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для студентов специальности
6-05-0611-04 «Электронная экономика»
заочной формы обучения*



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1 Грамматические упражнения

1.1 Видовременные формы глаголов в действительном и страдательном залоге

1 Complete the texts by putting each of the verbs in brackets into the correct form of the *Present Simple*, *Present Continuous*, *Past Simple*, *Present Perfect*, *Present Perfect Continuous*.

e.g.: I (live) in Mogilev since 2020. – I have lived in Mogilev since 2020. (Present Perfect)

a)

My name is Alina Ivanova. I am from Bobruisk. I ... (1. *be*) born in Bobruisk and ... (2. *live*) there for 18 years. I ... (3. *go*) to secondary school until I was 17. Now I ... (4. *be*) a part-time student of the Belarusian-Russian University. My major ... (5. *be*) electronic economy. I ... (6. *take*) the decision to combine study and work. Last month I ... (7. *decide*) to apply for a job in one of the companies in Mogilev. I was lucky to be accepted and now I ... (8. *look forward*) to my new job. I just ... (9. *move*) to Mogilev. I ... (10. *never work and live*) in Mogilev before, but I have a few friends here. We ... (11. *know*) each other since we were at school so the move shouldn't be too difficult.

b)

Alex ... (1. *be*) in his first year at university. He ... (2. *want*) to be an economist. He ... (3. *live*) in a dorm and gets a scholarship. This month he ... (4. *work*) part-time as a waiter. He ... (5. *start*) work at 6 pm and ... (6. *finish*) at midnight. This schedule ... (7. *suit*) Alex because he doesn't have to skip classes.

c)

- What ... (1. *you/do*)?
- I ... (2. *work*) as assistant to General Director.
- What ... (3. *your company/do*)?
- We ... (4. *provide*) consulting on the digital economy,.
- Is that a big company?
- No, it's rather small. It ... (5. *employ*) only thirty people.
- You ... (6. *be*) still very young. Is that your first job?
- No, it's my second job. My first job ... (7. *be*) in a bank.
- Why ... (8. *you/leave*) that job?
- The bank ... (9. *close*) down.
- I understand. And how long ... (10. *you/work*) here?
- Three years. I ... (11. *be*) happy with my job. I ... (12. *have*) a good salary and good career opportunities.
- OK. Good luck with you job!

2 Complete the texts by putting the verbs in brackets into the correct form of the Past Simple.

a)

When we ... (1. *start*) a new project we ... (2. *not have*) the right people to develop software for it. I ... (3. *suggest*) that we hire a qualified team from a different company instead of training our personnel. It ... (4. *help*) us cut costs on the training programs and efficiently complete the project.

b)

<i>go</i> <i>get</i> <i>like</i> <i>have</i> (x3) <i>make</i> (x2) <i>be</i> (x3) <i>stay</i>

– Hi! You (1)... to the Homebuilding and Renovating Show last week, didn't you? (2) ... you ... a good trip?

– Yes, it was great.

– (3) ... you ... any useful contacts?

– Well, there (4) ... a lot of people at the show, and I (5) ... a lot of good contacts but we (6) ... nearly as many orders as last year.

– Oh, why was that? (7) ... they... our new projects?

– No, no, that (8) ... the problem. There (9) ... much more competition this year.

– How long (10)... you ...?

– Three days. On my last day I (11) ... a late flight so I (12)... a chance to see the city.

3 Choose the correct form of the verb in *italics* in the Present Perfect or the Present Perfect Continuous. It may be possible to use both forms.

1. As you know, many new staff ... (*have joined/have been joining*) us recently.
 2. I ... (*have been thinking/have thought*) on your proposal for a week. I haven't made a decision yet.
 3. How much holiday ... (*have you taken/have you been taking*) this year?
 4. I ... (*have sent/have been sending*) the invoice three times but they still haven't paid.
 5. He ... (*has written/has been writing*) his thesis for three months.
 6. I ... (*have tried/have been trying*) to get through all day but the number is always engaged.
 7. It is a successful business; they ... (*have opened/have been opening*) eight branches in the last three years.
 8. They ... (*have been interviewing/interviewed*) candidates all morning.
 9. How long ... (*has she written/has she been writing*) the report?
 10. How many times ... (*have you visited/have you been visiting*) this country?
 11. This year we ... (*have concluded/have been concluding*) three contracts.
 12. He ... (*has worked/has been working*) for this company for 25 years.

4 Choose the correct alternatives to complete the text. Translate the text into Russian.

Future of Advertising with Digital Technology

Technology ... (1. *has become/had become*) an essential part of our daily routine, which we cannot live without. It is everywhere and ... (2. *accompanied/accompanies*) us everywhere we go. People ... (3. *has been communicating/communicate*) with each

other in many ways. Digital technology ... (4. *is changing/will be changing*) the world for advertisers.

A few decades ago advertising ... (5. *has been/was*) much simpler. Advertising agencies ... (6. *concentrated/have concentrated*) on print media, television and radio to get their message across to the consumers. This ... (7. *has changed/changed*) today. People ... (8. *see/are seeing*) ads on their smartphones.

Consumers today ... (9. *have been interacting/interact*) with ads in a new way. They can take part in surveys or feedbacks or just switch them off if they ... (10. *wants/want*) to. They can also promote a brand by suggesting how good a product ... (11. *are/is*) to other people. Social media networks also ... (12. *has played/play*) an important part in a global advertising strategy.

5 Complete the sentences. Use the correct form of the verbs in brackets (active voice).

1. Next year there ... (*to be*) more employees at this factory. 2. Where you ... (*to be*) today? I ... (*to phone*) you in the morning, but you ... (*to be*) in. –You see, in the morning I ... (*to have*) a meeting with our customers and ... (*to come back*) only 10 minutes ago. 3. The representative of the manufacturing company said that they ... (*to test*) the new equipment and the results of the test ... (*to be*) good enough. 4. We ... (*to test*) the equipment when the inspectors arrived at the factory. 5. At present large companies ... (*to invest*) a lot of money in research and development. 6. They ... (*to sell*) trucks for 10 years. They ... (*to sell*) more than 60 units last month. 7. How long your company ... (*to manufacture*) computers? 8. By the time he started his own car business, he ... (*to work*) in the car industry for ten years. 9. Digital marketing ... (*to focus*) on managing different forms of online company presence, such as company websites, mobile apps and social media company pages, integrated with different online communications techniques. 10. Digital marketing ... (*to revolutionize*) completely marketing fundamentals. It ... (*to create*) a challenging, competitive market for business owners. 11. Without a doubt, social media ... (*to become*) one of the most popular types of digital marketing over the last decade. 12. Emerging technologies and changing consumer expectations ... (*to create*) both challenges and unprecedented opportunities for forward-thinking digital marketers. 13. Economic activities ... (*to begin*) shifting to the internet in the mid-1990s, as digital technology made it possible for consumers and traditional companies to conduct business virtually from almost anywhere in the world.

6 Translate the following sentences into Russian paying attention to the passive voice.

1. When customers are invoiced, two copies of the invoice are usually written out. 2. The productivity issue has been given special emphasis to in the meeting. 3. It is assumed that the participants will take care of their accommodation themselves. 4. The construction of new houses in another place is being negotiated with the district authorities. 5. Salespeople are trained to make presentations, answer objections, gain commitments to purchase, and manage account growth. 6. High profits were earned by the company when the demand for its goods increased. 7. Social issues will certainly

be taken care of by the new management of the company. 8. Urgent steps are taken to overcome the consequences of the disaster. 9. Customers can be divided into two categories: consumer customers, who purchase goods and services for use by themselves and by those with whom they live; and business customers, who purchase goods and services for use by the organization for which they work. 10. The economists have to calculate the opportunity costs of all resources that are used in the production. 11. A successful digital marketing has been proven to be an efficient and effective strategy for businesses. 12. Search engine optimization is the art of optimizing your content to ensure that your website is featured as a top result when relevant keywords are searched.

7 Complete the sentences. Use the correct form of the verbs in brackets (active or passive).

a)

Dear Sirs,

We ... (1. *to be pleased*) to inform you that three machines under contract 30/03 ... (2. *to be ready*) for inspection for a week and we actually ... (3. *to start*) testing some of them already. Small defects ... (4. *to find*) during the first test and they ... (5. *to eliminate*) by now, so we can assure you that the machine ... (6. *to meet*) your requirements. However, since it ... (7. *to stipulate*) in the contract that final tests ... (8. *to make*) in the presence of your inspector, we would like to hear from you about the exact date of his arrival.

Your early reply would be appreciated.

Yours faithfully,

Alex Smith

b)

1. When goods ... (*carry*) from one place to another, they ... (*insure*) with an insurance company. 2. The wagon ... (*discharge*) at the moment. 3. The transport documentation ... (*handle*) to the forwarders within 10 days. 4. By the time he arrived, the new project ... (*discuss*) for about two hours. 5. He said that he ... (*offer*) a new job by one of the managers of the firm three days before. 6. Her new book ... (*publish*) by next June. 7. She asked us not to enter the classroom: the last student ... (*examine*). 8. The rent, wages and salaries ... (*include*) in overhead expenses that ... usually (*record*) by the accounts department. 9. Making decisions ... always (*precede*) by a thorough analysis of the market situation. 10. In recent years the increase in the world population ... (*accompany*) by the increase in consumption per capita. 11. Digital marketing sometimes ... (*consider*) to have a broader scope than online marketing since it refers to digital media such as web, e-mail and wireless media, but also includes management of digital customer data and electronic customer relationship management systems.

8 Rearrange the following words to form meaningful sentences.

From: Harry Procter

To: Pauline Wang

Subject: Our discussion last week

Dear Pauline,

1. a – pleasure – was – to – dinner – meet – you – this – it – year's – at.
2. certainly – you – have – exciting – interiors – some – ideas – shop – for.
3. would – your – I – welcome – meeting – could – another – we – where – look – at – portfolio.
4. partner – also – Lane – meet – my – Jerry – business – keen – is – to – you.
5. together – all – we – could – get – over – perhaps – lunch.
6. would – we – be – able – depth – to – your – discuss – design – in – more.
7. believe – we – I – partnership – could – work – to – successful – a – produce – together – and – profitable.
8. soon – I – to – hear – hope – you – from – very.

With very best wishes,

Harry Procter

1.2 Сказуемое с модальными глаголами

1 Choose the most appropriate words in italics.

1. ... (*You could/Could you*) open the window, please? 2. ... (*Do you want that I/Can I*) help you with your bag? 3. ... (*Could I/Let me*) borrow your magazine to read? 4. ... (*Could you/Would you like to*) sit down? 5. ... (*Could you/You could*) say it again? 6. ... (*Can I/I want to*) see the photos? 7. ... (*Can you/Please*) give me your phone number? 8. ... (*Can/I want*) you give me a lift to work tomorrow, please? My car is being repaired at the moment. 9. ... (*Can/Shall*) I have a word with you? 10. ... (*Would I/Could I*) have some more water, please?

2 Choose the best response to each offer or request.

- | | |
|---|--|
| 1 Would you mind giving me a hand? | a) I'll be glad to help.
b) Yes, please.
c) Of course I will. |
| 2 Do you mind if I borrow your pen for a minute? | a) I'd love to.
b) Not in the least.
c) I'm afraid so. |
| 3 Could I have the data by the end of the week, please? | a) Take your time.
b) Certainly.
c) Don't worry. |
| 4 I could bring the files to your office. | a) Thanks, that's very kind of you.
b) It's up to you.
c) Certainly. |
| 5 Will you explain it more clearly? | a) Not in the least.
b) I'll try to.
c) Anything you like. |
| 6 Would you like another cup of coffee? | a) I'm afraid not.
b) Not just now, thanks.
c) No I don't. |

- | | |
|--|--|
| 7 Can you arrange an online bank transfer tomorrow by 3 o'clock? | a) Do it yourself.
b) I'm pleased to.
c) Yes, no problem. |
| 8 Let me show you to the conference room. | a) Of course.
b) You're welcome.
c) Thank you. |
| 9 Would you send this invoice, please? | a) I'm sorry, I can't at the moment.
b) It isn't possible. I'm busy.
c) I certainly don't. |
| 10 Would you do me a favour? | a) Here you are.
b) It would be my pleasure.
c) Don't mention it. |

3 Translate the following sentences into Russian paying attention to the modal auxiliary verbs.

1. We have to reduce our overhead expenses. 2. Marketing audits should be done not only when the value of a company's current marketing plan is in question; they must be done periodically in order to isolate and solve problems before they arise. 3. The manager must have a good understanding of management principles, an appreciation of the current issues and broader objectives of the total economic, political, social, and ecological system in which we live, and he must possess the ability to analyze complex problems. 4. Before drawing up a new contract you must settle up all previous debts. 5. Businesses may sell products directly to the final customer, or they may use one or more intermediaries to move their goods to the final user. 6. Advertising began in ancient times when most people could not read or write. 7. We have just introduced this service on the market and think we can raise productivity by 5 %. 8. Email marketing allows you to create and maintain an email list that can also be used later on for remarketing and retargeting. 9. A company that sells fitness equipment might create workout videos, nutrition tips, and blog posts about fitness trends to attract fitness enthusiasts. 10. By optimizing websites for search engines, automating repetitive tasks for efficiency, and honing quality and valuable content, growth in businesses and sustainable things can be achieved. 11. To achieve true success in digital marketing, you have to create design elements that are creative and attractive. 12. For businesses to compete effectively today, they must use digital marketing to support their business and marketing strategies. 13. Businesses can achieve powerful benefits through effective use of digital marketing methods. 14. The rise of the information age has led to the growth of remote workers who can complete tasks, run teams and manage entire companies outside a traditional office setting using digital platforms.

1.3 Имя существительное, артикль и другие определители имени существительного, местоимение

1 Choose the correct alternatives in *italics*.

1. This machine costs ... (*a/-*) thousand euros. 2. ... (*A/The*) CEO will arrive in ... (*a/-*) couple of minutes. 3. I work for ... (*a/the*) large multinational company. 4. Do you accept ... (*-/the*) credit cards? 5. There was ... (*an/the*) interesting article about our company in ... (*a/the*) local newspaper. 6. I need some time to think about ... (*an/the*) offer you made. 7. I have ... (*an/the*) appointment at ... (*a/the*) bank. 8. ... (*The/a*) domestic market accounts for about 40 per cent of our total production. 9. ... (*A/The*) presentation was ... (*a/the*) great success. 10. I left ... (*the/-*) school at 17; then I went to ... (*the/-*) Belarusian-Russian University to study ... (*-/the*) digital marketing. 11. I had ... (*a/the*) job interview yesterday. It didn't go well. 12. He worked as ... (*an/the*) digital business analyst in ... (*a/the*) car manufacturing company for eight years. 13. I received ... (*an/the*) email from my business partner. He wants to negotiate ... (*the/-*) terms of ... (*the/-*) contract. 14. I know that you've got ... (*a/the*) problem with your computer. What exactly is ... (*a/the*) problem? 15. We want to start ... (*a/the*) new project. 16. You can view ... (*the/a*) list of available positions and job descriptions on our website. 17. ... (*-/the*) Teamwork and ... (*-/the*) time management are critical to a business's success. 18. In my job I use ... (*the/-*) leadership and people management skills as I manage ... (*the/-*) interns and supervise ... (*the/-*) engineers. 19. At ... (*-/the*) university, I was involved in managing ... (*a/the*) student project. We wanted to enter ... (*a/the*) competition and our company has developed from that. 20. With digital marketing you can now reach ... (*a/the*) wider segment of the audience beyond geographical boundaries.

2 Complete the sentences with the word *a, an, some, much or many*.

1. That's ... good idea. 2. There is ... important work that we need to do over the next few months. 3. We do some business in China, but not... . 4. We have a few customers in China, but not 5. I'd like to make ... inquiry about training courses you offer at your university. 6. We'd like you to do ... research on the whole idea, and then write ... report on whether to go ahead or not. 7. Do you have ... trouble with the new machines in your company? 8. Do you have ... difficulties with the new machines in your company? 9. I need to claim ... expenses for my trip last month. 10. We didn't study ... economics at university, just a little. 11. I haven't got ... experience of this kind of thing. 12. Can I have ... information about the project you are currently working on? 13. It should be ... interesting job, and I think you're the best person to do it. 14. Well, that's ... progress, I suppose. 15. Have you got ... moment for a chat?

3 Choose the correct alternatives to complete the sentences. Translate the sentences into Russian.

a)

1. The affairs of the company are managed by the management board, subject to the supervision of the supervisory committee, to ... (*what/which*) it must report periodically and ... (*what/which*) can at any time require information or explanations.

2. Consumers may be influenced not only by ... (*their/theirs*) own membership groups but also by reference groups of which ... (*they/them*) wish to be a part. 3. Technology has become an essential part of ... (*our/ours*) daily routine, ... (*which/who*) we cannot live without. 4. Business customers are customers ... (*which/who*) purchase goods and services for use by the organization for ... (*whose/which*) they work. 5. Manufacturers use raw materials to produce finished products, ... (*this/which*) in turn may be sent directly to the retailer or to the consumer. 6. ... (*Each/both*) party in the distribution channel usually acquires legal possession of goods during ... (*their/its*) physical transfer, but ... (*these/this*) is not always the case. 7. ... (*Many/much*) firms may make purchases with a focus on quality rather than on price. 8. ... (*Many/much*) producers can earn a superior return on ... (*their/theirs*) capital by investing profits back into ... (*their/theirs*) core business rather than into the distribution of ... (*theirs/their*) products. 9. ... (*Each/everyone*) producer must decide ... (*who/which*) will perform which of ... (*this/these*) functions in order to deliver the service levels that consumers desire. 10. There are ... (*a few/a little*) key components of digital marketing, like social media platforms ... (*which/who*) allow you to build relationships with your target audience and foster loyalty through interactive platforms. 11. There are ... (*much/many*) types of content you can develop to engage your customers, like posts, reels, short videos, or just short textual content. 12. The digital economy provides numerous benefits, which have contributed to ... (*its/it's*) rapid expansion and positive effect on a variety of industries.

b)

1. There may be ... (*an/some/-*) information about the forum. 2. I'm afraid we haven't got ... (*much/many/any*) time. 3. A career coach is a person ... (*who/which/whose*) works with clients to help them achieve their career and employment goals. 4. We bought ... (*some/any/a lot*) new equipment last month. 5. We bought ... (*a few/a little/much*) new machines last month. 6. He gave me ... (*an/some/-*) advice which ... (*was/were/been*) really useful. 7. There are ... (*a few/a little/a lot*) ways to cut your monthly expenses. Which one you choose depends on your priorities. 8. An employment contract is an agreement between an employer and an employee ... (*who/which/what*) sets out terms and conditions of employment. 9. He travels ... (*a lot/lots/a lot of*) on business. After long flights he usually feels tired the next day and tries not to schedule ... (*any/some/little*) important appointments until late afternoon. 10. I used to like to work on one project to its completion before starting ... (*others/another/the other*) one. Now that I've learned to work on several different projects simultaneously, I realized that I can be more creative and efficient in *each/every/many* of them. 11. I need good organizational skills to keep in contact with so ... (*much/lots/many*) people. 12. With the increase in machinery, it became more possible to mass produce products, ... (*which/that/what*) meant producers needed a way to market to a wider audience.

4 Write the words in *italics* as numbers.

1. This shows a rise of *fifteen point six five* per cent. 2. The room measures about *three hundred and twenty-five* metres. 3. That'll be *twenty-five dollars and twenty cents*, please. 4. He owns *a third* of the business. 5. New statistics show that the

unemployment rate of postgraduates was lower (*one point nine per cent*) than that of undergraduates (*two point six per cent*) and considerably lower than non-graduates (*four point eight per cent*). 6. There are exactly *seven thousand, three hundred and two* employees. 7. The account number is three *double-six three two five*. 8. The population of the city is *three hundred and twenty thousand, five hundred and three*. 9. From *nineteen fifty to two thousand and ten*, the world population increased from *two point five billion* to *six point nine billion*, or by *one hundred and seventy four per cent*. 10. *Four point zero four plus three point zero two* makes *seven point zero six*. 11. My phone number is *three one nine oh five two eight*.

5 Write in words how you would say the following numbers.

a) €9m	f) 18.271	k) 5,505
b) 8.2	g) 10.58	l) 1/3
c) 1/6	h) 5,000	m) 2,000 USD
d) 5 %	i) 28 %	n) 48,3 %
e) £105	j) 3/7	o) 655

1.4 Предлоги

1 Complete the sentences with a preposition.

<i>of</i>	<i>for(x3)</i>	<i>to</i>	<i>from...to</i>	<i>with (x3)</i>	<i>at</i>
-----------	----------------	-----------	------------------	------------------	-----------

1. I'm in charge ... IT Services. 2. I'm responsible ... managing the IT systems. 3. I report ... the Human Resources Director. 4. I studied ... my degree at this University. 5. My work involves dealing ... customers. 6. Anna works in an office ... 9 am ... 5 pm. 7. I work as a project manager ... a software company. 8. I arrive ... work at about 8.30, go straight to my desk and check my emails. 9. He graduated three years ago ... a degree in digital economy. 10. Your company's most important asset is its customers, so you need to make sure you're dealing ... your customers properly.

2 Complete the gaps using a suitable word from the box.

<i>in (x2)</i>	<i>of (x3)</i>	<i>with (x3)</i>	<i>for</i>
----------------	----------------	------------------	------------

The purpose (1) ... the Digital Economy program is high-quality training of professional personnel (2) ... attitudes and values that meet the current requirements of the local and global labor market, (3) ... in-depth skills (4) ... the use of IT in the

economy, capable (5) ... solving problems in the development (6) ... the digital economy, e-business and commerce using digital resources. The digital economy brings together emerging technologies such as artificial intelligence (AI), the Internet of Things (IoT), and digital platforms – reshaping industries and driving innovation across all sectors. This major provides you (7) ... the tools to apply digital technologies (8) ... business and meet the rising demand (9) ... professionals with digital and business capabilities.

1.5 Причастие I, II и конструкции с ними

1 Read the following sentences and identify the participles. Translate the sentences into Russian.

1. Academic institutions offering digital economy programs are broadly incorporating digital elements into their curricula. 2. Having selected the target market, the company must take steps to satisfy the consumer's needs. 3. The production process is scheduled to fulfill existing and planned orders. Manufactured products must be scheduled for shipment to wholesalers, retailers, and customers. 4. Marketing is closely related to economics, the social science concerned with the production, distribution, and consumption of useful goods and services. 5. The method developed made it possible to achieve good results. 6. We have just placed a big order with a company manufacturing refrigerated semi-trailers. 7. The digital economy is a vast economic system built on digital technologies like the internet, mobile devices, and data, transforming traditional industries and creating new online services. 8. Studying digital economy program, you'll discover how digital technologies are transforming the economy through new digital products, processes and services. 9. Digital marketing encompasses a wide variety of marketing tactics and technologies used to reach consumers online. 10. Digital marketing refers to any marketing methods conducted through electronic devices which utilize some form of a computer, including online marketing efforts conducted on the internet.

2 Choose the correct alternative to complete the sentences.

1. He surveys the jobs ... (completed/completing) by different tradespeople on the construction site to make sure they all meet the correct quality standards. 2. We were very ... (disappointed/disappointing), as they hadn't come to a conclusion after difficult negotiations. 3. I'm really ... (interesting/interested) in the area of innovation in internet marketing. 4. We were ... (surprising/surprised) that he had rejected the job offer. 5. There are some people ... (waiting/having waited) for you in reception. 6. Scientists are experimenting with a system ... (allowing/allowed) drivers to see better after dark. 7. The operating instructions for the new equipment were unclear and ... (confused/confusing). 8. His speech was really ... (inspired/inspiring) and was followed by an ... (excited/exciting) discussion. 9. The equipment ... (delivering/delivered) yesterday has just been installed. 10. Our partner was ... (satisfied/satisfying) with the test results. 11. The investigation ... (carrying out/carried out) by the students is very interesting. 12. Digital marketing involves using websites,

mobile devices, social media, and search engines to promote products and services, ... (offering/offered) an additional approach compared to traditional marketing methods.

1.6 Герундий и конструкции с ними

1 Read the following sentences and identify the gerunds. Translate the sentences into Russian.

1. Sharing your professional expertise helps your business grow. 2. Personnel departments are usually involved in finding new staff and recruiting them, hiring them, or making them on, in a process of recruitment. 3. Declining product quality and poor after-sale service have resulted in the company losing a good deal of face with its customers. 4. The marketing process includes designing and implementing various tactics, commonly referred to as the “marketing mix,” or the “4 Ps”: product, price, place (or distribution), and promotion. The marketing mix is followed by evaluating, controlling, and revising the marketing process to achieve the organization’s objectives. 5. Besides possessing the necessary skills, being honest, doing the right thing at all times, taking responsibility for one’s actions is another key factor of workplace behavior. 6. The plan of the company is to increase profits by reducing prices at the local market. 7. A manager who has an understanding of what the employee wants from work will have a better chance of having more satisfied and productive employees. 8. Digital marketing is the practice of promoting brands, products, and services through digital channels and technologies, such as web, email, and social media, in order to engage target audiences. 9. Digital economy is more than just using a computer to perform tasks traditionally done manually or on analog devices. It is about finding ways for organizations to make their systems and people work more effectively together. 10. Businesses can improve their productivity and efficiency by using digital technology to automate their operations and processes.

2 Make sentences by matching A and B.

A.

1. She is interested in ...
2. She avoids ...
3. You should give up ...
4. We really enjoy ...
5. I’m looking forward to ...
6. He is used to ...
7. She doesn’t mind ...
8. Laura is good at ...
9. He remembered ...

B.

- a) doing extra work.
- b) starting my own business.
- c) working together.
- d) downloading that file.
- e) working rotating shifts.
- f) being a team leader.
- g) working long hours.
- h) developing commercial software.
- i) doing this research.

3 Read the following text and identify the gerunds. Translate the text into Russian.

One of the examples of digital marketing strategies is to use SEO. Search Engine Optimization, to put it simply, is increasing traffic to your website from search results. This is achieved by using keyword research and having links. By carefully customizing

and optimizing your marketing content, SEO can help your ranking in website results and be more visible.

More visibility in the search engine results is very good for your business. Internet users usually do not go beyond the first few pages of a search engine result. If your business is located on the first page, the possibility of them clicking on your site increases.

1.7 Инфинитив и конструкции с ним

1 Read the following sentences and identify the infinitives and infinitive constructions. Translate the sentences into Russian.

1. Careful marketing research must be done to help the international marketer decide whether to modify or maintain domestic product, price, place and promotion strategies. 2. The objectives of consumer advertising are to motivate, modify, or reinforce consumer attitudes, perceptions, beliefs, and behavior. 3. Governments should offer support to companies and organizations involved in manufacturing, industry or agriculture in order to find eco-friendly approaches. 4. To solve this problem is very important. 5. To solve this problem we had to involve some experts. 6. This method is good enough to obtain reliable results. 7. Companies want to manufacture their products more efficiently, at a lower cost, and with better quality. 8. Starting business a person has to analyse such factors as the total amount of capital to be used, the amount of money to be borrowed in a bank, etc. 9. The main function of a marketing service is to inform producers of consumer demands. 10. Employers have a responsibility to protect workers against health and safety hazards at work and implement safety solutions in the workshop and the office. 11. We have to improve the business processes in our company to increase productivity. 12. The economic laws are known to be universal. 13. Many producers do not sell products or services directly to consumers and instead use marketing intermediaries to execute an assortment of necessary functions to get the product to the final user. 14. Employers can put their employees on a probation period to assess if employees are suitable for the position. 15. It is absolutely necessary to keep professional knowledge and skills up-to-date. 16. In the past decade, digital marketing has become a vital component in an organization's overall marketing strategy. It allows companies to tailor messages to reach a specific audience, making it possible to market directly to people who are likely to be interested in their product. 17. The digital economy offers potential for companies and consumers to connect more quickly and more efficiently to preferred products and services. 18. Companies need to take extra measures to protect customer data. 19. Companies continue to develop new ways to use digital technology to provide consumers with products and services they desire.

2 Лексические упражнения

1 People are talking about their jobs. Fill the gaps in these sentences with suitable words from the box.

a)

<i>tiring</i>	<i>traveling</i>	<i>developing</i>	<i>stimulating</i>	<i>involves</i>	<i>designing</i>
<i>hiring</i>	<i>working</i>	<i>boring</i>	<i>dealing</i>	<i>maintaining</i>	

1. ... the right people from the start is the best way to reduce employee turnover.
 2. Obviously, my work involves ... a lot. It can be quite physically ..., but I enjoy ... with customers.
 3. I like ... with figures, but my job is much less ... than people think. The work ... a lot of human contact and teamwork.
 4. I love my job. It's very ... and it's very satisfying to write a program that works.
 5. In my job, I'm responsible for ... databases, then ... them and later ... them.

b)

<i>work for</i>	<i>challenging</i>	<i>responsibilities</i>	<i>run</i>	<i>problems</i>	<i>deadlines</i>
<i>in charge of</i>	<i>deal with</i>	<i>responsible for</i>	<i>flexitime system</i>	<i>from</i>	<i>meetings</i>

I (1) ... an engineering company. In fact, I (2) ... the IT department. One of my (3) ... is to make sure that projects are completed on time. I'm (4) ... planning projects from start to finish. I'm also (5)... supervising support technicians. I (6) ... a lot of the technical engineering, as well as the business side, such as dealing with finances and clients. We have (7) ... in my company, which means we can work when we want, within certain limits. We can work (8) ... home using a computer and the Internet. Modern technologies makes communication very simple and fast. Occasionally, I have to solve (9) ... by remote access. From time to time I have to attend (10) ... with managers. I have found that I enjoy working in a (11) environment. When I'm under pressure, I focus and get the job done. I've done some of my best projects under tight (12)... where the atmosphere was very stressful.

2 Complete the sentences using a word from the box.

<i>salaries</i>	<i>apprentice</i>	<i>team</i>	<i>manufacture</i>	<i>flexi-time</i>	<i>position</i>
<i>expenses</i>	<i>shift</i>	<i>turnover</i>	<i>days off</i>	<i>vacation</i>	<i>operations</i>
<i>plant</i>	<i>people</i>	<i>overtime</i>	<i>bonuses</i>		

1. Our maintenance ... do all our repairs.
 2. He is going away on a short he will not come back until next week.
 3. We are ahead of schedule on this project. You can take a couple of
 4. All the employees in our company usually get ... before Christmas.
 5. I'm doing ... this week so I'll earn more money.
 6. She works ... so she can start work any time between 8 a.m. and 9 a.m.
 7. They ... electronic components for computers.
 8. What ... are you on this week?
 9. Our ... this year will be about \$500,000.
 10. The company is opening a new car ... here next year.
 11. Ann worked as a sales manager but she lost her job. Her ... became redundant due to the

financial crisis. 12. Our company has ... in more than twenty countries. 13. I am working with a ... of six people. 14. I am an ... at a local motor vehicle assembly plant. 15. Common car ... usually include car insurance, gas, parking and speeding tickets. 16. For most people the main sources of incomes are their

3 Complete the gaps using a suitable word from the box.

*responsibly average effects advancements tasks automation businesses
developments technology innovations*

1. From the first metal tools, to the wheel and the printing press, ... have changed the course of history. 2. The advancement in ... has been exceptionally fast in the 20th and 21st century. 3. Technology has helped people to carry out complex ... in a simpler and quicker manner. 4. ... in information technology specifically set the stage for more technological evolution. 5. The IT revolution of recent years is the culmination of many ... in computer technology. 6. Technologies have changed the way ... operate. 7. Medical technologies have greatly increased ... life expectancy. 8. In spite of concerns that ... would cause mass unemployment, technology has continually led to the creation of new jobs. 9. Technology has had both positive and negative ... on society. 10. Technology can be a powerful tool for change, especially when used

4 Complete the gaps using a suitable word from the box.

offers message informed relationship personalized customers communicate

Email marketing is the act of sending a commercial (1) ..., typically to a group of people, using email. This can include newsletters, promotional (2) ..., product updates, and (3) ... recommendations. The term usually refers to sending email messages with the purpose of enhancing a merchant's (4) ... with current or previous (5) ..., encouraging customer loyalty, acquiring new customers or convincing current customers to purchase something immediately, and sharing third-party ads. Email marketing allows you to (6) ... directly with your audience. It is an effective way to keep your audience (7) ... and encourage repeat visits or purchases.

5 Complete the gaps using a suitable word from the box.

a)

customers promoting tools using goals traditional awareness

Digital marketing is the practice of ... (1) products, services, or brands through digital channels such as websites, mobile apps, social media, search engines, email, and other digital platforms. It involves ... (2) digital technologies to reach and engage consumers, build brand ... (3), drive traffic, and achieve marketing ... (4). Digital marketing combines many principles of ... (5) marketing but leverages the internet and digital ... (6) to target audiences more precisely and interactively. It is essential for

businesses today as it offers cost-effective methods to connect with potential ... (7) online across both business-to-business (B2B) and business-to-consumer (B2C) markets.

b)

skilled media responsibility data product communication services digital

Digital marketers handle various levels of functions in the marketing process, from advertising to social ... (1) campaigns, creating brand awareness, ... (2) placement, etc. To thrive in this dynamic field, you need to be competent, ... (3), and able to adapt and learn new things. A digital marketer's primary ... (4) is to develop, implement, and manage marketing campaigns that promote a company's products or ... (5). Digital marketers need both hard skills, like Search Engine Optimization (SEO), ... (6) analysis, and content creation, and soft skills, including ... (7), adaptability, and strategic thinking. These skills enable marketers to analyze performance, create engaging content, manage campaigns across various platforms, and collaborate effectively to achieve business goals in the ever-changing ... (8) landscape.

3 Тексты для чтения с последующим изложением прочитанного на английском языке

При подготовке пересказа внимательно прочитайте текст, выберите предложения, содержащие основные мысли. Затем составьте план высказывания, выпишите слова, необходимые для передачи содержания. Не стремитесь пересказать текст дословно, опускайте маловажные детали.

Useful expressions	
1	The text deals with...
2	The text is about ...
3	First ... At first ... Then ... Next ... Finally ...
4	The text begins with the description of / with a short overview of...
5	At the beginning of the text the author describes / points out what ... / states that ... /explains why...
6	Then the author gives a detailed analysis/description / examines the argument / depicts / explains / mentions / points out ...
7	An important point is that ...
8	In addition ... Moreover ... Besides ...
9	Actually ..., As a matter of fact, ...
10	In other words ...
11	However ...
12	On the one hand, ... , on the other hand, ...
13	For example ...
14	In particular ...
15	To conclude (to sum up),... In conclusion ...

1 Summarise the main ideas of the text using the expressions from the table above.

Text 1

Digital Marketing

Digital marketing has evolved rapidly since the first website was created in 1991. The internet now connects people and brands from all across the world with a simple click of a mouse or a tap on a smartphone. The 1990s included the birth of banner ads. These ads would appear at the top of websites and blogs, showcasing various businesses. Banner ads were successful then, and they're successful now for one reason: because they work.

As the internet became a more integral part of society and more people acquired computers in their homes, blogs began to gain popularity. With blogs came more opportunities for digital marketing.

Even though Google was launched in 1998, it really started to pick up steam in the early 2000s. The 2000s also brought us something else – social media.

The 2010s introduced us to influencers. With the rise of smartphones and tablets, building an influencer network started to take over digital marketing. Consumers wanted to hear what everyday, normal people were interested in. It wasn't just everyday people who jumped into influencer marketing; it was celebrities, too.

With the evolution of digital marketing, the use of artificial intelligence (AI) has also undergone significant changes. Now, digital marketers are utilizing AI tools to assist in creating content, gathering data, and optimizing personalization in their ad campaigns.

Whether for good or bad, digital marketing has undoubtedly transformed our societies and the marketing world.

Text 2

Industry 4.0

Industry 4.0 is the next industrial revolution that represents the connectivity between industrial equipment and constant data flow to access and analyze centralized information.

Industry 4.0 is revolutionizing the way companies manufacture, improve and distribute their products. Manufacturers are integrating new technologies, including Internet of Things (IoT), cloud computing and analytics, and AI and machine learning into their production facilities and throughout their operations.

These smart factories are equipped with advanced sensors, embedded software and robotics that collect and analyze data and allow for better decision making.

Developing smart factories provides an incredible opportunity for the manufacturing industry to enter the fourth industrial revolution. Analyzing the large amounts of big data collected from sensors on the factory floor ensures real-time visibility of manufacturing assets and can provide tools for performing predictive maintenance in order to minimize equipment downtime.

Using high-tech IoT devices in smart factories leads to higher productivity and improved quality. Replacing manual inspection business models with AI-powered visual insights reduces manufacturing errors and saves money and time. With minimal investment, quality control personnel can set up a smartphone connected to the cloud to monitor manufacturing processes from virtually anywhere. By applying machine learning algorithms, manufacturers can detect errors immediately, rather than at later stages when repair work is more expensive.

Industry 4.0 concepts and technologies can be applied across all types of industrial companies, including discrete and process manufacturing, as well as oil and gas, mining and other industrial segments.

4 Профессионально ориентированные тексты для чтения и перевода

1 Read the following texts and translate them into Russian. Make a list of terms.

Text 1

Electronic or digital economy, refers to the economic activities and transformations driven by digital computing technologies and electronic communication. It encompasses how traditional economic activities like production, distribution, and trade are transformed by digital technologies, including the Internet, digital platforms, and devices. This field studies changes in how businesses operate, how consumers behave, and how economic value is created, exchanged, and analyzed through electronic and digital means.

The digital economy involves using information and communication technologies (ICT) to enhance productivity and create new forms of economic interactions. Key components include digital infrastructure, business processes conducted over networks (e-business), and e-commerce or the digital transfer and sale of goods. Digital economy also involves the analysis of the impact of digital technologies on jobs, markets, and regulatory frameworks, as well as the new data-driven decision-making processes enabled by these technologies.

In sum, digital economy studies the economic impact, operation, and implications of digital and electronic technologies on modern economic systems and behaviors.

Text 2

Technologies that enable the growth of electronic economy include:

1 Cloud Computing: it provides scalable and flexible IT resources, reducing costs and improving business efficiency.

2 Big Data Analytics: it enables analysis of large datasets for better decision-making, forecasting, and personalized customer experiences.

3 Artificial Intelligence (AI) and Machine Learning: these technologies optimize operations, automate tasks, enhance productivity, and facilitate innovation.

4 Internet of Things (IoT): it connects devices and systems to improve tracking, inventory management, and operational efficiency.

5 Blockchain and Cryptocurrency: they offer secure, transparent, and efficient transaction systems that can transform financial and supply chain processes.

6 Digital Platforms and E-commerce: they facilitate new business models, market expansion, and global customer reach.

7 Mobile and Broadband Technologies: they increase accessibility, enabling digital services and commerce to proliferate widely.

These technologies collectively drive productivity, innovation, market expansion, and new economic opportunities in electronic economy.

Text 3

What Is Digital Marketing?

Digital marketing utilizes online platforms, including websites, apps, social media, and search engines, to promote products, establish brand awareness, and engage consumers. Emerging in the 1990s with the rise of the internet, it now works alongside traditional marketing. Marketers benefit from the data-driven insights of digital marketing, but also face challenges from the rapidly evolving digital channels and the pace required to keep up.

Digital marketing involves using websites, mobile devices, social media, and search engines to promote products and services, offering an additional approach compared to traditional marketing methods.

Since the 1990s, digital marketing channels have evolved, including key platforms like email, social media, and pay-per-click advertising. Each requires strategic planning to effectively reach target audiences.

Key digital marketing strategies include website marketing, content creation, email campaigns, social media, affiliate marketing, and the emerging trend of video and text message marketing.

Marketers face challenges such as the rapid proliferation of digital channels, the need for effective data analysis, and capturing consumer attention amid digital distractions.

Successful digital marketers need strong communication skills, proficiency in data analytics, and a solid understanding of social media dynamics to effectively craft compelling marketing narratives.

Text 4

Exploring Various Digital Marketing Channels

Digital marketing channels have evolved since the 1990s and continue to do so. Here are some of the most common channels in use today.

Website Marketing. Companies often use their own website as the centerpiece of their digital marketing activities. The most effective websites represent

the brand and its products and services in a clear and memorable way. A website today must be fast-loading, mobile-friendly, and easy to navigate.

Pay-Per-Click Advertising. Pay-per-click (PPC) advertising enables marketers to reach audiences on news and other websites and digital platforms through paid ads. Marketers can set up PPC campaigns on the internet and show their ads to people searching terms related to their products or services.

These campaigns can segment users based on their demographic characteristics (such as age or gender), or their particular interests or location.

Content Marketing. The goal of content marketing is to reach potential customers through the use of written, visual, or video content that interests them. That content is usually published on a website and then promoted through social media, email marketing, search engine optimization, or even pay-per-click campaigns. Content marketing attempts to be more subtle than advertising, and the product or service the sponsor is attempting to market may or may not be conspicuously highlighted.

Email marketing is still one of the most effective digital marketing channels, though many people associate it with spam and treat such messages accordingly. Many digital marketers use their other digital marketing channels to collect names for their email lists. Then, through email marketing, they try to turn those leads into customers.

Social Media Marketing. The primary goals of a social media marketing campaign are to build brand awareness and establish trust. As you go deeper into social media marketing, you can use it to obtain leads and as a direct marketing or sales channel. Promoted posts and tweets are two examples of social media marketing.

Video Marketing. A lot of internet users turn to video platforms before making a buying decision, to learn how to do something, to read a review, or just to relax. Marketers can use video marketing platforms to run a video marketing campaign. Companies find the most success with video by integrating it with SEO, content marketing, and broader social media marketing campaigns.

Text Messaging. Companies use text messages (SMS) to share news about products and promotions.

2 Read the following text and find English equivalents for the words in the box.

a) повторное использование кода; б) быстрая разработка прототипов; c) автоматизация задач; d) создание веб-приложений; e) визуализация данных; f) программисты; g) анализ данных; h) системы баз данных; i) обрабатывать большие данные; j) объектно-ориентированный; k) составлять программы; l) разработка веб-сайтов; т) выполнять команду; n) языки программирования; o) информатика; p) машинное обучение; q) разработчики

Python has become one of the most popular programming languages in the world in recent years. Python was created by Guido van Rossum, and released in 1991.

Python is a general-purpose language. It is commonly used for developing websites and software, task automation, data analysis, data visualization and machine

learning. Python can be used on a server to create web applications. Python can connect to database systems. It can also read and modify files. Python can be used to process big data and perform complex mathematics. It can be used for rapid prototyping, or for production-ready software development.

Python works on different platforms (Windows, Mac, Linux, Raspberry Pi, etc.).

Python has a simple syntax that allows developers to write programs with fewer lines than some other programming languages. Python can be treated in a procedural way, an object-oriented way or a functional way. Python uses new lines to execute a command, as opposed to other programming languages which often use semicolons or parentheses. Python's support of modules and packages facilitates modular programs and reuse of code.

Thanks to its growing dependability in the areas of data science, Python has become the go-to computing language in schools, colleges, and other places of learning. Simply put, those who pursue a formal education in computer science are extremely likely to be introduced to Python during the course of their learning and are even more likely to continue using Python throughout their career.

By teaching the next generation of programmers and developers how to get the most out of Python, schools are ensuring that Python remains a viable, popular option for years to come.

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