5. What personal qualities should a master's student in psychology develop?

Text 2. ADVANCED COGNITIVE PROCESSES AND PSYCHOLOGICAL ASSESSMENT

At the master's level, the study of cognitive processes involves a deeper analysis of perception, attention, memory, thinking, and decision-making. These processes are not only examined as isolated mental functions but also as dynamic systems influenced by emotional states, social interaction, and environmental factors. Understanding cognitive complexity is essential for psychological assessment and intervention.

Psychological assessment plays a crucial role in professional practice. It includes the use of standardized tests, behavioral observation, interviews, and psychometric tools to evaluate cognitive abilities and psychological functioning. Master's students must learn how to select appropriate assessment methods, interpret results accurately, and consider cultural and contextual factors that may affect performance.

Ethical responsibility is especially important in cognitive assessment. Psychologists must ensure confidentiality, informed consent, and responsible use of assessment results. Misinterpretation or misuse of data can have serious consequences for individuals, particularly in educational or clinical settings.

Vocabulary:

1. Cognitive processes – когнітивні процеси
2. Psychological assessment – психологічна діагностика
3. Standardized tests – стандартизовані тести
4. Psychometric tools – психометричні інструменти
5. Informed consent – інформована згода

Questions:

1. How are cognitive processes viewed at the master's level?
2. What methods are used in psychological assessment?
3. Why is cultural context important in assessment?
4. What ethical principles are mentioned in the text?
5. What risks can result from misuse of assessment data?

Text 3. EMOTIONAL REGULATION AND MENTAL HEALTH IN ADULTHOOD

Emotional regulation is a key psychological skill that significantly influences mental health, well-being, and social functioning. At the master's level, psychology students explore how individuals manage, express, and modify their emotions in response to internal and external demands. Effective emotional regulation is associated with psychological resilience and adaptive coping strategies.

Mental health in adulthood is shaped by a wide range of factors, including early life experiences, personality traits, social relationships, and occupational stress. Psychologists working with adults must be able to identify emotional difficulties, such as anxiety, depression, or burnout, and apply appropriate therapeutic approaches.

Modern psychological practice emphasizes prevention and psychoeducation alongside treatment. Teaching clients emotional awareness and self-regulation strategies can reduce the risk of mental health disorders and promote long-term psychological stability.

Vocabulary:

1. Emotional regulation – емоційна регуляція

2. Psychological resilience – психологічна стійкість
3. Coping strategies – стратегії подолання
4. Burnout – емоційне вигорання
5. Psychoeducation – психоосвіта

Questions:

1. Why is emotional regulation important for mental health?
2. Which factors influence mental health in adulthood?
3. What emotional difficulties are mentioned in the text?
4. How does psychoeducation support mental health?
5. What is the role of prevention in psychological practice?

Text 4. PERSONALITY THEORIES AND INDIVIDUAL DIFFERENCES

Personality psychology at the master's level focuses on both classical theories and contemporary models of individual differences. Trait theories, psychodynamic approaches, humanistic perspectives, and social-cognitive models all contribute to understanding personality development and behavior. Master's students are expected to critically compare these theories and evaluate their practical relevance.

Individual differences play a significant role in learning, communication, and professional performance. Factors such as temperament, motivation, values, and self-concept influence how individuals respond to challenges and interact with others. Recognizing these differences is essential for effective psychological counseling and organizational practice.

Modern personality research increasingly relies on integrative models that combine biological, psychological, and social factors. This holistic perspective allows psychologists to better understand the complexity of human personality.

Vocabulary:

1. Personality theories – теорії особистості
2. Individual differences – індивідуальні відмінності
3. Trait theories – теорії рис
4. Self-concept – я-концепція
5. Holistic perspective – цілісний підхід

Questions:

1. Which personality theories are mentioned in the text?
2. Why are individual differences important in psychology?
3. How do personality traits influence behavior?
4. What is meant by an integrative model of personality?
5. How can personality knowledge be applied in practice?

Text 5. PSYCHOLOGICAL COUNSELING AND PROFESSIONAL ETHICS

Psychological counseling is a core area of professional activity for master's graduates in psychology. It involves building a trusting relationship between the psychologist and the client, identifying psychological difficulties, and supporting personal growth and problem-solving. Effective counseling requires advanced communication skills and theoretical knowledge.

Professional ethics form the foundation of psychological practice. Ethical codes regulate confidentiality, professional competence, boundaries, and responsibility toward clients. Master's students must not only know ethical principles but also be able to apply them in complex and ambiguous situations.

In modern psychology, ethical challenges often arise in multicultural contexts, online counseling, and interdisciplinary cooperation. Continuous professional development and ethical reflection are therefore essential components of a psychologist's career.

Vocabulary:

1. Psychological counseling – психологічне консультування
2. Professional ethics – професійна етика
3. Confidentiality – конфіденційність
4. Ethical code – етичний кодекс
5. Continuous professional development – безперервний професійний розвиток

Questions:

1. What is the main goal of psychological counseling?
2. Which ethical principles are essential for psychologists?
3. Why are ethical situations often complex in practice?
4. How do modern contexts create new ethical challenges?
5. Why is continuous professional development important?

Педагогіка вищої школи

Text 1. ENGLISH FOR SPECIFIC PURPOSES IN HIGHER EDUCATION

English for Specific Purposes (ESP) is a branch of language learning that focuses on the specific needs of learners in professional or academic contexts. In higher education, ESP plays an essential role in preparing students and lecturers to communicate effectively in their academic disciplines.

ESP courses are designed to develop skills that are directly applicable to real-world tasks, such as giving lectures, presenting research, participating in seminars, and writing academic reports or articles. Unlike general English courses, ESP emphasizes vocabulary, grammar, and communication strategies that are relevant to a particular field, such as engineering, business, medicine, or education.

Lecturers using ESP in higher education often employ English Medium Instruction (EMI), where English is the language of instruction for content-based subjects. This approach helps students improve their language skills while learning professional knowledge. Presentations, discussions, and academic writing are key components of ESP classes, as they simulate real academic and professional situations.

Effective ESP instruction requires understanding the learners' needs, selecting appropriate materials, and integrating modern teaching tools. Digital resources, such as online journals, academic databases, and multimedia content, are increasingly used to enhance learning. Moreover, collaborative

tasks and virtual exchanges provide students with opportunities to use English in authentic professional contexts.

In conclusion, ESP in higher education not only improves English proficiency but also prepares learners for professional communication, research collaboration, and international academic engagement.

Comprehension Questions

1. Multiple Choice:

1.1 What is the main focus of ESP in higher education?

- a) Learning general English for everyday communication
- b) Developing language skills for specific academic and professional purposes
- c) Studying English literature
- d) Learning English for travel

1.2 Which teaching approach is commonly used in ESP courses in universities?

- a) English Medium Instruction (EMI)
- b) Grammar-translation method
- c) Total Physical Response
- d) Silent reading only

2. True or False:

2.1 ESP courses emphasize vocabulary and grammar relevant to a particular field.

2.2 Digital resources are rarely used in ESP classes.

2.3 Presentations and discussions are important components of ESP instruction.

3. Short Answer:

3.1 Name two professional or academic tasks that ESP prepares learners for.

3.2 Why is it important for lecturers to understand learners' needs in ESP courses?

3.3 How can virtual exchanges benefit students in ESP programs?

4. Discussion Question:

4.1 How does English for Specific Purposes help prepare students for international academic and professional collaboration?

Text 2. ACADEMIC PRESENTATIONS IN ENGLISH FOR SPECIFIC PURPOSES

Academic presentations are a crucial part of higher education, allowing students and lecturers to share research findings, explain concepts, and engage in scholarly discussions. In ESP courses, learners practice the language and strategies needed to present their ideas clearly and professionally in English.

A successful academic presentation usually has a clear structure: an introduction, a main body, and a conclusion. The introduction should outline the topic and objectives, the main body presents evidence, examples, or arguments, and the conclusion summarizes the key points and offers recommendations.

Effective presentation also requires attention to language, pronunciation, and non-verbal communication, such as gestures, eye contact, and pacing. Additionally, the ability to respond to questions from the audience is essential. In ESP programs, students often participate in simulated presentations and peer feedback sessions to improve their confidence and communication skills.

Digital tools, including slides, graphs, and videos, enhance presentations by making content more engaging and easier to understand. Collaborative platforms allow students to practice and share materials with peers, creating a more interactive learning environment.

Comprehension Questions

1. Multiple Choice:

- 1.1 What is the purpose of academic presentations in ESP?
- To learn grammar rules
 - To share research and engage in scholarly discussions
 - To memorize vocabulary lists
 - To practice casual conversation
- 1.2 Which of the following is NOT mentioned as part of a good presentation structure?
- Introduction
 - Main body
 - Conclusion
 - Homework assignment

2. True or False:

- 2.1 Non-verbal communication, such as gestures and eye contact, is important in presentations.
- 2.2 Students in ESP programs do not practice answering audience questions.
- 2.3 Digital tools like slides and videos can make presentations more engaging.

3. Short Answer:

- 3.1 Name two key components of an academic presentation.
- 3.2 How can peer feedback help students in ESP presentations?
- 3.3 Give one example of a digital tool that can enhance a presentation.

4. Discussion Question:

- 4.1 What strategies can help students gain confidence when presenting academic material in English?

Text 3. ENGLISH FOR SPECIFIC PURPOSES AND ACADEMIC WRITING

Academic writing is an essential skill for students and lecturers in higher education. ESP courses focus on teaching English used in specific professional and academic contexts, including research articles, reports, essays, and summaries.

In academic writing, clarity, accuracy, and proper structure are crucial. A typical research article includes a title, abstract, introduction, methodology, results, discussion, and references. Each section has a specific purpose and requires appropriate academic language.

ESP students learn field-specific vocabulary, sentence structures, and discourse markers that help convey ideas effectively. For example, phrases such as “*The study investigates...*”, “*Results indicate...*”, and “*In conclusion...*” are commonly used in academic texts.

Writing in English also requires attention to audience and purpose. Students must adapt style, tone, and complexity based on whether the text is for a journal, a conference, or a class assignment. Moreover, digital tools such as online dictionaries, plagiarism checkers, and reference management software support learners in producing professional-quality texts.

Comprehension Questions

1. Multiple Choice:

- 1.1 Which of the following is a common component of a research article?
- Introduction
 - Plot summary
 - Character analysis
 - Recipe

1.2 ESP writing focuses on:

- a) General English grammar
- b) Field-specific vocabulary and academic language
- c) Writing casual emails
- d) Informal chat messages

2. True or False:

- 2.1 Academic writing should always be clear and accurate.
- 2.2 Audience and purpose do not affect the style of academic writing.
- 2.3 Digital tools can help students manage references and check for plagiarism.

3. Short Answer:

- 3.1 Name three sections commonly found in a research article.
- 3.2 Give two examples of phrases commonly used in academic writing.
- 3.3 Why is it important to adapt writing style to the audience?

4. Discussion Question:

- 4.1 How can ESP courses improve students' academic writing skills and prepare them for professional research communication?

Vocabulary for English for Specific Purposes (ESP)

ACADEMIC COMMUNICATION

English Term	Ukrainian Translation	Example / Usage
Abstract	Анотація	"The abstract summarizes the main points of the research."
Introduction	Вступ	"The introduction presents the research problem."
Methodology	Методологія	"The methodology section describes the research design."
Results	Результати	"The results indicate a positive correlation."
Discussion	Обговорення	"In the discussion, the findings are analyzed."
Conclusion	Висновок	"The conclusion summarizes the key findings."
References	Бібліографія	"List all sources in the references section."
Hypothesis	Гіпотеза	"The study tests the hypothesis of..."
Literature review	Огляд літератури	"The literature review shows previous research."
Citation	Цитування	"Proper citation is essential in academic writing."

ACADEMIC WRITING / REPORTING

English Term	Ukrainian Translation	Example / Usage
Academic style	Академічний стиль	"Use academic style in your research papers."

Field-specific vocabulary	Спеціалізована лексика	“ESP courses focus on field-specific vocabulary.”
Discourse markers	Зв’язні слова	“Use discourse markers like ‘however’, ‘therefore’, ‘in conclusion’.”
Summary	Резюме / підсумок	“Write a short summary of your article.”
Report	Звіт	“Submit the lab report by Friday.”
Peer review	Рецензування колег	“Your paper will undergo peer review.”
Paraphrase	Перефразування	“Paraphrase the text to avoid plagiarism.”
Abstract writing	Написання анотації	“Learn abstract writing techniques in ESP.”

PRESENTATIONS / ORAL COMMUNICATION

English Term	Ukrainian Translation	Example / Usage
Presentation	Презентація	“Prepare a presentation for the seminar.”
Slide	Слайд	“Add key points on each slide.”
Visual aid	Візуальний матеріал	“Graphs and charts are useful visual aids.”
Gesture	Жест	“Use gestures to emphasize key points.”
Eye contact	Зоровий контакт	“Maintain eye contact with the audience.”
Pace	Темп мовлення	“Speak at a moderate pace during your presentation.”
Q&A session	Сесія запитань та відповідей	“The presentation will end with a Q&A session.”
Structure	Структура	“A clear structure improves understanding.”
Introduction	Вступ	“Introduce your topic at the beginning.”
Conclusion	Висновок	“End with a strong conclusion.”

PROFESSIONAL / BUSINESS CORRESPONDENCE

English Term	Ukrainian Translation	Example / Usage
Formal letter	Офіційний лист	“Write a formal letter to request information.”
Recommendation letter	Рекомендаційний лист	“Ask a professor for a recommendation letter.”
Motivation letter	Мотиваційний лист	“Submit a motivation letter for the grant.”
CV / Resume	Резюме	“Update your CV before applying.”
Grant application	Заявка на грант	“Prepare a grant application carefully.”
Request	Запит	“Send a request for collaboration.”
Report	Звіт	“Prepare a monthly report for your department.”
Formal style	Формальний стиль	“Use formal style in academic emails.”
Salutation	Звернення	“Begin letters with a proper salutation.”
Closing	Закінчення / підпис	“End emails with ‘Sincerely’ or ‘Best regards’.”

DIGITAL TOOLS AND ONLINE LEARNING

English Term	Ukrainian Translation	Example / Usage
Online platform	Онлайн-платформа	“Moodle is a popular online platform for ESP courses.”
Learning management system (LMS)	Система управління навчанням	“Access assignments through the LMS.”
Virtual exchange	Віртуальний обмін	“Participate in virtual exchanges with international students.”
Multimedia content	Мультимедійний контент	“Use multimedia content to make lessons engaging.”
Online journal	Онлайн-журнал	“Read articles from online journals.”
Webinar	Вебінар	“Attend webinars to practice professional English.”
Digital resource	Цифровий ресурс	“Use digital resources for self-study.”
Collaborative platform	Платформа для спільної роботи	“Padlet is an effective collaborative platform.”
Online course	Онлайн-курс	“Take an online course to improve ESP skills.”
Interactive activity	Інтерактивна вправа	“Create interactive activities for your students.”

KEY ESP PHRASES

English Phrase	Ukrainian Translation	Example / Usage
The study investigates...	Дослідження вивчає...	“The study investigates teaching methods in higher education.”
Results indicate...	Результати показують...	“Results indicate a significant improvement in skills.”
In conclusion...	На завершення...	“In conclusion, ESP courses enhance professional communication.”
I am writing to request...	Я пишу, щоб запросити...	“I am writing to request participation in the conference.”
Please find attached...	Будь ласка, знайдіть у додатку...	“Please find attached my CV and motivation letter.”
I would like to emphasize...	Я хотів би підкреслити...	“I would like to emphasize the importance of collaboration.”
Could you please clarify...?	Чи не могли б Ви уточнити...?	“Could you please clarify the submission deadline?”
This report presents...	Цей звіт представляє...	“This report presents the results of the research study.”
For further information...	Для додаткової інформації...	“For further information, contact the department.”
I look forward to your reply.	З нетерпінням чекаю вашої відповіді.	“I look forward to your reply regarding the application.”

ІНІ МАТЕМАТИКИ ТА ІНФОРМАЦІЙНИХ ТЕХНОЛОГІЙ

Інженерія програмного забезпечення

Text 1. SOFTWARE ENGINEERING AS A PROFESSIONAL FIELD

Software engineering is a rapidly developing field that focuses on the systematic design, development, testing, and maintenance of software systems. Unlike general programming, software engineering combines technical knowledge with engineering principles, project management, and teamwork. For bachelor students, understanding the professional nature of software engineering is essential for future employment in the IT industry.

Modern software systems are often complex and large-scale. They require careful planning, clear documentation, and cooperation among developers, testers, designers, and stakeholders. Software engineers must be able to analyze user requirements and transform them into reliable and efficient software solutions.

In addition to technical skills, software engineering emphasizes responsibility, quality assurance, and ethical decision-making, as software products directly affect society and everyday life.

Vocabulary:

1. Software engineering – інженерія програмного забезпечення
2. Maintenance – супровід, підтримка
3. Large-scale systems – масштабні системи
4. Requirements – вимоги
5. Stakeholders – зацікавлені сторони

Questions:

1. How does software engineering differ from general programming?
2. Why are software systems often complex?
3. What roles are involved in software development?
4. Why is documentation important in software engineering?
5. How does software engineering affect society?

Text 2. SOFTWARE DEVELOPMENT LIFE CYCLE

The Software Development Life Cycle (SDLC) describes the main stages involved in creating software products. These stages usually include requirements analysis, system design, implementation, testing, deployment, and maintenance. Understanding SDLC helps future software engineers organize their work and manage projects effectively.

Different development models exist, such as the Waterfall model, Agile methodology, and DevOps approach. Each model has its advantages and limitations, depending on project size, complexity, and customer needs. Bachelor students must learn how to choose an appropriate model for a specific project.

Following a structured life cycle reduces errors, improves software quality, and ensures timely delivery of the final product.

Vocabulary:

1. Life cycle – життєвий цикл
2. Implementation – реалізація
3. Deployment – впровадження
4. Agile methodology – гнучка методологія
5. Software quality – якість програмного забезпечення

Questions:

1. What stages are included in the SDLC?
2. Why is the life cycle important for software development?
3. Which development models are mentioned?
4. How does SDLC improve software quality?
5. What factors influence the choice of a development model?

Text 3. PROGRAMMING LANGUAGES AND DEVELOPMENT TOOLS

Programming languages are the core instruments of software engineering. High-level languages such as Python, Java, and C# are widely used for developing applications, while lower-level languages provide greater control over system resources. Bachelor students must understand the strengths and limitations of different programming languages.

In addition to languages, software engineers rely on development tools such as integrated development environments (IDEs), version control systems, and debugging tools. These technologies support collaboration, code quality, and efficient development processes.

Choosing appropriate tools and technologies is an important professional skill that influences productivity and software reliability.

Vocabulary:

1. Programming languages – мови програмування
2. High-level language – мова високого рівня
3. Ide (integrated development environment) – інтегроване середовище розробки
4. Version control – контроль версій
5. Debugging – налагодження

Questions:

1. Why are programming languages important in software engineering?
2. What is the difference between high-level and low-level languages?
3. Which development tools are mentioned in the text?
4. How do version control systems support teamwork?
5. Why is tool selection a professional skill?

Text 4. SOFTWARE TESTING AND QUALITY ASSURANCE

Software testing is a critical stage of software development that aims to identify errors and ensure that the product meets specified requirements. Testing can be performed at different levels, including unit testing, integration testing, and system testing. Bachelor students must understand the role of testing in producing reliable software.

Quality assurance (QA) is a broader process that focuses on preventing defects rather than only detecting them. It includes setting quality standards, reviewing code, and improving development processes. Effective QA increases user satisfaction and reduces maintenance costs.

Testing and quality assurance require attention to detail, analytical thinking, and responsibility from software engineers.

Vocabulary:

1. Software testing – тестування програмного забезпечення
2. Quality assurance – забезпечення якості
3. Unit testing – модульне тестування
4. Defects – дефекти, помилки
5. User satisfaction – задоволеність користувачів

Questions:

1. What is the purpose of software testing?
2. Which types of testing are mentioned?
3. How does quality assurance differ from testing?
4. Why is QA important for users?
5. What skills are required for testing activities?

Text 5. PROFESSIONAL ETHICS AND TEAMWORK IN SOFTWARE ENGINEERING

Professional ethics and teamwork are essential aspects of software engineering practice. Software engineers often work in teams where communication, cooperation, and respect are necessary for success. Bachelor students must learn how to collaborate effectively and resolve conflicts in professional environments.

Ethical issues in software engineering include data privacy, intellectual property, security, and social responsibility. Engineers are responsible for creating software that is safe, reliable, and fair. Ethical decision-making helps prevent harm and build public trust in technology.

Teamwork and ethical awareness contribute to sustainable professional development and long-term career success.

Vocabulary:

1. Professional ethics – професійна етика
2. Teamwork – командна робота
3. Data privacy – захист даних
4. Intellectual property – інтелектуальна власність
5. Social responsibility – соціальна відповідальність

Questions:

1. Why is teamwork important in software engineering?

2. What ethical issues are mentioned in the text?
3. How does ethics influence software quality?
4. What responsibilities do software engineers have toward society?
5. How do teamwork and ethics support career development?

Комп'ютерні науки та інформаційні технології

Text 1. THE ROLE OF COMPUTER SCIENCE IN MODERN SOCIETY

Computer science is a fundamental field that drives technological innovation and affects nearly all areas of modern life. It involves the study of algorithms, data structures, programming languages, and system architecture. For students in computer science and IT, understanding the core principles of computing is essential for developing new software, improving networks, and managing data effectively.

Computer science education also fosters critical thinking and problem-solving skills. Students learn how to analyze complex problems, design efficient algorithms, and implement software solutions. These abilities are crucial for both academic research and professional work in technology.

Moreover, computer science has interdisciplinary applications in medicine, finance, education, and artificial intelligence. Graduates must be prepared to work in diverse sectors and adapt to rapidly evolving technologies.

Vocabulary:

1. Algorithm – алгоритм
2. Data structure – структура даних
3. System architecture – архітектура системи
4. Problem-solving – розв'язання проблем
5. Interdisciplinary – міждисциплінарний

Questions:

1. Why is computer science important in modern society?
2. What are some core areas of computer science?
3. How does computer science education develop critical thinking?
4. In which sectors can computer science be applied?
5. Why must graduates adapt to evolving technologies?

Text 2. PROGRAMMING AND SOFTWARE DEVELOPMENT

Programming is a key skill in computer science and IT. Learning programming languages such as Python, Java, and C++ allows students to create applications, automate tasks, and process data efficiently. Understanding syntax, semantics, and logic is essential for writing reliable code.

Software development involves the full life cycle of applications, from requirements analysis to design, coding, testing, deployment, and maintenance. Students must learn development methodologies, including Agile, Waterfall, and DevOps, to manage projects effectively.

Hands-on practice, collaborative projects, and problem-based learning enhance programming skills and prepare students for professional environments.

Vocabulary:

1. Programming language – мова програмування
2. Syntax – синтаксис
3. Software development – розробка програмного забезпечення
4. Deployment – впровадження
5. Devops – девопс (методологія)

Questions:

1. Why is programming important in computer science?
2. What programming languages are mentioned?
3. What are the stages of software development?
4. Which development methodologies are commonly used?
5. How can hands-on practice improve programming skills?

Text 3. DATA MANAGEMENT AND DATABASES

Data management is a critical component of computer science. It involves collecting, storing, organizing, and analyzing information to support decision-making and system efficiency. Databases are the primary tools for structured data storage and retrieval.

Relational databases, such as MySQL and PostgreSQL, organize data into tables with defined relationships. Students learn query languages like SQL to retrieve, update, and manipulate data. Efficient data management ensures accuracy, consistency, and scalability in software systems.

Knowledge of data management is essential for careers in IT, business analytics, and software engineering.

Vocabulary:

1. Data management – управління даними
2. Database – база даних
3. Relational database – реляційна база даних
4. Query language – мова запитів
5. Scalability – масштабованість

Questions:

1. Why is data management important?
2. What are relational databases?
3. Which query language is commonly used?
4. How does data management affect system efficiency?
5. In which careers is data management knowledge essential?

Text 4. NETWORKS AND CYBERSECURITY

Computer networks allow devices to communicate and share resources efficiently. Understanding network architecture, protocols, and services is vital for students of computer science and IT. Networks can be local (LAN), wide (WAN), or wireless, and they form the backbone of modern communication.

Cybersecurity is closely related to networking. Protecting systems from malware, hacking, and data breaches is essential in both academic and professional environments. Students learn encryption, firewalls, secure authentication, and risk assessment to maintain data integrity and confidentiality.

Networking and cybersecurity skills are crucial for designing secure IT infrastructures and protecting sensitive information.

Vocabulary:

1. Network architecture – архітектура мережі
2. Protocol – протокол
3. Lan (local area network) – локальна мережа
4. Encryption – шифрування
5. Data breach – витік даних

Questions:

1. Why are networks important in IT?
2. What types of networks are mentioned?
3. What is cybersecurity?
4. Which methods are used to protect data?
5. Why are networking and cybersecurity skills important?

Text 5. EMERGING TECHNOLOGIES IN IT

Emerging technologies, such as artificial intelligence (AI), machine learning, cloud computing, and the Internet of Things (IoT), are transforming computer science and IT. Students must stay updated with these innovations to remain competitive in the job market.

AI and machine learning allow systems to learn from data and make predictions. Cloud computing provides scalable storage and computing resources, while IoT connects devices and enables smart environments. Understanding these technologies helps students design innovative solutions and implement modern IT projects.

Ethical considerations, including privacy, security, and social impact, are essential when working with emerging technologies.

Vocabulary:

1. Artificial intelligence – штучний інтелект
2. Machine learning – машинне навчання
3. Cloud computing – хмарні обчислення
4. Internet of things (iot) – інтернет речей
5. Ethical considerations – етичні міркування

Questions:

1. What emerging technologies are mentioned in the text?
2. How does AI differ from traditional programming?
3. What is the purpose of cloud computing?

4. How does IoT affect daily life and industry?
5. Why are ethical considerations important in IT?

Text 6. MODERN TRENDS AND CORE CONCEPTS IN COMPUTER SCIENCE AND IT

Computer Science and Information Technology (IT) are rapidly evolving fields that play a fundamental role in the development of modern society. These disciplines encompass a wide range of topics, including programming, data management, networks, cybersecurity, and emerging technologies. For students of Computer Science and IT, mastering both theoretical knowledge and practical skills is essential for professional success and innovation.

At the core of computer science lies programming. Programming is the process of designing and writing instructions that a computer can execute. High-level programming languages such as Python, Java, and C++ allow developers to create applications, automate processes, and solve complex problems efficiently. Learning programming involves understanding syntax, logical structures, variables, loops, and functions. Additionally, students must practice debugging, testing, and code optimization to ensure reliable and efficient software.

Software development is organized through the Software Development Life Cycle (SDLC), which includes requirements analysis, system design, implementation, testing, deployment, and maintenance. Various development methodologies, such as Waterfall, Agile, and DevOps, provide structured approaches for managing software projects. These methodologies help teams coordinate tasks, meet deadlines, and deliver high-quality software products. Project-based learning and collaborative exercises are critical in preparing students to work effectively in professional environments.

Data management is another essential aspect of IT education. Proper handling of data ensures accuracy, efficiency, and scalability. Databases, particularly relational databases like MySQL and PostgreSQL, allow structured storage and retrieval of information. Students learn query languages such as SQL to extract, modify, and analyze data. Data management skills are valuable not only for software engineering but also for careers in business analytics, research, and IT infrastructure.

Networking knowledge is also crucial. Computer networks connect devices, enabling communication, resource sharing, and access to the internet. Students explore network architecture, protocols, and services, including LAN (Local Area Networks), WAN (Wide Area Networks), and wireless networks. Understanding network structures and functions is necessary for designing IT systems, supporting cloud computing solutions, and ensuring seamless data flow in organizations.

Closely linked to networking is cybersecurity. Protecting data and systems from unauthorized access, malware, and cyber-attacks is a top priority in IT. Students learn to implement encryption, firewalls, secure authentication, and regular security audits. Ethical principles and legal regulations guide cybersecurity practice, emphasizing the importance of responsible handling of sensitive information. Cybersecurity education cultivates vigilance, analytical thinking, and proactive problem-solving in students.

Emerging technologies are transforming the landscape of computer science and IT. Artificial intelligence (AI) and machine learning enable systems to learn from data and make predictions or autonomous decisions. Cloud computing provides scalable storage and computational resources, allowing organizations to deploy and manage applications efficiently. The Internet of Things (IoT) connects physical devices to the internet, creating smart environments and new business opportunities. Knowledge of these technologies equips students to develop innovative solutions and adapt to the fast-changing IT industry.

In addition to technical skills, soft skills and professional ethics are essential for future IT specialists. Teamwork, communication, and collaboration are crucial when working in multidisciplinary teams. Ethical considerations include respecting user privacy, ensuring software security, and promoting fairness and accessibility. Developing a strong professional mindset helps students navigate challenges, make responsible decisions, and contribute positively to society.

In conclusion, a comprehensive education in Computer Science and Information Technology combines theoretical foundations, practical skills, ethical awareness, and familiarity with emerging technologies. By mastering programming, data management, networking, cybersecurity, and innovative tools, students prepare for dynamic and rewarding careers in an ever-evolving digital world.

Vocabulary

1. Programming – програмування
2. Software development life cycle (sdlc) – життєвий цикл розробки програмного забезпечення
3. Database – база даних
4. Query language – мова запитів
5. Network architecture – архітектура мережі
6. Cybersecurity – кібербезпека
7. Encryption – шифрування
8. Artificial intelligence (ai) – штучний інтелект
9. Internet of things (iot) – інтернет речей
10. Ethical considerations – етичні міркування

Questions

1. What are the main topics covered in Computer Science and IT education?
2. How do high-level programming languages help students create software?
3. What are the stages of the Software Development Life Cycle?
4. Why is data management important for IT professionals?
5. What skills are necessary for effective networking and cybersecurity?
6. How do emerging technologies like AI, cloud computing, and IoT impact IT?
7. Why are teamwork and ethical considerations important for IT specialists?

Комп'ютерна інженерія

Text 1. COMPUTER ENGINEERING AS A FIELD OF STUDY

Computer engineering is a rapidly developing technical field that integrates principles of computer science, electronics, and information technology. It focuses on the design, implementation, optimization, and maintenance of computer systems, both hardware and software-oriented. Unlike pure computer science, which primarily deals with algorithms and software, computer engineering emphasizes the interaction between hardware and software components.

Computer engineers are involved in developing microprocessors, embedded systems, computer architectures, and digital devices. They work with low-level programming, system integration, and performance optimization. A strong understanding of mathematics, physics, and electronics is essential for solving engineering problems related to data processing and system control.

This field plays a crucial role in the advancement of modern technologies such as artificial intelligence, robotics, autonomous systems, and smart devices. Computer engineering is also closely connected with industrial automation, telecommunications, and cybersecurity. Due to this versatility, specialists often work in interdisciplinary teams that include software developers, designers, and system analysts.

Educational programs in computer engineering aim to develop analytical thinking, problem-solving skills, and technical creativity. Graduates are expected to adapt to fast-changing technologies and apply theoretical knowledge in real-world projects. As digital transformation continues worldwide, computer engineering remains one of the most demanded and strategically important engineering disciplines.

Vocabulary

1. Rapidly developing field – галузь, що стрімко розвивається
2. System integration – інтеграція систем
3. Low-level programming – низькорівневе програмування
4. Computer architecture – архітектура комп'ютера
5. Digital transformation – цифрова трансформація

Questions

1. How does computer engineering differ from computer science?
2. What areas do computer engineers work in?
3. Why is interdisciplinary cooperation important in this field?
4. What skills are developed in computer engineering programs?
5. Why is computer engineering considered a strategic discipline?

Text 2. COMPUTER HARDWARE COMPONENTS

Computer hardware refers to the physical components that form a computer system and enable it to function. These components work together to process data, execute programs, and store information. The most important element of hardware is the central processing unit (CPU), which performs calculations and controls system operations.

Random access memory (RAM) temporarily stores data and instructions that are actively used by the CPU. The amount and speed of RAM significantly influence system performance. Permanent data storage is provided by devices such as hard disk drives (HDDs) and solid-state drives (SSDs), which differ in speed, reliability, and energy consumption.

The motherboard connects all hardware components and ensures communication between them. It includes chipsets, buses, and interfaces that control data transfer. Other essential components include the power supply unit, which provides electrical energy, and input/output devices such as keyboards, monitors, and network adapters.

For computer engineers, understanding hardware structure and functionality is crucial. It allows them to diagnose system failures, optimize performance, and design efficient computing systems. Hardware knowledge is especially important in embedded systems, industrial computing, and high-performance computing environments.

Vocabulary

1. Physical components – фізичні компоненти
2. System performance – продуктивність системи
3. Data transfer – передавання даних
4. Input/output devices – пристрої введення/виведення
5. Power supply unit – блок живлення

Questions

1. What is computer hardware?
2. How does RAM affect system performance?
3. What is the function of the motherboard?
4. Why are storage devices important?
5. Why must computer engineers understand hardware systems?

Text 3. SOFTWARE AND PROGRAMMING

Software is an essential part of any computer system and consists of programs and instructions that control hardware operations. It enables users to interact with computers and perform various tasks efficiently. Software is generally classified into system software and application software.

System software includes operating systems, device drivers, and utility programs. It manages hardware resources, memory allocation, and process execution. Application software, on the other hand, is designed for specific user needs, such as text editing, data analysis, or graphic design.

Programming is the process of developing software using formal programming languages. Computer engineers must understand different programming paradigms, including procedural, object-oriented, and low-level programming. Knowledge of algorithms and data structures is fundamental for creating efficient, scalable, and reliable software systems.

In computer engineering, programming is often closely connected with hardware control. Engineers write software that interacts directly with processors, sensors, and controllers. Therefore, programming skills are not only theoretical but also practical and hardware-oriented.

Vocabulary

1. system software – системне програмне забезпечення
2. application software – прикладне програмне забезпечення
3. programming paradigms – парадигми програмування
4. memory allocation – розподіл пам'яті
5. hardware control – керування апаратурою

Questions

1. What is the role of software in computer systems?
2. How is software classified?
3. Why are algorithms important in programming?
4. What programming paradigms are mentioned?
5. How is programming connected with hardware in computer engineering?

Text 4. COMPUTER NETWORKS

Computer networks are systems that connect computers and digital devices to enable data exchange and resource sharing. Networks can vary in size and purpose, from local area networks (LANs) used in offices to global networks such as the Internet.

Data transmission in networks is based on communication protocols, which define rules for sending and receiving information. These protocols ensure reliable and secure communication between devices. Network performance depends on bandwidth, latency, and infrastructure quality.

Computer engineers are responsible for designing, implementing, and maintaining network systems. They configure network hardware, manage traffic, and ensure data security. With the growth of digital services, cybersecurity has become a major concern, as networks are vulnerable to attacks and data breaches.

Modern networks support cloud computing, remote work, and smart technologies. Therefore, knowledge of networking principles is essential for computer engineers working in almost any technological field.

Vocabulary

1. Data exchange – обмін даними
2. Communication protocols – комунікаційні протоколи
3. Bandwidth – пропускна здатність
4. Latency – затримка
5. Data breach – витік даних

Questions

1. What is the main purpose of computer networks?
2. What factors influence network performance?
3. What tasks do computer engineers perform in networking?
4. Why is cybersecurity critical today?
5. How do networks support modern technologies?

Text 5. EMBEDDED SYSTEMS AND THE INTERNET OF THINGS

Embedded systems are specialized computing systems designed to perform specific tasks within larger devices. Unlike general-purpose computers, they are optimized for reliability, efficiency, and real-time operation. Embedded systems are widely used in consumer electronics, medical devices, automotive systems, and industrial automation.

These systems often operate with limited memory and processing power, which requires efficient hardware and software design. Computer engineers develop firmware and control software that directly interacts with sensors, actuators, and microcontrollers.

Embedded systems form the technological basis of the Internet of Things (IoT). IoT devices are connected through networks and exchange data automatically. This enables smart homes, intelligent transportation, and advanced monitoring systems.

The development of embedded and IoT systems requires interdisciplinary knowledge, including electronics, networking, and programming. As smart technologies continue to expand, embedded systems remain a key area of computer engineering innovation.

Vocabulary

1. General-purpose computer – універсальний комп'ютер

2. Firmware – вбудоване програмне забезпечення
3. Microcontroller – мікроконтролер
4. Smart technologies – розумні технології
5. Industrial automation – промислова автоматизація

Questions

1. What distinguishes embedded systems from general-purpose computers?
2. Where are embedded systems commonly used?
3. Why are resource limitations important in embedded systems?
4. How are embedded systems related to IoT?
5. Why is this field important for modern computer engineering?

Математика

Текст 1. MATHEMATICAL MODELLING IN APPLIED SCIENCES

Mathematical modelling plays a crucial role in understanding complex real-world systems. A model typically consists of variables, parameters, and equations that describe the behaviour of a phenomenon. For example, population growth can be modelled using differential equations, where the rate of change depends on factors such as birth and death rates. In engineering, models are used to simulate the behaviour of materials under stress, predict heat transfer, or optimise energy consumption.

The accuracy of a model depends on the assumptions made at the beginning of the modelling process. Simplifying assumptions may lead to faster computations, but they can reduce precision. Therefore, choosing an appropriate balance between simplicity and accuracy is essential. Modern software tools, such as MATLAB or Python libraries, allow researchers to test multiple scenarios and compute numerical solutions efficiently. As a result, mathematical modelling has become an indispensable tool in decision-making, forecasting, and scientific research.

1. Vocabulary Task

Match the words with their definitions:

- | | |
|---------------|---|
| 1. phenomenon | a) a situation or possible event |
| 2. parameter | b) a natural or observed event |
| 3. assumption | c) something accepted as true without proof |
| 4. precision | d) a quantity that defines the model |
| 5. scenario | e) a high level of accuracy |

2. Comprehension Questions

1. What components does a typical mathematical model include?
2. Why can simplifying assumptions be both useful and risky?
3. How do modern software tools support the modelling process?
4. In what fields is mathematical modelling applied?

5. What is the main purpose of using models?

3. Grammar Task: Complete the Sentences

Use the correct form of the verb in brackets:

1. Mathematical models _____ (help) researchers understand complex systems.
2. If the assumptions are too simple, the model _____ (lose) accuracy.
3. Modern tools _____ (allow) scientists to test various conditions.

4. Translate into Ukrainian

1. numerical solution
2. simplify the computation
3. balance between accuracy and simplicity

Text 2. NUMERICAL METHODS AND ALGORITHM EFFICIENCY

Numerical methods are used when analytical solutions to mathematical problems are difficult or impossible to obtain. One of the most widely applied techniques is the Newton–Raphson method, which provides an iterative procedure for finding the roots of nonlinear equations. The method starts with an initial guess and improves it using the derivative of the function. If the function is smooth and the initial guess is sufficiently close to the actual root, the method converges very rapidly.

However, numerical algorithms differ in efficiency, stability, and computational cost. Some methods may require a large number of iterations, while others produce accurate results in only a few steps. Computational complexity is therefore an important criterion for choosing an algorithm. With the development of high-performance computing, researchers can now solve large-scale mathematical problems that were previously beyond practical limits.

1. Vocabulary Task

Choose the correct meaning:

1. iterative
 - a) repeated many times
 - b) based on assumptions
2. nonlinear equation
 - a) an equation that forms a straight line
 - b) an equation whose graph is not a straight line
3. computational cost
 - a) amount of computer resources needed
 - b) financial cost of research

2. Comprehension Questions

1. Why are numerical methods used?
2. What conditions ensure fast convergence of the Newton–Raphson method?
3. What factors differentiate numerical algorithms?
4. Why is computational complexity important?
5. What made previously unsolvable problems possible to solve?

3. Grammar Task

Rewrite the sentences using **Passive Voice**:

1. Researchers apply the Newton–Raphson method to find roots.

2. Computers process a large number of iterations.
3. Modern systems handle large-scale problems.

4. Translate into Ukrainian

1. high-performance computing
2. rapid convergence
3. derivative of the function

Текст 3. LINEAR ALGEBRA IN DATA ANALYSIS AND MACHINE LEARNING

Linear algebra provides the theoretical foundation for many modern data analysis and machine-learning techniques. Data are often represented as matrices, where rows correspond to observations and columns represent features. Matrix operations, such as multiplication or decomposition, help reveal hidden structures in the data. For example, principal component analysis (PCA) uses eigenvalues and eigenvectors to reduce the dimensionality of a dataset while preserving most of its variance.

In machine learning, optimisation problems are commonly formulated using vectors and matrices. Gradient-based algorithms adjust model parameters in order to minimise the loss function. The speed and accuracy of training depend heavily on the properties of the matrices involved, especially their condition number and rank. Efficient implementation of linear-algebra routines is therefore crucial for building scalable and reliable models. As a result, linear algebra remains one of the most essential mathematical tools for modern computational sciences.

ЗАВДАННЯ ДО ТЕКСТУ 3

Linear Algebra in Data Analysis and Machine Learning

1. Vocabulary Task

Fill in the gaps with: **matrix, eigenvector, optimisation, variance, rank**

1. PCA reduces the _____ of the dataset.
2. Each _____ contains numerical values arranged in rows and columns.
3. The algorithm adjusts parameters to solve an _____ problem.
4. The properties of a matrix, such as its _____, influence model stability.
5. An _____ defines the principal direction in the data.

2. Comprehension Questions

1. How are data usually represented in linear algebra?
2. What is the purpose of matrix decomposition?
3. What is PCA used for?
4. Why is efficient implementation of linear algebra important in machine learning?
5. Which matrix properties influence training speed?

3. Grammar Task: Academic Reformulation

Replace the informal phrases with formal academic equivalents:

1. "The data shows..." → _____
2. "We try to reduce errors." → _____
3. "This method works well with big datasets." → _____

4. Translate into Ukrainian

1. loss function
2. scalable model
3. reveal hidden structure

Text 4. THE ROLE OF MATHEMATICS IN SCIENCE AND TECHNOLOGY

Mathematics is a fundamental discipline that underlies many areas of science, technology, engineering, and everyday life. It is the language of patterns, structures, and relationships, providing tools for precise reasoning and problem-solving. Students of mathematics learn how to formulate problems, construct logical arguments, and develop solutions that can be applied in diverse fields such as physics, computer science, economics, and engineering.

Mathematics is not only about numbers and formulas. It includes abstract concepts such as sets, functions, vectors, and matrices. These concepts help describe real-world phenomena in a structured and concise way. For example, linear algebra is used in computer graphics and machine learning, while calculus models changes in natural and social systems.

Critical thinking, analytical reasoning, and the ability to generalize are essential skills developed through mathematical study. By mastering these skills, students become capable of approaching complex problems systematically and making informed decisions in scientific and technological contexts.

Vocabulary:

1. Fundamental discipline – фундаментальна дисципліна
2. Pattern – закономірність
3. Structure – структура
4. Function – функція
5. Linear algebra – лінійна алгебра
6. Calculus – математичний аналіз

Questions:

1. Why is mathematics considered fundamental to science and technology?
2. Which abstract concepts are mentioned in the text?
3. How is linear algebra applied in real-world situations?
4. Why are critical thinking and analytical reasoning important for mathematicians?
5. How does mathematics help in problem-solving?

Text 5. ALGEBRA AND ITS APPLICATIONS

Algebra is one of the most important branches of mathematics. It involves the study of symbols, operations, and rules for manipulating expressions and equations. Algebra provides a systematic approach to solving problems and is essential for higher mathematics, including calculus, linear algebra, and discrete mathematics.

In applied contexts, algebra is used to model relationships between quantities. For instance, in economics, algebraic equations can represent supply and demand curves. In engineering, algebra is used to calculate forces, electrical currents, and structural loads. Understanding algebraic structures, such as groups, rings, and fields, is also crucial for advanced studies in mathematics and theoretical computer science.

Developing algebraic thinking enhances logical reasoning and the ability to manipulate abstract concepts, skills that are valuable in scientific research and technological innovation.

Vocabulary:

1. Algebra – алгебра
2. Expression – вираз

3. Equation – рівняння
4. Algebraic structure – алгебраїчна структура
5. Discrete mathematics – дискретна математика

Questions:

1. What is the main focus of algebra?
2. How is algebra applied in economics?
3. Why is knowledge of algebraic structures important for mathematicians?
4. How does algebraic thinking develop logical reasoning?
5. Give an example of algebra used in engineering.

Text 6. CALCULUS AND MATHEMATICAL ANALYSIS

Calculus, or mathematical analysis, studies changes, limits, derivatives, and integrals. It provides tools to model dynamic processes in physics, biology, economics, and computer science. For example, derivatives describe rates of change, while integrals measure accumulated quantities over time or space.

Students learn both differential and integral calculus. Differential calculus focuses on understanding how functions change, while integral calculus examines accumulation and area under curves. Multivariable calculus extends these concepts to functions of several variables, enabling modeling of complex systems in multiple dimensions.

Mathematical analysis trains students to approach problems systematically, verify assumptions, and develop precise solutions. These skills are crucial for scientific research, engineering design, and data modeling.

Vocabulary:

1. Calculus – математичний аналіз
2. Derivative – похідна
3. Integral – інтеграл
4. Multivariable calculus – багатовимірний аналіз
5. Rate of change – швидкість зміни

Questions:

1. What is the main purpose of calculus?
2. How do derivatives and integrals differ?
3. In which fields is calculus applied?
4. Why is multivariable calculus important?
5. How does mathematical analysis improve problem-solving skills?

Text 7. PROBABILITY AND STATISTICS

Probability and statistics are branches of mathematics that deal with uncertainty and data analysis. Probability theory studies the likelihood of events, while statistics involves collecting, analyzing, and interpreting data. Together, they are essential for decision-making in science, economics, medicine, and social research.

Students learn probability models, random variables, distributions, and statistical inference. For instance, the normal distribution describes many natural phenomena, and hypothesis testing helps

evaluate scientific claims. Understanding probability and statistics enables students to assess risks, predict outcomes, and make data-driven decisions.

Applications of probability and statistics are widespread. In finance, they are used to model market risks; in healthcare, to analyze patient data; and in computer science, for algorithms in machine learning and artificial intelligence.

Vocabulary:

1. Probability – ймовірність
2. Statistics – статистика
3. Random variable – випадкова величина
4. Distribution – розподіл
5. Hypothesis testing – перевірка гіпотез

Questions:

1. What is the difference between probability and statistics?
2. How is probability applied in real life?
3. Why is hypothesis testing important in research?
4. Give examples of statistical applications in computer science.
5. How do probability and statistics support decision-making?

Text 8. MATHEMATICS IN TECHNOLOGY AND RESEARCH

Mathematics serves as a foundation for technological innovation and scientific research. In computer science, algorithms, discrete mathematics, and linear algebra are used for programming, data processing, and artificial intelligence. In physics and engineering, differential equations and mathematical modeling describe real-world phenomena such as motion, energy transfer, and electrical circuits.

Research in mathematics also advances pure and applied knowledge. Pure mathematics explores abstract structures and theoretical problems, while applied mathematics focuses on practical solutions to scientific and industrial challenges. Mathematicians combine analytical thinking, creativity, and precision to solve problems that have technological and societal impact.

Understanding mathematics allows students to interpret data, design algorithms, optimize processes, and contribute to innovation in science, engineering, and information technology.

Vocabulary:

1. Mathematical modeling – математичне моделювання
2. Discrete mathematics – дискретна математика
3. Differential equations – диференціальні рівняння
4. Algorithm – алгоритм
5. Applied mathematics – прикладна математика

Questions:

1. How does mathematics contribute to technology?
2. What is the difference between pure and applied mathematics?
3. Give examples of mathematics used in computer science.
4. Why are analytical thinking and precision important in research?
5. How does mathematics influence scientific and industrial innovation?

Середня освіта. Інформатика

Text 1. COMPUTER SCIENCE EDUCATION IN SECONDARY SCHOOL

Computer science plays a crucial role in modern secondary education, as digital technologies influence almost every aspect of everyday life. At school, informatics is not limited to teaching how to use computers; it focuses on developing logical thinking, problem-solving skills, and digital literacy. Bachelor students specializing in secondary education and computer science must understand both the subject content and effective teaching methods.

Computer science education helps students learn how information is created, processed, stored, and transmitted. Through informatics lessons, learners become familiar with algorithms, data, and basic programming concepts. These skills are essential for active participation in the digital society and for future professional development.

A modern computer science teacher acts not only as a transmitter of knowledge but also as a facilitator who encourages creativity, collaboration, and responsible use of technology.

Vocabulary:

1. Computer science – інформатика
2. Digital literacy – цифрова грамотність
3. Problem-solving skills – навички розв'язання проблем
4. Algorithms – алгоритми
5. Facilitator – фасилітатор

Questions:

1. Why is computer science important in secondary education?
2. What skills does informatics help to develop?
3. What topics are included in school computer science?
4. How does computer science prepare students for the future?
5. What is the role of a modern computer science teacher?

Text 2. TEACHING PROGRAMMING BASICS TO SCHOOL STUDENTS

Programming is one of the core components of computer science education. In secondary school, programming is usually introduced through simple languages and visual environments that help students understand basic concepts such as variables, loops, and conditions. For bachelor students, it is important to learn how to explain these abstract ideas in a clear and engaging way.

Effective programming instruction is based on practice and experimentation. Students learn best when they can write code, test it, and see immediate results. Project-based learning and problem-oriented tasks motivate learners and help them connect theory with real-life applications.

A supportive learning environment reduces fear of mistakes and encourages students to think creatively and logically.

Vocabulary:

1. Programming – програмування
2. Variables – змінні

3. Loops – цикли
4. Project-based learning – проєктне навчання
5. Experimentation – експериментування

Questions:

1. Why is programming considered a core component of informatics?
2. Which programming concepts are mentioned in the text?
3. Why is practice important in learning programming?
4. How does project-based learning support programming education?
5. What kind of learning environment is effective for beginners?

Text 3. ALGORITHMS AND COMPUTATIONAL THINKING

Algorithms are step-by-step instructions used to solve problems or perform tasks. In secondary education, learning algorithms helps students develop computational thinking. This type of thinking involves analyzing problems, identifying patterns, and designing efficient solutions.

Computational thinking is not limited to computer science. It can be applied in mathematics, natural sciences, and everyday situations. For future teachers, understanding how to teach algorithms means helping students break complex tasks into smaller, manageable steps.

Through algorithmic thinking, students learn accuracy, persistence, and logical reasoning, which are essential skills in both education and professional life.

Vocabulary:

1. Algorithms – алгоритми
2. Computational thinking – обчислювальне мислення
3. Step-by-step instructions – покрокові інструкції
4. Patterns – закономірності
5. Logical reasoning – логічне мислення

Questions:

1. What is an algorithm according to the text?
2. What skills does computational thinking develop?
3. In which subjects can computational thinking be applied?
4. How can teachers explain algorithms to students?
5. Why are algorithmic skills important beyond computer science?

Text 4. DIGITAL SAFETY AND ETHICAL ISSUES IN INFORMATICS EDUCATION

Digital safety is an essential topic in secondary school computer science education. Students actively use the internet, social networks, and online services, which makes them vulnerable to cyber threats. Informatics teachers must help learners understand how to protect personal data and behave responsibly online.

Ethical issues are closely connected with digital safety. Topics such as copyright, plagiarism, cyberbullying, and digital footprints should be discussed in the classroom. Bachelor students preparing to become teachers must be aware of these challenges and be ready to guide students in making ethical decisions.

Teaching digital responsibility contributes to the development of informed and respectful digital citizens.

Vocabulary:

1. Digital safety – цифрова безпека
2. Personal data – персональні дані
3. Cyberbullying – кібербулінг
4. Copyright – авторське право
5. Digital footprint – цифровий слід

Questions:

1. Why is digital safety important in school education?
2. What online risks are mentioned in the text?
3. Which ethical issues should be discussed in informatics lessons?
4. What is the teacher's role in digital ethics education?
5. How does digital responsibility affect society?

Text 5. INNOVATIVE TECHNOLOGIES IN TEACHING INFORMATICS

Innovative technologies significantly transform the teaching of computer science in secondary education. Online platforms, educational software, simulations, and virtual laboratories make learning more interactive and engaging. These tools help teachers adapt lessons to different learning styles and abilities.

Blended and distance learning have become especially important in recent years. They allow students to access educational resources anytime and support individual learning pace. However, effective use of technology requires pedagogical planning and clear educational goals.

Future computer science teachers must be ready to integrate innovations thoughtfully, combining traditional teaching methods with modern digital tools.

Vocabulary:

1. Innovative technologies – інноваційні технології
2. Educational software – навчальне програмне забезпечення
3. Blended learning – змішане навчання
4. Distance learning – дистанційне навчання
5. Learning pace – темп навчання

Questions:

1. How do innovative technologies influence informatics education?
2. What digital tools are mentioned in the text?
3. Why are blended and distance learning important?
4. What challenges are connected with using technology in teaching?
5. How should future teachers integrate innovations into lessons?

ФАКУЛЬТЕТ ОХОРОНИ ЗДОРОВ'Я І СПОРТУ

Спорт

Text 1. HEALTHCARE IN UKRAINE

The healthcare system in Ukraine has undergone significant changes over recent years. Historically, the system operated under a centralized model inherited from the Soviet Union, providing universal healthcare access. However, challenges such as outdated infrastructure, underfunding, and corruption led to inefficiencies and a decline in the quality of services.

In 2017, Ukraine initiated a comprehensive healthcare reform aimed at modernizing the system. The reform introduced changes to funding, transitioning from a Soviet-style system to one focused on family medicine and primary care. The National Health Service of Ukraine (NHSU) was established to oversee these changes and implement a results-based funding model. Under this system, healthcare providers receive payments based on the number of patients they serve and the quality of services rendered.

Primary healthcare services are now more accessible, with patients having the ability to choose their family doctors. These doctors act as the first point of contact for medical issues and provide referrals for specialized care when necessary. Preventive care and health promotion have also become central components of the reformed system.

Despite these improvements, challenges remain. Rural areas often face a shortage of medical personnel and facilities. Many hospitals require modernization, and the remuneration of medical staff is still relatively low. Additionally, the COVID-19 pandemic exposed vulnerabilities in the healthcare system, emphasizing the need for better preparedness and more robust emergency response mechanisms.

International organizations and foreign governments have supported Ukraine's efforts by providing financial aid, training programs, and medical supplies. Such cooperation has been instrumental in addressing some of the existing gaps and enhancing the overall resilience of the system.

In conclusion, healthcare in Ukraine is on a path of transformation. While significant progress has been made, further efforts are required to ensure equitable access, improve infrastructure, and enhance the quality of care for all citizens.

Multiple Choice Questions:

What was the historical model of the Ukrainian healthcare system?

- a) Decentralized model
- b) Centralized model inherited from the Soviet Union
- c) Private healthcare system
- d) Family medicine-based system

When did Ukraine begin its comprehensive healthcare reform?

- a) 2010
- b) 2015
- c) 2017
- d) 2020

What is the primary focus of the healthcare reform in Ukraine?

- a) Increasing hospital numbers
- b) Privatizing healthcare services
- c) Family medicine and primary care
- d) Eliminating insurance systems

What organization was established to oversee healthcare reforms in Ukraine?

- a) Ministry of Health
- b) National Health Service of Ukraine (NHSU)
- c) World Health Organization (WHO)
- d) European Medical Board

What did the COVID-19 pandemic reveal about Ukraine's healthcare system?

- a) Strong resilience
- b) No significant issues
- c) Vulnerabilities in emergency response
- d) Overfunding of medical staff

True/False Questions:

Patients in Ukraine can choose their family doctors.

Healthcare providers in Ukraine are funded based on the quality of services.

Rural areas in Ukraine have an abundance of medical personnel.

International organizations play no role in Ukraine's healthcare reforms.

Preventive care is a central component of the healthcare reform in Ukraine.

Short Answer Questions:

What are some of the key challenges facing Ukraine's healthcare system?

Describe the role of the National Health Service of Ukraine (NHSU).

How has healthcare reform improved primary healthcare services in Ukraine?

What impact did the COVID-19 pandemic have on Ukraine's healthcare system?

Name one way international organizations have supported healthcare reforms in Ukraine.

Text 2. THE IMPORTANCE OF PREVENTIVE HEALTHCARE

Preventive healthcare plays a crucial role in maintaining overall well-being and reducing the risk of serious illnesses. By focusing on early detection and lifestyle adjustments, individuals can enhance their quality of life and decrease healthcare costs.

One of the key aspects of preventive healthcare is regular medical check-ups. Routine screenings, such as blood pressure monitoring, cholesterol tests, and cancer screenings, help detect potential health issues before they become severe. Early diagnosis often leads to more effective treatment and better outcomes.

Vaccination is another essential component of preventive healthcare. Immunizations protect individuals from infectious diseases such as influenza, measles, and hepatitis. Ensuring up-to-date vaccinations reduces the spread of contagious illnesses and contributes to public health safety.

A healthy lifestyle is fundamental to disease prevention. Maintaining a balanced diet, engaging in regular physical activity, and avoiding harmful habits like smoking and excessive alcohol consumption significantly lower the risk of chronic conditions such as diabetes, cardiovascular diseases, and obesity.

Mental health is equally important in preventive care. Managing stress, getting adequate sleep, and seeking professional support when necessary contribute to overall emotional well-being and resilience against mental health disorders.

Governments and healthcare institutions should prioritize public awareness campaigns to educate communities about the benefits of preventive healthcare. Encouraging healthy habits and providing access to medical resources empower individuals to take charge of their health proactively.

In conclusion, preventive healthcare is vital for enhancing longevity and quality of life. By adopting preventive measures and making informed health choices, individuals can lead healthier lives and reduce the burden on healthcare systems.

Moreover, workplaces and educational institutions can play a significant role in promoting preventive healthcare. Employers should encourage regular health check-ups, provide wellness programs, and create environments that support physical and mental well-being. Schools can integrate health education into their curricula, teaching children about the importance of nutrition, exercise, and hygiene from an early age.

Technological advancements have also revolutionized preventive healthcare. Wearable devices, mobile health applications, and telemedicine allow individuals to monitor their health in real-time, receive timely medical advice, and track their progress in maintaining a healthy lifestyle. These innovations provide greater accessibility to healthcare and enable people to take a more active role in their well-being.

Ultimately, a collective effort from individuals, healthcare professionals, governments, and organizations is essential to fostering a culture of prevention. By investing in preventive measures today, societies can reduce healthcare expenditures, improve productivity, and ensure a healthier future for generations to come.

Text 3. HEALTHCARE IN SPORTS: ENSURING ATHLETE WELL-BEING

Sports and physical activity play a vital role in maintaining a healthy lifestyle, but they also come with potential health risks. Proper healthcare in sports is essential to ensure the well-being of athletes, prevent injuries, and promote long-term physical fitness.

Injury Prevention and Management

One of the primary concerns in sports healthcare is injury prevention. Athletes are susceptible to various injuries, including sprains, fractures, concussions, and muscle strains. Proper warm-ups, stretching exercises, and strength training can significantly reduce the risk of injuries. Additionally, using appropriate sports gear and maintaining proper techniques help minimize harm.

When injuries occur, immediate and effective medical attention is crucial. Sports medicine specialists, physiotherapists, and athletic trainers play a key role in diagnosing, treating, and rehabilitating injured athletes. Recovery programs, including physical therapy and rehabilitation exercises, help athletes regain strength and prevent future injuries.

Nutrition and Hydration

A well-balanced diet is fundamental for athletic performance and recovery. Athletes require adequate macronutrients, including proteins, carbohydrates, and healthy fats, to sustain energy levels and repair muscles. Micronutrients such as vitamins and minerals also contribute to overall health and endurance.

Hydration is equally critical in preventing heat-related illnesses and maintaining optimal performance. Dehydration can lead to fatigue, cramps, and decreased cognitive function, which can negatively impact an athlete's ability to perform. Proper fluid intake before, during, and after exercise ensures electrolyte balance and prevents dehydration-related complications.

Mental Health in Sports

Athletes face immense physical and psychological pressure, making mental health support an integral part of sports healthcare. Anxiety, stress, and burnout can affect performance and overall well-being. Access to sports psychologists, counseling services, and stress management techniques helps athletes maintain a healthy mindset and cope with competition-related stress.

Encouraging a positive sports culture that emphasizes mental resilience, teamwork, and self-care is vital. Open discussions about mental health challenges in sports contribute to breaking stigmas and fostering a supportive environment.

Role of Medical Professionals in Sports

Medical professionals, including sports doctors, physiotherapists, and emergency responders, are indispensable in sports healthcare. They provide preventive care, diagnose conditions, and offer treatment plans tailored to an athlete's needs. Regular health check-ups, injury assessments, and tailored training programs ensure that athletes stay in peak condition.

Conclusion

Healthcare in sports is essential for protecting athletes from injuries, ensuring proper nutrition, and supporting mental well-being. A comprehensive approach that includes injury prevention, medical support, and mental health care promotes not only peak performance but also long-term health. By prioritizing sports healthcare, we can create a safer and more sustainable environment for athletes at all levels.

Answer the questions

Multiple Choice Questions (MCQs):

1. What is a key focus of sports healthcare?
 - a) Increasing competition intensity
 - b) Preventing injuries and ensuring well-being
 - c) Reducing training hours
 - d) Avoiding exercise altogether
2. Which of the following is NOT mentioned as a way to prevent sports injuries?
 - a) Proper warm-ups
 - b) Strength training
 - c) Ignoring minor injuries
 - d) Using appropriate sports gear
3. Why is hydration important for athletes?
 - a) It reduces the need for exercise
 - b) It prevents heat-related illnesses and enhances performance
 - c) It helps athletes sleep better
 - d) It eliminates the need for nutrition
4. What mental health issues can athletes face?
 - a) Anxiety and stress
 - b) Increased intelligence
 - c) Enhanced relaxation all the time
 - d) None of the above
5. Who are essential medical professionals in sports healthcare?
 - a) Chefs and personal trainers

- b) Sports doctors, physiotherapists, and emergency responders
- c) Fans and commentators
- d) Business executives

True or False:

1. Injury prevention is not a major concern in sports healthcare. (False)
2. A well-balanced diet is important for athletic recovery. (True)
3. Dehydration has no impact on an athlete's performance. (False)
4. Mental health support is unnecessary for athletes. (False)
5. Regular health check-ups help athletes maintain peak condition. (True)

Short Answer Questions:

1. What are some common injuries athletes face?
2. How does proper nutrition support athletic performance?
3. Why is mental health support crucial in sports?
4. What roles do medical professionals play in sports healthcare?
5. How can a positive sports culture benefit athletes' mental well-being?

Text 4. SPORTS IN UKRAINE

Sports hold a significant place in Ukrainian culture, reflecting the country's rich history, strong sense of community, and indomitable spirit. From traditional folk games to modern professional leagues, Ukraine has cultivated a robust sports identity, producing world-class athletes and hosting international competitions that put the country in the global spotlight.

Football: The Nation's Favorite Sport

Football is by far the most popular sport in Ukraine, with an extensive fan base that unites people across regions and generations. Clubs like Dynamo Kyiv and Shakhtar Donetsk are celebrated not only locally but also internationally, with their matches often drawing millions of viewers. The Ukrainian Premier League serves as a platform for showcasing the country's top talent, while the national team has made its mark in tournaments like the European Championships and the FIFA World Cup. Legendary players such as Andriy Shevchenko, who won the prestigious Ballon d'Or in 2004, have brought global recognition to Ukrainian football. Today, rising stars continue to represent the country, keeping the passion for football alive.

Boxing: A Tradition of Champions

Ukraine has become synonymous with boxing excellence, thanks to its exceptional athletes who have dominated the global stage. The Klitschko brothers, Vitali and Wladimir, are household names, celebrated for their dominance in the heavyweight division. Together, they held multiple world titles, inspiring a generation of young boxers. Oleksandr Usyk, another Ukrainian boxing superstar, has followed in their footsteps, capturing the imagination of fans worldwide with his skill and determination. His victories, including becoming the undisputed cruiserweight champion and heavyweight champion, have solidified Ukraine's status as a powerhouse in boxing.

Athletics and Olympic Success

Athletics have been a cornerstone of Ukraine's sports achievements, particularly in events such as high jump, pole vault, and gymnastics. Sergey Bubka, a six-time pole vault world champion and Olympic gold medalist, is one of the most iconic figures in the sport, setting multiple world records during his illustrious career. Ukrainian gymnasts have also shone brightly on the world stage, with athletes like Lilia Podkopayeva and Oleg Verniaiev earning Olympic medals and contributing to Ukraine's legacy in artistic gymnastics.

Winter Sports and Emerging Disciplines

Winter sports, including biathlon, figure skating, and freestyle skiing, have a growing following in Ukraine. Ukrainian athletes have represented the nation with distinction in the Winter Olympics and World Championships, often competing against more resource-rich nations. Biathletes like Olena Pidhrushna and figure skaters such as Oksana Baiul, who won Ukraine's first-ever Olympic gold medal in 1994, have brought pride to the country.

Grassroots Sports and Community Engagement

Beyond professional sports, Ukraine has made significant strides in promoting grassroots initiatives and encouraging sports participation among youth. Sports schools, local clubs, and community events play a vital role in developing future champions while fostering a culture of health and fitness. These programs are particularly important in rural areas, where access to sports facilities can be limited. Efforts to improve infrastructure, including the construction of new stadiums, swimming pools, and gyms, are helping to ensure that sports remain accessible to all.

Hosting International Events

Ukraine has proven itself capable of hosting major international sporting events, which not only boosts the economy but also strengthens its global reputation. The 2012 UEFA European Championship, co-hosted with Poland, was a landmark event for the country. It brought modernized stadiums, improved infrastructure, and a wave of national pride. Other events, such as the European Boxing Championships and gymnastics competitions, have further showcased Ukraine's hospitality and organizational capabilities.

A Unifying Force

In times of challenge, sports have served as a unifying force for Ukrainians, bringing people together and instilling hope. Athletes often dedicate their victories to the nation, creating moments of shared pride that transcend political or regional differences.

In conclusion, sports in Ukraine are far more than just physical activity or competition—they are a vital part of the nation's identity. They inspire unity, showcase talent, and highlight the resilience and determination of the Ukrainian people. With its rich history and promising future, Ukraine continues to shine brightly in the world of sports.

Vocabulary:

1. Significant place – важливе місце
2. Indomitable spirit – незламний дух
3. Fan base – вболівальницька база
4. Prestigious – престижний
5. Global recognition – світове визнання
6. Dominance – домінування, перевага
7. World titles – світові титули
8. Powerhouse – провідна сила, лідер у галузі
9. Cornerstone – основа, наріжний камінь
10. World records – світові рекорди
11. Legacy – спадщина
12. Grassroots initiatives – ініціативи на місцевому рівні
13. Sports facilities – спортивні споруди
14. Infrastructure – інфраструктура
15. Unifying force – об'єднавча сила
16. Resilience – стійкість, витривалість

Questions:

1. Why do sports play an important role in Ukrainian culture and national identity?

2. Which football clubs are considered the most famous in Ukraine, and why are they important internationally?
3. How have Ukrainian boxers contributed to the country's reputation in world sports?
4. What Olympic achievements and athletes are mentioned in the text, and in which sports did they excel?
5. How do grassroots sports initiatives influence youth development and community life in Ukraine?

Tests Based on the Text "Sports in Ukraine"

1. Multiple Choice Test

1. What is the most popular sport in Ukraine?
 - a) Boxing
 - b) Football
 - c) Biathlon
 - d) Gymnastics
2. Which Ukrainian footballer won the Ballon d'Or in 2004?
 - a) Oleh Blokhin
 - b) Andriy Shevchenko
 - c) Serhiy Rebrov
 - d) Yevhen Konoplyanka
3. Which Ukrainian athlete set multiple world records in pole vaulting?
 - a) Oleg Verniaiev
 - b) Sergey Bubka
 - c) Vitali Klitschko
 - d) Oksana Baiul
4. In what year did Ukraine win its first Olympic gold medal in figure skating?
 - a) 1992
 - b) 1994
 - c) 1998
 - d) 2002
5. What was the most significant international sporting event hosted by Ukraine?
 - a) Olympic Games
 - b) UEFA European Championship 2012
 - c) World Boxing Championship
 - d) World Athletics Championship

2. Matching Test

Task: Match the athlete to their sport:

- | | |
|----------------------|-------------------|
| 1. Oleksandr Usyk | a) Gymnastics |
| 2. Lilia Podkopayeva | b) Figure skating |
| 3. Sergey Bubka | c) Boxing |
| 4. Oksana Baiul | d) Athletics |

3. Fill-in-the-Blanks Test

1. The most successful Ukrainian boxers are the _____ brothers, who held multiple heavyweight titles.
2. Ukraine hosted the UEFA European Championship in _____.
Ukraine's first Olympic gold medal in figure skating was won by _____.

3. Sergey Bubka specialized in _____.
4. Legendary footballer Andriy Shevchenko won the _____ award in 2004.

4. True or False Test

1. The Klitschko brothers specialized in football.
2. Ukraine won its first Olympic gold medal in figure skating in 1994.
3. The UEFA European Championship 2012 was hosted solely in Ukraine.
4. Oleksandr Usyk is a world champion in biathlon.
5. Sergey Bubka set multiple world records in athletics.

Фізична терапія та реабілітація

Text 1. THE ROLE OF PHYSICAL THERAPY IN MODERN HEALTHCARE

Physical therapy is an important part of modern healthcare because it helps people restore movement, reduce pain, and improve their quality of life. Physical therapists work with patients of different ages, from children with developmental disorders to older adults who need support after surgery or illness. Their main goal is not only to treat a current problem but also to prevent future complications and help patients return to daily, educational, and professional activities.

A physical therapist first performs an assessment to identify the patient's functional limitations, muscle strength, range of motion, posture, balance, and level of pain. On the basis of this evaluation, an individualized treatment plan is created. Such a plan may include therapeutic exercises, stretching, posture correction, gait training, breathing exercises, and patient education. In some cases, therapists also use manual therapy and physical agents such as heat, cold, ultrasound, or electrical stimulation.

An essential principle of physical therapy is active participation. Recovery is most effective when the patient follows recommendations regularly and understands the purpose of each intervention. For this reason, communication between the therapist and the patient is extremely important. A therapist must explain exercises clearly, motivate the patient, and monitor progress over time.

Physical therapy is widely used after injuries, fractures, strokes, joint replacements, spinal disorders, and sports trauma. It is also effective in managing chronic conditions such as arthritis, low back pain, and neurological disorders. As healthcare systems increasingly focus on functional independence and long-term well-being, physical therapy continues to play a central role in rehabilitation and prevention.

Vocabulary:

1. Physical therapy – a healthcare profession focused on restoring movement and function.
2. Assessment – an examination used to identify a patient's condition and needs.
3. Range of motion – the degree to which a joint can move.
4. Therapeutic exercise – planned physical activity used for treatment.
5. Manual therapy – hands-on techniques used to reduce pain and improve mobility.
6. Functional independence – the ability to perform daily activities without assistance.

Questions:

1. Why is physical therapy important in modern healthcare?
2. What factors are assessed before a treatment plan is created?
3. Which interventions can be included in physical therapy?
4. Why is patient participation essential during recovery?
5. What conditions can be treated with physical therapy?

Text 2. REHABILITATION AFTER MUSCULOSKELETAL INJURIES

Musculoskeletal injuries affect muscles, bones, ligaments, tendons, and joints. They may result from sports activities, falls, traffic accidents, or overuse. Common examples include sprains, fractures, dislocations, tendon injuries, and lower back problems. Rehabilitation after such injuries is necessary because it helps restore strength, mobility, coordination, and confidence in movement.

The rehabilitation process usually begins after acute pain and inflammation are controlled. At the early stage, the therapist focuses on protecting the injured area, reducing swelling, and maintaining safe movement. Later, the program gradually becomes more active. Patients may perform range-of-motion exercises, muscle strengthening, stretching, balance training, and functional tasks related to walking, climbing stairs, or returning to sport.

A well-designed rehabilitation program follows the principle of progression. Exercises should not be too easy, because recovery may slow down, but they should not be too difficult either, because excessive loading can cause reinjury. For this reason, therapists regularly reassess pain, joint stability, muscle performance, and movement patterns. Home exercises are also essential, since improvement depends on continuity, not only on treatment sessions in the clinic.

Another important aspect of musculoskeletal rehabilitation is education. Patients must learn correct body mechanics, safe lifting techniques, ergonomic positions, and strategies for preventing future injuries. In sports rehabilitation, special attention is given to agility, endurance, and return-to-play criteria. In orthopedic rehabilitation, patients often need support after joint replacement or fracture fixation.

Successful rehabilitation is measured not only by tissue healing but also by the patient's ability to return to normal life. This includes work, study, self-care, and recreational activity. Therefore, rehabilitation combines medical knowledge with practical training and individualized support.

Vocabulary:

1. Musculoskeletal injury – damage to muscles, bones, joints, ligaments, or tendons.
2. Sprain – an injury to a ligament caused by stretching or tearing.
3. Swelling – an abnormal enlargement of tissue caused by inflammation or fluid.
4. Progression – gradual increase in exercise difficulty or intensity.
5. Reinjury – injury that happens again after incomplete recovery.
6. Body mechanics – the way the body moves during daily or work activities.

Questions:

1. What structures are affected by musculoskeletal injuries?
2. When does active rehabilitation usually begin?
3. Why is progression important in rehabilitation?
4. What is the role of home exercises in recovery?
5. How is successful rehabilitation evaluated?

Text 3. NEUROLOGICAL REHABILITATION AND RECOVERY

Neurological rehabilitation is a specialized field that helps people recover or adapt after disorders of the nervous system. It is often required after stroke, traumatic brain injury, spinal cord injury, Parkinson's disease, multiple sclerosis, or peripheral nerve damage. Because the nervous system controls movement, sensation, coordination, speech, and many cognitive functions, neurological rehabilitation is often complex and long-term.

One of the main aims of neurological rehabilitation is to improve functional ability. Depending on the patient's condition, therapy may include balance exercises, gait re-education, postural control training, coordination tasks, and exercises for the upper limbs. Therapists also work on transfers, such as moving from a bed to a chair, as well as activities of daily living. In many cases, repetitive practice is necessary because the brain and nervous system need time and stimulation to reorganize. This ability is known as neuroplasticity.

Patients with neurological disorders often experience muscle weakness, spasticity, impaired sensation, fatigue, and difficulty with balance. These problems increase the risk of falls and reduce independence. Therefore, safety is a key priority during therapy sessions. Rehabilitation may involve assistive devices such as walkers, canes, orthoses, or wheelchairs, depending on the person's needs.

Family education is especially important in neurological rehabilitation. Relatives often support the patient at home and need to understand safe positioning, transfers, exercise routines, and communication strategies. Emotional support is also essential, as many patients experience frustration, anxiety, or depression during recovery.

Although recovery rates vary, rehabilitation can significantly improve quality of life and participation. Even when a full recovery is not possible, therapy helps patients reach the highest possible level of function and adapt to everyday challenges more effectively.

Vocabulary:

1. Neurological rehabilitation – therapy aimed at improving function after nervous system disorders.
2. Stroke – sudden damage to the brain caused by interrupted blood supply.
3. Coordination – the ability to perform smooth and controlled movements.
4. Neuroplasticity – the nervous system's ability to reorganize and form new connections.
5. Spasticity – abnormal muscle tightness caused by nervous system damage.
6. Assistive device – equipment that helps a person move or function more safely.

Questions:

1. What conditions may require neurological rehabilitation?
2. What types of activities are included in neurological therapy?
3. What is neuroplasticity?
4. Why is safety particularly important for neurological patients?
5. How can family members contribute to the rehabilitation process?

Text 4. EXERCISE THERAPY AND THERAPEUTIC MOVEMENT

Exercise therapy is one of the most widely used methods in physical therapy and rehabilitation. It is based on the idea that correctly selected movement can restore function, increase strength, improve endurance, and reduce pain. Unlike general fitness training, exercise therapy is prescribed according to medical indications and adapted to the patient's diagnosis, age, physical condition, and rehabilitation goals.

Therapeutic exercises can be active, active-assisted, or passive. Active exercises are performed by the patient independently, while active-assisted exercises involve support from a therapist or equipment. Passive movements are performed when the patient cannot move a body part without help. Each type has its own role in recovery. For example, passive movements may prevent stiffness in the early stage, while active resistance exercises are more suitable for rebuilding muscle strength later.

Exercise therapy is effective in orthopedic, neurological, cardiopulmonary, and geriatric rehabilitation. For patients after surgery, it helps prevent complications such as joint stiffness, muscle atrophy, and reduced circulation. For people with chronic pain, regular movement can improve posture, flexibility, and muscular control. In cardiopulmonary rehabilitation, exercise helps increase tolerance to physical activity and improves breathing efficiency.

The success of exercise therapy depends on dosage and technique. Therapists must choose the correct frequency, intensity, duration, and progression of each exercise. Incorrect performance may reduce the effect or even worsen symptoms. That is why instruction, supervision, and feedback are important parts of treatment.

Therapeutic movement also has a psychological value. As patients become stronger and more mobile, they often feel more confident and motivated. In this way, exercise therapy supports both physical recovery and emotional well-being.

Vocabulary:

1. Exercise therapy – treatment based on specifically selected physical exercises.
2. Active-assisted exercise – movement performed with partial help from a therapist or device.
3. Passive movement – movement performed for the patient without their active effort.
4. Muscle atrophy – loss of muscle mass due to inactivity or disease.
5. Dosage – the planned amount and intensity of therapeutic exercise.
6. Feedback – information given to help a patient improve performance.

Questions:

1. How does exercise therapy differ from ordinary fitness training?
2. What are the main types of therapeutic exercises?
3. Why is exercise therapy useful after surgery?
4. What factors must be considered when prescribing exercises?
5. How can therapeutic movement influence a patient's emotional state?

Text 5. THE INTERDISCIPLINARY TEAM IN REHABILITATION

Effective rehabilitation is rarely the result of one specialist's work alone. In most cases, it is based on cooperation between different professionals who contribute their knowledge and skills to a shared goal. This model is known as interdisciplinary rehabilitation. It is especially important for patients with complex conditions, long-term disabilities, or multiple medical and social needs.

A rehabilitation team may include a physician in physical and rehabilitation medicine, a physical therapist, an occupational therapist, a speech and language therapist, a psychologist, a nurse, and a social worker. Each specialist focuses on a different aspect of recovery. The physician supervises medical management, the physical therapist works on mobility and movement, the occupational therapist trains daily living skills, and the speech therapist addresses communication or swallowing problems. Psychologists support emotional adaptation, while social workers help patients return to community life and access services.

For the team to function well, communication is essential. Team members must share assessment results, discuss patient progress, identify barriers, and coordinate goals. Rehabilitation is most successful when all interventions are consistent and patient-centered. This means that the patient's own priorities, lifestyle, family situation, and environment are taken into account.

Interdisciplinary work also improves continuity of care. The patient receives support not only in hospital but also during outpatient treatment and home-based rehabilitation. Family members are often included in planning because they influence adherence, motivation, and long-term outcomes.

In modern rehabilitation, teamwork is a sign of quality care. It allows professionals to address physical, psychological, and social dimensions of recovery. As a result, patients have a better chance of regaining independence, participation, and dignity.

Vocabulary:

1. Interdisciplinary team – a group of specialists from different fields working together.
2. Occupational therapist – a specialist who helps patients perform daily activities.
3. Patient-centered care – care organized around the patient's needs and goals.
4. Continuity of care – coordinated support across different stages of treatment.
5. Adherence – the degree to which a patient follows medical recommendations.
6. Outcome – the final result of treatment or rehabilitation.

Questions:

1. Why is interdisciplinary rehabilitation important?
2. Which specialists may be included in a rehabilitation team?
3. What is the role of communication in teamwork?
4. What does patient-centered care mean in rehabilitation?
5. How does continuity of care improve long-term recovery?

ТЕКСТИ РІЗНОЇ ТЕМАТИКИ

Реклама

ADVERTISING IN BYGONE DAYS

1. Ancient advertising. Just when advertising began depends on how one defines it. In this *History of Advertising*, published in 1875, Sampson Henry says of the beginning of advertising:

...There is little doubt that the desire among tradesmen and merchants to make good their wares has had an existence almost as long as the customs of buying and selling, and it is but natural to suppose that advertisements in some shape or form have existed not only time immemorial, but almost for all time.

Because oral skills developed before reading and writing did, it is only natural that the earliest advertising medium was the spoken word. There is evidence that criers and hawkers were shouting their wares as far back as the days of the early Greeks, Romans and Phoenicians. This primitive advertising refined over the centuries, has carried down to the present day. Although hawkers do not often roam the streets with their cries, they have entered the home to make their pleas on radio and television.

2. Before long competition and the need for identification necessitated signs. Signs used for identifying shops, with such appropriate illustrations as a goat (for a dairy) or a mule driving a mill (for a baker), were unearthed in the ruins of Pompeii. (At the door of a schoolmaster there was a sign depicting a boy receiving a whipping!) There is also evidence of announcements painted on walls during this period. These included notices for theatrical performances, sports and gladiatorial exhibitions, advertisements for houses for rent, and appeals to tourists to visit local taverns. Perhaps the first written advertisement, however, was this three-thousand-year-old one inscribed on papyrus and found by an archaeologist in the ruins of Thebes:

The man-slave, Shem, having run away from his good master, Hapu the Weaver, all good citizens of Thebes are enjoined to help return him. He is Hittite, 5.2 tall, of ruddy complexion and brown eyes. For news of his whereabouts, half a gold coin is offered. And for his return to the shop Hapu the Weaver, where the best cloth is woven to your desires, a whole gold coin is offered.

There is no doubt that advertising flourished in this period, but with the fall of the Roman Empire and the onset of the Dark Ages, advertising temporarily declined in importance to Western civilization.

3. Early English advertising. Perhaps the oldest relic of advertising among English-speaking people is family names referring to the various specialized crafts. The earliest of these designations was Smith. Names like Miller, Weaver, Wright, Tailor and Carpenter were the earliest means of product identification – the forerunner of the name brand name so essential to modern advertising.

4. Beginning of printed advertisements. One of the most significant events in the development of the advertising was the invention of the system of casting movable type by the German, Johann Gutenberg in 1438. Paper had been invented more than a thousand years earlier by the Chinese and

was introduced to Europe by the Turks in the twelfth century. Now all the necessary components were available for mass printing. At the same time, literacy was increasing. William Caxton, an early English printer, made advertising history 1478 when he printed a handbill now regarded as the first known printed English advertisement. It advertised a book he had printed, the Salisburi Pye, for rules the clergy at Easter. The advertisement read:

If it please ony man spirituel or temporal to bye ony pyes of two and there commemorations of Salisburi use enpryntid after the forme of this present letter whiche ben wel and truly correct, late hym come to Westmonester in to the almonestrye at the reed pale and he shal have them good chepe.

Supplico stet cedula.

The Latin phrase at the end translates, "Let this notice stand".

Vocabulary:

1. Bygone – минуле
2. Bygone days – минулі дні
3. Advertising – реклама
4. Depend on – залежати від
5. Doubt – сумнів
6. Merchant – торговець, купець
7. Wares – вироби
8. Existence – існування
9. Immemorial – незапам'ятний
10. Oral skills – усі навички
11. Medium – засіб, носій
12. Crier – глашатай
13. Hawker – лоточник, торговець
14. Phoenician – фінікієць
15. Refined over the centuries – виробленого віками
16. Roam – блукати
17. Make pleas – зробити заклики, рекламувати
18. Dairy – молочарня
19. Decline in importance – зниження значення
20. Relic – слід, залишок, пережиток
21. Craft – ремесло, створити
22. Forerunner – передвісник
23. Brand name – марка

Find the English equivalents in the text. Use them in the sentence of your own.

Дати визначення терміну, незапам'ятні часи, отримати прочуханки, друкована реклама, значимі події, необхідні компоненти, процвітали, конкуренція.

Find in the text the words which describe or mean the following.

- 1) a notice, such as a poster or a paid announcement in the print, broadcast, or electronic media, design to attract public attention –
- 2) originating in the distant past, ancient –
- 3) to move about without purpose past, wander –
- 4) something that has survived from past, such as an object or custom –
- 5) the fact or state of continued being, life –
- 6) one those occupation is the wholesale purchase and retail sale of goods for profit

Translate the following words and word-combinations into Ukrainian.

Handbill, was introduced to Europe by Turks, was available for mass printing, literacy, specialized crafts, clergy, the forerunner of the brand name; regard, Dark Ages, temporarily, means of identification, whereabouts, brand name, whipping, complexion, essential.

Match the words, some of them can be used more than once.

printed	pleas
significant	kills
make	ages
dark	people
gladiatorial	advertisements
oral	days
english-speaking	events
bygone	exhibition

Match the words which are close in the meaning.

Existence	Shopkeeper
Roam	Society
Civilization	discovery
Merchant	Actuality
Invention	Wander

Match the words having the opposite meaning

Flourish	Young
Ruins	Federal
Doubt	Building
Local	Confidence
Ancient	Decline

WARM-UP
GREETINGS AND WORDS OF PARTING

English

Good morning (afternoon, evening)!
Goodbye!

Ukrainian

Доброго ранку (доброго дня, добрий вечір)!
До побачення!

Bye-bye!	Прощайте!
What's up? (very informal)	Що трапилось?
See you soon!	До наступної зустрічі!
See you later!	Побачимося пізніше!
See you tomorrow!	До завтра!
I hope we'll see some more of you!	Сподіваюся, що ми побачимося ще раз!
Good night!	На добраніч!
Give my kind regards to...	Передайте привіт ...
Give my love to...	Передайте мої побажання ...

1) Make up very short dialogues containing the expressions above

2) Act the following dialogue and complete it with words of greetings and parting.

Peter: It's a pleasure. This is a great party!

Jane: Yes, it is. Where are you from?

Peter: I'm from Amsterdam.

Jane: Amsterdam? Really, are you German?

Peter: NO, I'm not German. I'm Dutch.

Jane: Oh, you're Dutch. Sorry about that.

Peter: That's OK. Where are you from?

Jane: I'm from London, but I'm not British.

Peter: No, what are you?

Jane: Well, my parents were Spanish, so I'm Spanish, too.

Peter: That's very interesting. Spain is a beautiful country.

Jane: Thank you. It is a wonderful place.

WHAT IS ADVERTISING?

Advertising is a non-personal form of promotion that is delivered through selected media outlets that, under most circumstances, require the marketer to pay for message placement. Advertising has long been viewed as a method of mass promotion in that a single message can reach a large number of people. But, this mass promotion approach presents problems since many exposed to an advertising message may not be within the marketer's target market, and thus, may be an inefficient use of promotional funds. However, this is changing as new for targeted advertising.

Advertising also has a history of being considered a one-way form of marketing communication where advertising technologies and the emergence of new media outlets offer more options the message receiver (i.e., target market) is not in position to immediately respond to the message (e.g., seek more information). This too is changing. For example, in the next few years technologies will be readily available to enable a television viewer to click a button to request more details on a product seen on their favourite TV program. In fact, it is expected that over the next 10–20 years advertising will move away from a one-way communication model and become one that is highly interactive.

Another characteristic that may change as advertising evolves is the view that advertising does not stimulate immediate demand for the product advertised. That is, customers cannot quickly purchase a product they see advertised. But as more media outlets allow customers to interact with the messages being delivered the ability of advertising to quickly stimulate demand will improve.

Vocabulary:

1. Outlet – вихід
2. Circumstance – обставина, умова
3. Message placement – розміщення повідомлень
4. Reach – досягати, доходити, впливати
5. Mass promotion approach – масовий підхід заохочення
6. Target market – цільовий ринок
7. Inefficient – неефективно
8. Funds – кошти
9. Enable – дозволяти
10. To click a button – натиснути кнопку
11. Evolve – розвиватися
12. Purchase – купувати, здобути

1. Find the English equivalents in the text. Use them in the sentences of your own.

Одне повідомлення; при обставинах; телеглядач; форма заохочення; очікується; улюблена телепередача; справді; доступний.

2. Find in the text the words which describe or mean the following.

1. a commercial market for goods or services –
2. the means of communication, as radio and television, newspapers, and magazines, that reach or influence people widely –
3. to succeed in getting in contact with or communicating with –
4. a specific group of consumers at which a company aims its products and services –
5. one that buys goods or services –
6. to develop or achieve gradually –

3. Translate the following words and word-combinations into Ukrainian.

1. A non-personal form of promotion
2. Promotional funds
3. Message receiver
4. To be available
5. A television viewer
6. A one-way communication model
7. Highly interactive
8. Immediate demand
9. Media outlets
10. Highly interactive

4. Match the words, some of them can be used more than once.

one-way	market
seek	placement
purchase	outlets
mass promotion	viewer
media	communication
message	a product
target	approach
television	information

5. Match the words which are close in the meaning.

word	close in meaning
evolve	develop
favourite	popular
inefficient	ineffective
circumstance	case
communication	conversation

6. Match the words having the opposite meaning.

Word	Opposite
emergence	decline
offer	withdraw
seek	find
immediately	slowly
improve	worsen

7. Complete the sentences with the following words:

Words: *a non-personal, marketing, move away, advertising, new media outlets*

- Advertising also has a history of being considered a one-way form of _____ communication.
- New advertising technologies and the emergence of _____ offer more options for targeted advertising.
- _____ has long been viewed as a method of mass promotion.
- Advertising is _____ form of promotion that is delivered through selected media outlets.

DIFFERENT TYPES OF ADVERTISING

There exist various media which can be effectively used for advertising. Based on these criteria there can be several branches of advertising. Mentioned below are the various categories or types of advertising:

Print Advertising – Newspapers, Magazines, Brochures, Fliers

The print media have always been a popular advertising medium. Advertising products via newspapers or magazines is a common practice. In addition to this, the print media also offers options like promotional brochures and fliers for advertising purposes. Often the newspapers and the magazines sell the advertising space according to the area occupied by the advertisement, the position of the advertisement (front page/middle page), as well as the readership of the publications. For instance an advertisement in a relatively new and less popular newspaper would cost far less than placing an advertisement in a popular newspaper with a high readership. The price of print ads also depends on the supplement in which they appear, for example an advertisement in the glossy supplement costs way higher than that in the newspaper.

Outdoor Advertising – Billboards, Kiosks, Tradeshows and Events

Outdoor advertising is also a very popular form of advertising, which makes use of several tools and techniques to attract the customers outdoors. The most common examples of outdoor advertising are billboards, kiosks, and also several events and tradeshows organized by the company. The billboard advertising is very popular however has to be really catchy in order to grab the attention of the passersby. The kiosks not only provide an easy outlet for the company products but also make

for an effective advertising tool to promote the company's products. Organizing several events or sponsoring them makes for an excellent advertising opportunity. The company can organize trade fairs, or even exhibitions for advertising their products. If not this, the company can organize several events that are closely associated with their field. For instance a company that manufactures sports utilities can sponsor a sports tournament to advertise its products.

Broadcast advertising – Television, Radio and the Internet

Broadcast advertising is a very popular advertising medium that constitutes of several branches like television, radio or the Internet. Television advertisements have been very popular ever since they have been introduced. The cost of television advertising often depends on the duration of the advertisement, the time of broadcast (prime time/peak time), and of course the popularity of the television channel on which the advertisement is going to be broadcasted. The radio might have lost its charm owing to the new age media however the radio remains to be the choice of small-scale advertisers.

Covert Advertising – Advertising in Movies

Covert advertising is a unique kind of advertising in which a product or a particular brand is incorporated in some entertainment and media channels like movies, television shows or even sports. There is no commercial in the entertainment but the brand or the product is subtly (or sometimes evidently) showcased in the entertainment show. Some of the famous examples for this sort of advertising have to be the appearance of brand Nokia which is displayed on Tom Cruise's phone in the movie *Minority Report*, or the use of Cadillac cars in the movie *Matrix Reloaded*.

Surrogate Advertising – Advertising Indirectly

Surrogate advertising is prominently seen in cases where advertising a particular product is banned by law. Advertisement for products like cigarettes or alcohol which are injurious to health are prohibited by law in several countries and hence these companies have to come up with several other products that might have the same brand name and indirectly remind people of the cigarettes or beer bottles of the same brand.

Public Service Advertising – Advertising for Social Causes

Public service advertising is a technique that makes use of advertising as an effective communication medium to convey socially relevant messages about important matters and social welfare causes like AIDS, energy conservation, political integrity, deforestation, illiteracy, poverty and so on. David Ogilvy who is considered to be one of the pioneers of advertising and marketing concepts had reportedly encouraged the use of advertising field for a social cause. Ogilvy once said, "Advertising justifies its existence when used in the public interest – it is much too powerful a tool to use solely for commercial purposes". Today public service advertising has been increasingly used in a non-commercial fashion in several countries across the world in order to promote various social causes.

Celebrity Advertising

Although the audience is getting smarter and smarter and the modern day consumer getting immune to the exaggerated claims made in a majority of advertisements, there exist a section of advertisers that still bank upon celebrities and their popularity for advertising their products. Using celebrities for advertising involves signing up celebrities for advertising campaigns, which consist of all sorts of advertising including, television ads or even print advertisements.

Vocabulary:

1. Branches of advertising – філії реклами
2. In addition to – на додаток до
3. Advertising space – рекламне місце
4. Readership – коло читачів, аудиторія

5. Supplement – додаток, допоміжний засіб, доповнення
6. Attract the customers – залучення клієнтів
7. Catchy – помітний, привабливий, яскравий
8. Grab the attention of the passersby – для привернення уваги перехожих
9. Sports utilities – спортивне обладнання
10. Time of broadcast – час повідомлення, час новин
11. Loose the charm – втратити чарівність
12. Small-scale advertisers – дрібні рекламодавці
13. Subtle device – хитромудрий прилад
14. Surrogate advertising – сурогатна реклама
15. Banned by law – заборонено законом
16. Injurious – шкідливий, образливий
17. Hence – отже, з того часу
18. To convey – повідомляти, передавати
19. Social welfare causes – соціальні причини добробуту
20. Political integrity – політична недоторканість
21. Deforestation – знищення лісонасаджень
22. Illiteracy – безграмотність
23. Poverty – бідність
24. Commercial purposes – комерційні цілі
25. Exaggerated claims – завищені вимоги

1. Find the English equivalents in the text. Use them in the sentences of your own.

Продати рекламне місце; загальноприйнята практика; наприклад; сприяти; більшість оголошень; для просування продукції компанії; заборонено законом; шкідливо для здоров'я; перебільшені; знаменитості.

2. Find in the text the words which describe or mean the following.

1. attractive or appealing; easily remembered –
2. the condition of being unable to read and write –
3. the readers of a publication considered as a group –

Additional Texts for Individual Reading

Text 1. ADVERTISING

Advertising is a form of communication used to help sell products and services. Typically it communicates a message including the name of the product or service and how that product or service could potentially benefit the consumer. However, advertising does typically attempt to persuade potential customers to purchase or to consume more of a particular brand of product or service. Modern advertising developed with the rise of mass production in the late 19th and early 20th centuries.

Many advertisements are designed to generate increased consumption of those products and services through the creation and reinvention of the “brand image”. For these purposes, advertisements sometimes embed their persuasive message with factual information. There are many media used to deliver these messages, including traditional media such as television, radio, cinema, magazines,

newspapers, video games, the carrier bags, billboards, mail or post and Internet marketing. Today, new media such as digital signage is growing as a major new mass media. Advertising is often placed by an advertising agency on behalf of a company or other organization.

Organizations that frequently spend large sums of money on advertising that sells what is not, strictly speaking, a product or service include political parties, interest groups, religious organizations, and military recruiters. Non-profit organizations are not typical advertising clients, and may rely on free modes of persuasion, such as public service announcements.

Money spent on advertising has increased dramatically in recent years. In 2007, spending on advertising has been estimated at over \$150 billion in the United States and \$385 billion worldwide, and the latter to exceed \$450 billion by 2010.

While advertising can be seen as necessary for economic growth, it is not without social costs. Unsolicited Commercial Email and other forms of spam have become so prevalent as to have become a major nuisance to users of these services, as well as being a financial burden on internet service providers. Advertising is increasingly invading public spaces, such as schools, which some critics argue is a form of child exploitation. In addition, advertising frequently uses psychological pressure (for example, appealing to feelings of inadequacy) on the intended consumer, which may be harmful.

Text 2. ADVERTISING AS A TOOL FOR ECONOMY

Advertising is a tool for moving the economy forward. In every developed and developing democratic country advertising is used by manufacturers to improve the level of the people's awareness about their products and, as a result, to increase the sales. Buying more products we make the manufacturers richer, but at the same time we make them pay more taxes and thus, enrich our country too. The whole process would be impossible without advertising, as it forces consumers to buy more. And television plays a crucial role in this process as it represents a medium for conveying such type of advertising information. Television allows using all available methods: the combination of moving images and the sound which provides a high level of involvement of the viewers in what is happening on the TV screen. Moreover, another advantage is the size of the audience which may number millions of people depending on the rating of the television company and the audience of a certain TV show or a movie. Television provides unique possibilities for companies to plan and realize effective advertising strategy. The instantaneity of its broadcasting allows the advertiser to control when his message will be received by the audience – and not a specific day of week, but the specific hour and the minute. And this allows choosing specific audience for the advertisement – housewives, children, sport lovers etc. Thus, television advertising is a very effective way to improve sales of the products being advertised.

Text 3. ADVERTISEMENT AS A SERVICE

Although the average citizen is usually annoyed by all the advertisements printed in newspapers and magazines and the commercials broadcast on TV, the impact of the whole advertising industry on a single person is immense and plays a very important role in our lives. Advertising absorbs vast sums of money but it is useful to the community. What are the functions of advertisements? The first one to mention is to inform. A lot of the information people have about household devices, cars, building materials, electronic equipment, cosmetics, detergents and food is largely derived from the advertisements they read. Advertisements introduce them to new products or remind them of the existing ones. The second function is to sell. The products are shown from the best point of view and the potential buyer, on having entered the store, unconsciously chooses the advertised products. One buys this washing powder or this chewing gum, because the colorful TV

commercials convince him of the best qualities of the product. Even cigarettes or sweets or alcohol are associated with the good values of human life such as joy, freedom, love and happiness, and just those associations make a person choose the advertised products. The aim of a good advertisement is to create a consumer demand to buy the advertised product or service. Children are good example as they usually want the particular kind of chocolate or toy or chewing-gum. Being raised they cannot evaluate objectively what is truthful and what is exaggerated and select the really good products unless they buy the goods and check for themselves. Thirdly, since the majority of advertisements are printed in our press we pay less for newspapers and magazines, also TV in most countries in cheap. The public advertising seen on street hoardings, railway stations and buildings makes people's life more joyful. Moreover, all those small ads in the press concerning "employment", "education" and "For sale and wanted" columns, help ordinary people to find a better job or a better employee, to sell or to buy their second-hand things and find services, or learn about educational facilities, social events such as, concerts, theatre plays, football matches, and to announce births, marriages and deaths. Thus despite our dissatisfaction when being bombarded by all the advertisers' information we must admit that they do perform a useful service to society, and advertisements are an essential part of our everyday life.

Text 4. THE PURPOSE OF ADVERTISING

The purpose of advertising is to promote a product or service in order to increase sales and create a branding of the product so that a customer loyalty base will be established. Without effective and targeted advertising, a business cannot succeed. There are many types of advertising a business can utilize in effort to increase their sales.

The following lists a number of types of advertising available to businesses:

Television and Radio

Since television was first introduced, businesses have had tremendous success using it as an advertising medium. This is due to the increase in consumers watching television. The cost of television depends on the time of day or night one advertises, the popularity of the television show (how many viewers) and the length of the advertisement. Television advertising can reach millions of people.

Radio advertising is a traditional advertising format that uses voice and jingles.

Print

This includes newspapers, magazines, fliers, brochures...etc. Placing advertisements in magazines and newspapers is an age old method of advertising. Newspapers and the magazines sell the advertising space. Prices depend on location, size, graphics, and color. Advertising success often depends on the number of subscribers. Print advertising allows a business to target a specific demographic. Fliers and brochures are a great way to advertise sales and launch special product promotion programs.

Internet Advertising

Online advertising consists of small ads, banner ads, text ads, video ads, pay-per-click advertising, and reciprocal linking to other websites. The effectiveness of online advertising depends on exposure and how many people actually view the advertisement. Internet advertising allows the advertiser to track the number of impressions an ad gets (how many people see it), and how many visits their business website receives from particular ads, making it simple to find out what kind of conversion rates the advertisers are obtaining. Online advertising does not have any time restraints and can be viewed day and night throughout the world. Businesses also have their own websites as an advertising tool. A well-designed and well-promoted website can provide a world of customers.

Out-of-Home Advertising

This can include digital signage, billboards, kiosks, tradeshow and out-of-home advertising. This is advertising that takes place outside of a customer's home. This form of advertising has become very popular because it provides a new way to reach targeted customers. Billboards, kiosks, and tradeshow have been extremely successful advertising tools because you can take your product or service directly to the consumer. Digital signage is a newer method of advertising that is growing in popularity. Digital signage is where monitors/plasma TVs are placed in strategic locations and display advertisements directed at their targeted customer. Digital signage can deliver messages in the form of text and digital video. Advertisers have the ability to update content from a remote location. You can find digital signage in such places as sports arenas, retail stores, department stores, malls, schools...etc.

Regardless of the state of the economy, businesses have to keep advertising to stay successful. Because of the broad range of advertising methods now available, businesses now have the ability to reach their targeted customers at very affordable costs.

Text 5. HOW ADVERTISING WORKS

There are many different ways that advertisers research and find out what products will sell to what audiences. The way that advertisers find out this information is they go on "cool hunts" to find out what the age group they are trying to sell to would think of the ad. Then the companies use propaganda (jingles, slogans, and logos) to make the viewer remember the product. Advertisers use basic models to see if the ad will hold, capture, and convince the viewer of what they are seeing. With these tools advertisers can essentially predict whether or not the advertisement is effective.

Advertisements play on emotions with different techniques. By looking at what children want advertisers can aim products at specific types of kids. In the film "The Merchants of Cool" we see "market research" – these researchers and trend watchers are able to study a group of people and survey them about what they want, who they look up to, and what they think is cool. By figuring out these things they are better able to show us ads that we will relate to and buy into. By targeting pleasure, satisfaction, happiness, and joy advertisers can hit their goals close to what we emotionally want. They know our human needs and wants which make up persuasion and they aim for it (G). By studying kids and what kids want advertising companies can make ideal commercials, which target what the kids in test groups have told them about what they want. Kids are paid by many large organizations to sit and talk about what they think is cool and what they would buy. These ideas are then put into production.

Another way that companies use children to help them with their advertising is that they find these vital kids who set trends. Companies have these kids do what advertisers call "viral" advertising. This is in short having kids go to their peers and verbally telling them which products they need. Now, instead of saying "no" to the TV ad these kids have to also stand up to their peers. There are so many ways that advertisers try to get children to buy their products/use tools against them.

Everything that these market researchers and kids have told companies now can be used and put into production. The other thing that advertisers have to take into consideration is that when looking at these ads our brains go through a basic and general outline of how they respond to what they see.

How advertising works:

- **Attention** – the advertisement grabs the viewer's attention with something catchy, it draws the viewer in to the ad. This would be something like a funny picture somebody saying something alarming.

- **Interest** – it grabs the viewer’s interest and makes them think about their life, it helps them visualize themselves with the product, it creates a spark in the consumer that makes them think about the ad deeper. This would be something like kids playing with a toy and their friend.
- **Decision** – does this ad make the viewer feel anything? The viewer makes their decision about the product. Do they think the ad is stupid or well done? Do they want the product? Do they need the product? They make up their mind. This is when the viewer decides if they like the product.
- **Action** – the viewer decides if this product is going to help them or not, to buy or not (Propaganda)?

These basic steps are how our mind reacts to ads. It is a general outline, however, in our minds if we are ignoring these ads or not, our minds do think about each ad individually or subconsciously. Our minds do think out what every ad is saying and pick it apart but our minds go through steps to create our opinions on the product. So if advertising companies put what they know about what kids want and what they know about how kids will react to ads they can use different types of propaganda to make sure the ads convince kids to buy their product.

Англійська для розвитку кар’єри

Text 1. CAREER PROFILE IN ENGLISH

Carolyn J. Proysin
4927 Murphy Court
New York, NY 10005
Phone No: 415-397-5580
Email: crolproysin@anymail.com

Career Summary:

Highly-professional and organized Contract Administrator with more than 5 years of experience in preparing and managing contracts to ensure maximum benefits for the organization as well as to avoid overages and any violations. Possess exceptional communication, negotiation, decision-making, and analytical skills along with the necessary legal knowledge related to contracts.

Summary of Skills:

Ability to understand technicalities and legal requirements involved in business contracts

Ability to develop, implement, and negotiate contract terms

Strong analytical skills to easily asses risks, requirements or provisions as well as ability to remain up-to-date with latest industry trends

Excellent problem-solving and decision-making skills to produce effective decisions, recommendations or suggestions while resolving conflicts or dealing with other tough situations

Solid organizational skills as well as the ability to track and control variety of changes or details within contracts

Exceptional management and leadership skills while working with managers, external partners or team members to plan successful contract strategies

Ability to maintain high-degree of confidentiality and accuracy in job

Work Experience:

Senior Contract Administrator
Flynn Service Groups, New York, NY
October 2020 - Present

Serving as the primary interface and the official point of contact for all contractual matters as well as during all the phases of contract formation and administration
Performing end-to-end contracting process for the organization, including contract strategy development or negotiations
Conducting contract management activities in accordance with company's policies and procedures, applicable laws and regulations
Monitoring and ensuring timely execution of contracts, extensions, renewals and terminations
Participating in the selection, development and training of contract staff as well as providing guidance and assistance to them along with cross-functional team members
Advising management of contractual rights and obligations as well as providing interpretation of terms and conditions
Researching and providing actionable recommendations in order to adhere to internal and contractual policies and procedures
Examining estimates of materials, development, production costs and delivery schedules for accuracy and completeness as well as ensuring all the deadlines and conditions related to shipping and payments described in contracts are met
Staying up-to-date of the legislative changes to develop and implement effective contract strategies
Working closely with the management for timely resolution of contract-related issues
Actively managing and overseeing the process of closing out completed contracts
Participating in cost and pricing reviews with program management, and customer representatives

Contract Administrator
Irvine Group, New York, NY
January 2018 - September 2020

Prepared, analyzed and reviewed various contracts in compliance with applicable laws to reduce costs, and increase profits
Explained contractual terms and conditions to managers and interested parties thoroughly and completely as well as analyzed potential risks or issues involved within specific contract terms
Conferred with management on amendments, contract extensions or settlements when needed
Created appropriate language standards for existing and new contracts
Maintained electronic database of entire business contracts as well as ensured that the pertinent contract information such as terms, expiration dates, and compliance requirements are updated
Recommended appropriate steps to resolve contractual issues that arose in the business unit
Coordinated, collected, and distributed weekly contract reporting
Developed, facilitated and implemented negotiation strategies that satisfied business unit objectives as required
Worked closely with sales team to maintain outstanding customer service and team support as well as developed and maintained strong working relationships with internal departments and clientele

Education:
Master of Science in Contract Management

New York University, New York, NY
2018
Bachelor of Science in Business Administration
New York University, New York, NY
2015

Reference:

On request.

Vocabulary:

Communication skills – навички комунікації
 Negotiation skills – навички ведення переговорів
 Decision-making skills – навички прийняття рішень
 Analytical skills – аналітичні навички
 Problem-solving skills – навички вирішення проблем
 Organizational skills – організаційні навички
 Management skills – управлінські навички
 Leadership skills – навички лідерства
 Ability to understand technicalities – здатність розуміти технічні деталі
 Ability to assess risks – здатність оцінювати ризики
 Ability to remain up-to-date with industry trends – здатність залишатися в курсі галузевих тенденцій
 Ability to produce effective recommendations – здатність давати ефективні рекомендації
 Ability to resolve conflicts – здатність вирішувати конфлікти
 Ability to track and control changes – здатність відстежувати й контролювати зміни
 Ability to work with external partners – здатність працювати з зовнішніми партнерами
 Ability to plan successful strategies – здатність планувати успішні стратегії
 Ability to maintain confidentiality – здатність зберігати конфіденційність
 Ability to ensure accuracy – здатність забезпечувати точність
 Ability to provide guidance and assistance – здатність надавати поради й допомогу
 Ability to recommend solutions – здатність рекомендувати рішення
 Ability to facilitate negotiation strategies – здатність сприяти переговорам
 Ability to maintain strong relationships – здатність підтримувати міцні робочі стосунки
 Ability to support team members – здатність підтримувати членів команди
 Work Experience – досвід роботи
 Customer service – обслуговування клієнтів
 Database management – управління базою даних
 Reference (on request) – рекомендації (за запитом)
 End-to-end process – повний процес від початку до кінця
 Timely execution – своєчасне виконання

1. Find the English equivalents in the text. Use them in the sentence of your own.

поновлення та припинення контрактів, договірні зобов'язання, короткий опис кар'єри, - обов'язки та права, - стратегія переговорів, дотримання політик компанії.

2. Write your own Career Summary, using vocabulary from the text (for example: analytical skills, negotiation, problem-solving, leadership).

3. Prepare a short Summary of Skills for your future profession.

Text 2. COVER LETTER

James Martin
406 Pine Ave., 791
New York, NY 1035
April 4, 2026

Peter Jackson
Hiring Manager
the Washington Post
0259 Walls Rd
Washington, 946965

Dear Mr. Jackson:

I was thrilled to learn of your Newsroom Internship Program on the Washington Post website. As an aspiring reporter with a focus on social justice, I appreciate not only the high quality of your reporting, but also your organization's focus on giving back to the D.C. community at large. I am confident that my research experience, strong writing ability, and creativity will allow me to thrive in the internship program at the Post this summer.

As a legal intern for the Orange County State's Attorney, I used a variety of databases to conduct and organize legal research for our staff. My ability to sift through and condense large amounts of data in a fast-paced environment will be an asset to your office. I also developed particularly strong writing skills during my time at the University of Central Florida, having written several policy analyses papers for my government courses. Outside the classroom, my position as writer and editor for KnightsNews.com has allowed me to contribute weekly articles and help other staff members with their pieces. I am eager to employ my research and writing skills in a professional newsroom and believe that my experience producing informative pieces and meeting deadlines will serve your office well.

My experience working as a server at the Applebee's allowed me to enhance my creative problem-solving skills. In my role as a server, I developed a system to manage reservations, which was adopted to reduce customer wait time during peak hours. I also honed creative communication skills by balancing customer requests with availability of resources. I am confident I can apply my creativity to identify local stories of interest and assist your staff with information requests.

Please find my resume attached, which details my qualifications for the position. If you have any questions, please do not hesitate to contact me and I look forward to discussing my qualifications with you personally. Thank you for your time and consideration.

With best regards,

Signature of James Martin
James Martin

Vocabulary

1. Newsroom internship program – програма стажування в редакції
2. Aspiring reporter – майбутній журналіст
3. Social justice – соціальна справедливість
4. High quality reporting – якісна журналістика
5. Giving back to the community – робота на благо громади
6. Research experience – досвід досліджень
7. Strong writing ability – сильні навички письма
8. Creativity – креативність
9. Legal intern – юридичний стажер
10. Conduct legal research – проводити юридичні дослідження
11. Condense large amounts of data – узагальнювати великі обсяги даних
12. Policy analysis papers – аналітичні роботи з політики
13. Writer and editor – автор і редактор
14. Meeting deadlines – дотримання термінів
15. Creative problem-solving skills – навички креативного вирішення проблем
16. Reservations management system – система управління бронюваннями
17. Resume attached – резюме додається
18. Qualifications – кваліфікації

1. Find the English equivalents in the text. Use them in the sentence of your own.

був у захваті дізнатися, швидкий робочий темп, щотижневі статті, - виявляти місцеві історії, інформаційні запити, обговорити кваліфікації особисто.

2. Answer the Questions

What position is James Martin applying for?

Why is he interested in the Washington Post internship program?

What research and writing experiences does he mention?

How did his work as a server help him develop problem-solving skills?

What does he hope to contribute to the newsroom?

Why does he emphasize creativity in his application?

What document does he attach to the letter?

3. Write your own COVER LETTER , including your skills and motivation.

Text 3. THANK-YOU LETTER AFTER INTERVIEW

Nick McKey
928 L. Marple Ave., 163
Madison, WI 9318
March 29, 2026

John Smith
Summer Programs Coordinator
Center for Excellence
6339 Hamilton Circle
Alabama, PA 99856

Dear Mr. Smith:

Thank you for the opportunity to interview for the assistant instructor position for the Design and Build Workshop at the Center for Excellence. I enjoyed our conversation and the chance to find out more about your summer program and its student learning outcomes.

I am excited by the Center's commitment to making math engaging and accessible for middle schoolers through hands-on activities and interactive games, and I especially loved hearing about the way "Math Magic for Minds!" often sparks a genuine interest in the subject for students. Our conversation reinforced my core belief that fun is an essential part of the educational process, especially for young learners, and lays a foundation for future academic success.

Thank you for taking the time to speak with me about this position. I'm eager to work with the Center for Excellence and bring my creativity into the math classroom. If you need more information from me at any point, please do not hesitate to reach out.

Warm regards,
Signature of Nick McKey
Nick McKey

Vocabulary

1. Thank-you letter – лист-подяка
2. Interview – співбесіда
3. Assistant instructor position – посада асистента викладача
4. Student learning outcomes – результати навчання студентів
5. Commitment – відданість, зобов'язання
6. Hands-on activities – практичні заняття
7. Interactive games – інтерактивні ігри
8. Foundation for success – основа для успіху
9. Reach out – звернутися, зв'язатися

1. Answer the Questions

What is the purpose of this letter?

What position did the candidate interview for?

What impressed the candidate about the Center's program?

Why does the candidate believe fun is important in education?

How does the candidate express eagerness to join the Center?

2. Write your own short thank-you letter after an interview

Text 4. EMPLOYMENT AGREEMENT

THIS AGREEMENT, made as of the ____ day of ____, 20__.

Between:

(Company Name), (referred to as "the Employer")

-- and --

(Employee Name) of (Company Name) (referred to as "the Employee")

The Employee and the Employer wish to enter into an employment agreement governing the terms and conditions of employment;

THIS AGREEMENT in consideration of the premises and mutual covenants and agreements outlined in this document and for other good and valuable consideration, it is agreed by and between the parties as follows:

Term of Employment

The employment of the Employee shall commence on (Date) and continue for an indefinite term until terminated in accordance with the provisions of this agreement.

Probation

The parties agree that the initial three (3) month period of this agreement is "probationary" in the following respects:

- the Employer shall have an opportunity to assess the performance, attitude, skills and other employment-related attributes and characteristics of the Employee;
- the Employee shall have an opportunity to learn about both the Employer and the position of employment;

Either party may terminate the employment relationship at any time during the initial three-month period without advance notice or justifiable reason, in which case there will be no continuing obligations of the parties to each other, financial or otherwise. If the employee has not been available to work the full probationary period the length of the probation may be extended at the discretion of the Company.

Compensation and Benefits

In consideration of the services to be provided during the term of employment, the Employee shall be paid a base salary of \$___ in equal (State appropriate intervals: weekly or semi-monthly) instalments, less applicable statutory deductions. In addition, the Employee is entitled to receive benefits in accordance with the Employer's standard benefit package and applicable entitlement requirements, as amended from time to time.

Duties and Responsibilities

The Employee shall be employed in the capacity of (Job Title), the current duties and responsibilities of which are set out in Schedule "A", forming part of this agreement. These duties and responsibilities may be amended from time to time in the sole discretion of the Employer, subject to formal notification of same being provided to the Employee.

Termination of Employment

Subsequent to completion of the probationary term of employment referred to previously in this document, the Employer may terminate the employment of the Employee at any time for just cause at common law, in which case the Employee is not entitled to any advance notice of termination or compensation in lieu of notice.

The Employer may terminate the Employee's employment at any time without just cause upon the Employer providing to the Employee the prescribed minimum notice and severance pursuant to the Employment Standards Act or other successor statute as amended and this shall be the maximum notice to which the Employee is entitled either under the statute or at common law.

The Employee may terminate his employment at any time by providing the Employer with at least two (2) weeks advance notice of his/her intention to resign.

Restrictive Covenant

Following the termination of the employment of the Employee by the Employer, with or without cause, or the voluntary resignation by the Employee, the Employee shall, for a period of one year following the said termination or voluntary withdrawal, within the Province / Territory of (XXXX), refrain from either directly or indirectly soliciting or attempting to solicit the business of any client or customer of the Employer for his own benefit or that of any third person or organization, and shall refrain from either directly or indirectly attempting to obtain the withdrawal from the employment by the Employer of any other Employee of the Employer having regard to the same geographic and temporal restrictions. The Employee shall not directly or indirectly divulge any financial information relating to the Employer or any of its affiliates or clients to any person whatsoever.

Confidentiality

The Employee acknowledges that, in the course of performing and fulfilling his/her duties hereunder, he/she may have access to and be entrusted with confidential information concerning the present and contemplated financial status and activities of the Employer, the disclosure of any of which confidential information to competitors of the Employer would be highly detrimental to the interests of the Employer. The Employee further acknowledges and agrees that the right to maintain the confidentiality of such information constitutes a proprietary right which the Employer is entitled to protect. Accordingly, the Employee covenants and agrees with the Employer that he/she will not, during the continuance of this agreement, disclose any of such confidential information to any person, firm or corporation, nor shall he/she use same, except as required in the normal course of his engagement hereunder, and thereafter he/she shall not disclose or make use of the same.

Assignment

This agreement shall be assigned by the Employer to any successor employer and be binding upon the successor employer. The Employer shall ensure that the successor employer shall continue the provisions of this agreement as if it were the original party of the first part.

Severability

Each paragraph of this agreement shall be and remain separate from and independent of and severable from all and any other paragraphs herein except where otherwise indicated by the context of the agreement. The decision or declaration that one or more of the paragraphs are null and void shall have no effect on the remaining paragraphs of this agreement.

Notice

Any notice required to be given hereunder shall be deemed to have been properly given if delivered personally or sent by pre-paid registered mail as follows:

To the Employee: [address]

To the Employer: [address]

And if sent by registered mail shall be deemed to have been received on the 4th business day of uninterrupted postal service following the date of mailing. Either party may change its address for notice at any time, by giving notice to the other party pursuant to the provisions of this agreement.

Interpretation of Agreement

The validity, interpretation, construction and performance of this agreement shall be governed by the Laws of the Province / Territory of (XXXX). This agreement shall be interpreted with all necessary changes in gender and in number as the context may require and shall convey to the benefit of and be binding upon the respective successors and assigns of the parties hereto.

IN WITNESS WHEREOF the parties hereto have caused this agreement to be executed as of the (DATE), 20 .

WITNESS (Company Name) please print

WITNESS (Company Name) Signature & Date

WITNESS Please print name

WITNESS Signature & Date

Vocabulary

1. Employment agreement – трудовий договір
2. Employer / Employee – роботодавець / працівник
3. Terms and conditions of employment – умови працевлаштування
4. Probationary period – випробувальний термін
5. Performance and attitude – продуктивність і ставлення
6. Compensation and benefits – заробітна плата та пільги
7. Duties and responsibilities – обов'язки та відповідальність
8. Termination of employment – припинення трудових відносин
9. Advance notice – попереднє повідомлення
10. Severance – вихідна допомога
11. Restrictive covenant – обмежувальна умова
12. Confidentiality – конфіденційність
13. Proprietary right – майнове право, право власності
14. Successor employer – правонаступник роботодавця
15. Interpretation of agreement – тлумачення договору

1. Find the English equivalents in the text.

умови працевлаштування, початок трудових відносин, припинення трудових відносин, попереднє повідомлення про звільнення, оцінка продуктивності та навичок, безстроковий термін працевлаштування.

2. Complete this employment agreement by providing the required information in the blank spaces.

3. What questions would you ask the employer when completing this agreement?

Text 5. 13 CONFIDENT WAYS TO OVERCOME YOUR SHYNESS

Those who have never suffered from shyness have no idea how debilitating it can be, especially for someone in a professional situation. If shyness is holding you back, learn how to get past it and become more confident

Shyness can truly hold people back--partly because those who are shy tend to avoid public situations and speaking up, and partly because they experience so much chronic anxiety.

If that's you, take comfort in knowing you are far from alone--four out of 10 people consider themselves shy. But here's the good news: Shyness can be overcome. With time and effort and a desire to change, it's possible to break through. If your shyness is severe, you may need help from a therapist or counselor, but most people can overcome it on their own. Take your first steps in getting past shyness with these 13 techniques to help you become a more confident you.

1. Don't tell.

There's no need to advertise your shyness. Those who are close to you already know, and others may never even have an opportunity to notice. It's not as visible as you probably think.

2. Keep it light.

If others bring up your shyness, keep your tone casual. If it becomes part of a discussion, speak of it lightheartedly.

3. Change your tone.

If you blush when you're uncomfortable, don't equate it with shyness. Let it stand on its own: "I've always been quick to blush."

4. Avoid the label.

Don't label yourself as shy--or as anything. Let yourself be defined as a unique individual, not a single trait.

5. Stop self-sabotaging.

Sometimes we really are our own worst enemy. Don't allow your inner critic to put you down. Instead, analyze the power of that voice so you can defuse it.

6. Know your strengths.

Make a list of all your positive qualities--enlist a friend or family member to help if you need to--and read or recite it when you're feeling insecure. Let it remind you how much you have to offer.

7. Choose relationships carefully.

Shy people tend to have fewer but deeper friendships--which means your choice of friend or partner is even more important. Give your time to the people in your life who are responsive, warm, and encouraging.

8. Avoid bullies and teases.

There are always a few people who are willing to be cruel or sarcastic if it makes for a good punch line, some who just have no sense of what's appropriate, and some who don't care whom they hurt. Keep a healthy distance from these people.

9. Watch carefully.

Most of us are hardest on ourselves, so make a habit of observing others (without making a big deal out of it). You may find that other people are suffering from their own symptoms of insecurity and that you are not alone.

10. Remember that one bad moment doesn't mean a bad day.

Especially when you spend a lot of time inside your own head, as shy people tend to do, it's easy to distort experiences, to think that your shyness ruined an entire event--when chances are it wasn't a big deal to anyone but you.

11. Shut down your imagination.

Shy people sometimes feel disapproval or rejection even when it isn't there. People probably like you much more than you give yourself credit for.

12. Stare it down.

Sometimes when you're scared, the best thing to do is to face it head on. If you're frightened, just stare it down and lean into it.

13. Name it.

Make a list of all your jitters and worries. Name them, plan how you're going to eliminate them, and move forward.

Suffering from shyness shouldn't keep you from the success you are seeking, so try these simple tools and make them work for you--in fact, they're good techniques to try whether you're shy or not.

Vocabulary:

1. Shyness – сором'язливість
2. Debilitating – виснажливий, той що послаблює
3. Professional situation – професійна ситуація
4. Hold back – стримувати, заважати
5. Confident – впевнений
6. Chronic anxiety – хронічна тривожність
7. Overcome – подолати
8. Therapist / counselor – терапевт / консультант
9. Techniques – методи, прийоми
10. Lightheartedly – жартівливо
11. Avoid – уникати
12. Self-sabotaging / inner critic – самосаботаж / самокритика
13. Strengths / positive qualities – сильні сторони / позитивні якості
14. Responsive, warm, encouraging – чуйний, теплий, підтримуючий
15. Bullies and teases – хулігани й насмішники
16. Symptoms of insecurity – прояви невпевненості
17. Distort – спотворювати
18. Disapproval / rejection – несхвалення / відкидання
19. Face it head on / stare it down – зустріти прямо, подивитися в обличчя проблеми
20. Jitters and worries – нервозність і хвилювання

1. Find the English equivalents in the text. Use them in the sentence of your own.

зробити перші кроки, говорити невимушеним тоном, не визначати себе одним ярликом, сором'язливість, внутрішній критик, сильні сторони, хронічна тривожність.

2. Answer the questions

Why can shyness be debilitating in professional situations?

What are some techniques to overcome shyness?

Why should shy people avoid bullies and teases?

What is the benefit of naming your worries and jitters?

What is the main idea of the text?

3. Write a short paragraph about how you overcome shyness using vocabulary

Text 6. WAYS TO BUILD WORKPLACE RELATIONSHIPS

What are relationships in the workplace?

Relationships in the workplace are the interactions you have with your colleagues. When you have effective relationships with other professionals and team members, you are more likely to enjoy your day-to-day. Building relationships in the workplace is also important for career success. Not only do relationships with colleagues in the workplace assist with networking, but they can also offer you the guidance and encouragement you need to succeed in your role. Workplace relationships offer the following benefits:

- Increased satisfaction with your career
- Increased comfort with presentations and team meetings
- Improved productivity for all team members
- Moral support and assistance with meeting difficult timelines
- Higher retention rates

Elements of good workplace relationships

Understanding the elements of a good workplace relationship can assist you in evaluating your own relationships and identifying the areas in which you want to improve. Good workplace relationships tend to have the following characteristics:

Trust: The ability to trust your coworkers and the feeling that you can rely on them is an important characteristic when building a workplace relationship.

Acceptance: Acceptance and understanding of one another and your role in the workplace relationship is an important element.

Team member: Individuals who work well in a team setting, doing their fair share of the work and giving credit when it is due, tend to have stronger relationships.

Open communication: Open communication is crucial to any relationship, including a workplace one. Encouraging open communication, asking questions and getting to know your coworkers is one of the first steps toward a working relationship.

How to build relationships in the workplace

Building positive relationships in the workplace may come naturally to some. However, even if you are unsure how to transition coworker relationships into positive workplace relationships, you can use the following steps:

- Understand your strengths and weaknesses
- Schedule time to develop relationships
- Ask questions and listen
- Offer assistance
- Know when to ask for assistance

Vocabulary:

1. Workplace relationships – стосунки на робочому місці
2. Interactions with colleagues – взаємодія з колегами
3. Career success – успіх у кар'єрі
4. Networking – професійні контакти, мережа зв'язків
5. Guidance and encouragement – поради та підтримка
6. Increased satisfaction – підвищене задоволення
7. Improved productivity – покращена продуктивність
8. Moral support – моральна підтримка
9. Retention rates – рівень утримання працівників
10. Trust – довіра

11. Acceptance – прийняття
12. Team member – член команди
13. Open communication – відкрите спілкування
14. Strengths and weaknesses – сильні та слабкі сторони
15. Schedule time – виділяти час
16. Offer assistance – пропонувати допомогу

1. Find the English equivalents in the text. Use them in the sentence of your own.

стосунки на робочому місці, професійні контакти, моральна підтримка, довіра, прийняття, відкрите спілкування

2. Answer the questions

Why are workplace relationships important for career success?

What benefits do workplace relationships offer?

What are the main elements of good workplace relationships?

What role does trust play in workplace relationships?

What is the main idea of the text?

3. Write a short paragraph about how you'd build relationships in the workplace, using vocabulary from the text (trust, acceptance, open communication, guidance, encouragement).

4. Prepare a short Summary of Skills that shows your ability to work in a team and maintain effective workplace relationships.

СПИСОК ВИКОРИСТАНИХ ДЖЕРЕЛ

- Boyden. [Electronic resource]. URL: <https://www.boyden.com/>
- British Council. Official Website [Electronic resource]. URL: <https://learnenglish.britishcouncil.org/>
- Business English Texts and Articles. [Electronic resource]. URL: <https://lingua.com/businessenglish/reading/>
- Cambridge Dictionary. English Dictionary, Translations [Electronic resource]. URL: <https://dictionary.cambridge.org/>
- Ibbotson M. Cambridge English for Engineering. Cambridge University Press, 2008. p. 107
- Chemistry English in context. Course book 2. / Alina Buzarna-Tihenea (Gălbează). - București : Editura Universitară, 2021. [Electronic resource]. URL: https://www.researchgate.net/publication/358758975_Chemistry_English_in_Context_Course_Book_II
- Clare A., Wilson J. Speak Out, B1 (Student's Book). Third Edition. Harlow, Essex, England: Pearson Education Limited, 2022.
- Cotton D., Falvey D., Kent S. Market Leader. Business English Course Book. Longman. 2022. 175 p.
- Cover Letter Samples - Academic Success Coaching. [Electronic resource]. URL: <https://academicsuccess.ucf.edu/explearning/wp-content/uploads/sites/12/2021/09/Cover-Letter-Samples.pdf>
- English for Art Students/S. Abrahamyan, S. Hovhannisyan. Yerevan, YSU Press, 2018, 166 p.
- Ennis M. English for Economics and Management. [Electronic resource]. URL: <https://www.scribd.com/document/509406904/English-for-Economics-and-Management>
- Nguyen T.T. English for Specific Purposes. English for Students-agronomists. [Electronic resource]. URL: https://www.academia.edu/33855182/ENGLISH_FOR_SPECIFIC_PURPOSES_ENGLISH_TEXTS_FOR_STUDENTS_AGRONOMISTS
- Oxford English Information Technology Student's Book / E. H.. Glendinning, J. McEvan. 2nd ed. Oxford : Oxford Univ. Press, 2011. 222 p.
- Indeed. Career Guide [Electronic resource]. URL: <https://uk.indeed.com/career-advice>
- Oxford Learner's Dictionaries [Electronic resource]. URL: <https://www.oxfordlearnersdictionaries.com>
- Salmanova S., Alisoy H. English for Chemistry Students. [Electronic resource]. URL: https://www.researchgate.net/publication/393224087_ENGLISH_FOR_CHEMISTRY_STUDENTS
- Scribe: Real knowledge, uploaded by real people. [Electronic resource]. URL: <https://www.scribd.com/>
- English for Psychology in Higher Education Students
- Talent-R. [Electronic resource]. URL: <https://talent-r.com/how-to-build-good-working-relationships/>
- Trebits A. English for Business & Technology - Self-Study Workbook (Intermediate, B2). [Electronic resource]. URL: https://www.researchgate.net/publication/397113924_English_for_Business_Technology_-_Self-Study_Workbook_Intermediate_B2
- Walker R., Harding K. Oxford English for Careers. Oxford University Press, 2006. 145 p.
- Warwick L. Speak Out, B1 (Workbook). Third Edition. Harlow, Essex, England: Pearson Education Limited, 2022. 96 p.

Навчально-методичне видання

*Білобровська Катерина Олександрівна
Окунькова Лілія Олексіївна
Перепада Дар'я Олександрівна
Перова Світлана В'ячеславівна
Шпетна Світлана Анатоліївна*

*Навчальний посібник з англійської мови для здобувачів Державного закладу
«Луганський національний університет імені Тараса Шевченка»*

За редакцією Шпетної С.А.

ДЗ «Луганський національний університет імені Тараса Шевченка»
вул. Віктора Новікова, 2, місто Лубни, Полтавська область