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Учебно-методическое пособие для бакалавров,
магистрантов и аспирантов



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Учебно-методическое пособие предназначено для аудиторной и самостоятельной работы с учебным материалом профессиональной направленности на английском языке. Разделы пособия содержат текстовый материал профессионально-ориентированного характера. Издание призвано помочь студентам сформировать необходимые знания, умения и навыки: умение читать и анализировать тексты на английском языке с целью не только извлечения информации, но и приобретения навыков устной и письменной специализированной коммуникации. Учебный материал пособия может быть использован для самостоятельной работы студентов и в качестве заданий для промежуточной и итоговой аттестации по дисциплинам блока «Иностранный язык (английский)».

Пособие может быть использовано в качестве основной или дополнительной литературы для всего набора дисциплин блока «Иностранный язык» инженерных направлений подготовки бакалавриата, специалитета, магистратуры, аспирантуры очной и заочной форм обучения.

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ПОЯСНИТЕЛЬНАЯ ЗАПИСКА

Данное учебное пособие предназначено, прежде всего, для бакалавров, магистрантов такого направления подготовки Инженерного института, как «Технология транспортных процессов» (профиль: «Организация и безопасность движения»). Пособие может быть использовано в качестве дополнительной учебной литературы на занятиях со студентами, магистрантами и аспирантами по всем направлениям подготовки Инженерного института очной и заочной форм обучения.

Пособие рассчитано на 20-30 уч. часов аудиторных занятий и 40-60 часов самостоятельной работы, что соответствует базовым стандартам ФГОС. Издание может быть использовано в научно-исследовательской работе магистрантов и при подготовке к сдаче кандидатского экзамена по английскому языку.

В основных разделах пособия представлены:

- 1) работа с текстовым материалом профессиональной направленности;
- 2) работа с текстовым материалом делового характера;
- 3) банк текстов профессиональной направленности для изучающего, ознакомительного чтения, подготовки презентаций, рефератов и научных докладов;
- 4) рекомендации и справочный материал для эффективной подготовки профессиональной и научной презентации;
- 5) методические указания по организации самостоятельной работы.

Раздел «Работа с текстовым материалом профессиональной направленности» представлен в 5 учебно-тематических блоках (Units), которые соответствуют уровню языковой подготовки A2-B1. Учебный блок открывается обширным тематическим вокабуляром и заданиями на его освоение. Текст для изучающего чтения каждого блока максимально насыщен профессиональной лексикой и представляет собой современный контент, отражающий специфику определённой инженерной отрасли. Текст для изучающего чтения сопровождается послетекстовыми заданиями на понимание содержания и закрепление специальной лексики (Comprehension Check). Завершающая часть блока – это упражнение на устную практику по тематике юнита в форме профессионального диалога (Speaking Practice). В каждом из блоков предусмотрены задания на самостоятельную работу – упражнения, ориентирующее студента на аналитическую работу с профессиональной лексикой, на поиск дополнительного материала в интернете и создание презентаций на его основе.

Раздел «Работа с текстовым материалом делового характера» содержит учебный материал по деловому английскому языку, который представлен в 4 учебно-тематических блоках и подборке текстов делового характера для перевода и работы со специальной лексикой. Цель раздела – обучить основам делового общения в устной и письменной формах. Тематика блоков определяется ситуацией устройства на работу, которая требует правильного заполнения типовых письменных форм и подготовки к устному собеседованию.

Раздел пособия «Банк текстов профессиональной направленности» представляет собой обширную подборку аутентичных текстов профессиональной тематики. Текстовый банк содержит 35 текстов. Представленная в пособии тематическая подборка – это современный профессиональный контент, позволяющий подробно изучить довольно обширный пласт специальной лексики, номинирующий основы организации и безопасности дорожного движения, безопасность автотранспортных средств, расследование и экспертизу ДТП, экологическую безопасность автомобильного транспорта, лицензирование и сертификацию на автомобильном транспорте, транспортную инфраструктуру, транспортную логистику, погрузочно-разгрузочное оборудование.

Раздел «Инструкция для подготовки устной презентации текстового материала на английском языке» содержит методические рекомендации по общему алгоритму создания устных презентаций. Презентации могут выполняться студентами по текстам, представленным в текстовом банке. В разделе также содержится подробный справочный материал по компьютерным технологиям подготовки докладов и презентаций.

Раздел «Методические рекомендации по организации самостоятельной работы» ставит целью методическое обеспечение процесса самостоятельной работы и самоподготовки студентов. Как правило, самостоятельная работа студентов – это подготовка пересказа, реферата, аннотации, проекта. Подробные рекомендации по подготовке данных видов самостоятельной учебной деятельности представлены в разделе.

Основные навыки, освоение которых является первоочередной задачей данного пособия:

- навык корректного перевода текстов профессиональной направленности;
- навык академически правильного устного представления/презентации контента профессиональной направленности.
- формирование навыков устной и письменной профессиональной коммуникации.

Таким образом, каждый блок, через тексты и систему упражнений стимулирует интерес обучающихся к научной коммуникации на иностранном языке, повышает мотивацию к процессу обучения, способствует формированию основных и профессиональных компетенций:

- способность применять иностранный язык в сфере профессиональной деятельности;
- способность к письменной и устной профессиональной коммуникации на иностранном языке;
- способность использовать знание иностранного языка для получения профессиональной информации из иностранных источников.

Пособие может быть использовано в разнообразных условиях учебного процесса для развития базовой коммуникативной компетенции – умения получать, перерабатывать и передавать информацию на иностранном языке.

РАЗДЕЛ 1. РАБОТА С ТЕКСТОВЫМ МАТЕРИАЛОМ ПРОФЕССИОНАЛЬНОЙ НАПРАВЛЕННОСТИ

Тексты профессиональной направленности с практическими заданиями по направлению подготовки

Unit 1. Motor Vehicle Crashes

Exercise 1. Read and memorize the words and word combinations.

1. motor vehicle автомобиль
2. crash авария; столкновение; катастрофа
3. injury травма; увечье; повреждение; вред, ущерб
4. fatality несчастный случай с летальным исходом
5. employee сотрудник; работник; служащий; работник по найму
6. safety безопасность
7. employer наниматель, работодатель (человек или организация)
8. driving езда; вождение автомобиля
9. safe practice техника безопасности
10. public road дорога общего пользования
11. death rate смертность; уровень смертности; показатель смертности
12. high-income country страна с высоким уровнем доходов
13. drunk(en) driving управление автомобилем в состоянии опьянения
14. speeding превышение дозированной скорости, езда с недозированной скоростью
15. seat belt ремень безопасности
16. passenger vehicle пассажирский автомобиль
17. medical care федеральная программа медицинского страхования; медицинское обслуживание
18. legal expenses судебные издержки
19. property damage компенсация за повреждение имущества в автомобиле; материальный ущерб; возмещение имущественного ущерба
20. lost productivity снижение производительности труда
21. motor vehicle accident автомобильная катастрофа
22. national safety безопасность страны; национальная безопасность
23. odd случайный
24. prevent предотвращать, предупреждать, не допускать
25. drive defensively водить автомобиль безопасно; быть осторожным во время вождения
26. avoid избегать
27. distraction отвлечение внимания
28. stay alert быть начеку; не терять бдительности
29. avoid following too close соблюдать дистанцию
30. anticipate ожидать; предугадывать; предвосхищать, упреждать
31. freeway автомагистраль, автострада
32. intersection перекресток
33. hazard light аварийная световая сигнализация
34. oncoming traffic встречное движение транспорта
35. hazard риск, опасность; препятствие, помеха
36. parking brake стояночный тормоз
37. electrical wire электрический провод
38. hazardous conditions опасные условия/ситуации

39. exit выйти (из автомобиля)
40. road flare аварийный фонарь
41. traffic triangle знак аварийной остановки треугольный
42. occupant пассажир
43. pedestrian пешеход
44. ambulance машина скорой помощи, скорая помощь; санитарный транспорт
45. minor accident незначительная авария
46. police report отчет полиции; протокол
47. insurance company страховая компания
48. document документировать, оформлять документы
49. admit fault признать вину
50. accident scene место аварии; место происшествия
51. judge оценить; делать вывод, составлять мнение
52. determine определять, устанавливать, выносить решение
53. gather information собирать информацию
54. full name полное имя, имя и фамилия
55. make марка, тип
56. license plate number регистрационный номер
57. contact information контактные данные
58. road sign дорожный указатель; дорожный знак
59. traffic lights светофор
60. external environment окружающее пространство; обзор места, где случилась авария
61. investigation расследование; дознание; рассмотрение (дела)
62. adrenaline rush выброс адреналина; острые ощущения
63. alter изменять; менять; видоизменять, вносить изменения
64. think straight ясно мыслить; сконцентрироваться; собраться с мыслями
65. disguise исказить ощущения; представлять в ложном свете
66. post-accident послеаварийный
67. minimize the impact минимизировать негативные последствия
68. medical information медицинская информация, информация о состоянии здоровья
69. driver's license водительские права
70. insurance страховой полис, страховка
71. vehicle registration document технический паспорт автомобиля
72. up-to-date актуальный
73. readily accessible находящийся в легкодоступном месте
74. loose items незакрепленные части; неустойчивые предметы
75. impact столкновение, удар
76. cell phone сотовый телефон
77. first aid kit медицинская аптечка
78. cutter режущий инструмент; резак, нож
79. emergency чрезвычайная, аварийная, нештатная ситуация
80. breaker tool инструмент для разбивания
81. witness/eyewitness свидетель, очевидец

Exercise 2. Read the international words and guess their meanings.

Auto, procedure, motor, result, fatality, seriously, practice, second, public, million, passenger, legal, productivity, statistics, problems, critical, national, minimize, medical information, license, registration, document, phone, photos, scene, location, parking, mo-

ment, relax, electrical, occupant, police, officer, company, objectively, models, contact information, videos, adrenaline.

Exercise 3. Read and translate Text 1.

Text 1. Auto Accident Procedures

Source: <https://www.safetytalkideas.com/safety-talks/motor-vehicle-safety/>,
<https://www.safetytalkideas.com/safetytalks/auto-accident-procedures/>

Motor vehicle crashes result in a significant number of injuries and fatalities both on and off the job. Employees should take motor vehicle safety seriously no matter if they drive on the job or not. Employers should encourage their employees to act in accordance with safe driving practices both at work and out of it.

According to the motor vehicle crash statistics in the USA:

- An estimated 42,000 people died in motor vehicle crashes in 2020.
- Every 12 seconds someone dies in a car crash.
- In 2018, 1,276 U.S. workers driving or riding in a motor vehicle on a public road died in a work-related crash.
- Over 4.5 million motor vehicle related injuries occurred in the US in 2017.
- The US crash death rate was more than twice the average of other high-income countries.
- 1 in 3 crash deaths involved drunk driving.
- 1 in 3 crash deaths involved speeding.
- Seat belt use in passenger vehicles saved an estimated 14,955 lives in 2017.
- Motor vehicle crashes cost employers \$60 billion annually in medical care, legal expenses, property damage, and lost productivity.

These statistics show the significant problems motor vehicle crashes cause in the United States each year. It is critical to prevent motor vehicle accidents in any way possible both on and off of the job.

According to the National Safety Council, the odds of dying in an auto accident are 1 in 114. This is a frightening number, considering how frequently we see accidents happen on the roads. Auto accidents are unfortunate events that no one wants to be involved in.

The best way to prevent auto accidents is to drive defensively. This means you should avoid distractions, stay alert, look down the road, avoid following too close, and anticipate other drivers' actions. Although you can do everything right, you may still find yourself involved in an accident at one point in your life. Therefore, it is vital to be prepared for how you should react, and what you should do and not do following an accident.

After an accident occurs, you must follow these procedures:

- If the accident occurs at a busy location such as a freeway or intersection, move your vehicle to a safe location, if possible, to avoid causing secondary accidents. If moving is not possible, use your hazard lights to alert oncoming traffic of the hazard.
- Place your vehicle in park using a parking brake, and take a moment to relax. Be aware of your surroundings and be sure no electrical wires are on your vehicle or other hazardous conditions exist prior to exiting your vehicle.
- If you have road flares or traffic triangles, consider using them to alert oncoming traffic.
- Check on others involved. Be sure that other vehicle occupants and pedestrians in the area are not injured. Dial 911 immediately if someone is injured and request an ambulance.
- Call the police to the scene and notify your employer. Even with minor accidents, having an officer come to the scene to create a police report and properly document information will assist later when dealing with insurance companies.

- Avoid admitting fault and apologizing to others at the accident scene. Allow the police to objectively judge events that took place and determine fault of the accident.
 - Gather as much information as you can. Important items to document include: the driver and passengers' full names; insurance information; makes, models, and license plate numbers of all vehicles involved; and contact information for any eyewitnesses.
 - Document the scene by taking photos and videos of not only the vehicles, but the entire scene. Include documentation of road signs, traffic lights, and the complete external environment around where the accident took place. Doing so will assist with the investigation and allow the insurance company to better understand what took place.
- To sum up, it should be mentioned that following an accident, drivers, and passengers may experience an adrenaline rush that could disguise injuries and alter your ability to think straight. Therefore, it is important to be prepared and understand pre- and post-accident procedures prior to being involved in an accident.

Exercise 4. Answer the questions.

1. What do motor vehicle crashes result in?
2. Why is it critical to prevent motor vehicle accidents in any way possible in the USA?
3. What are the pre-accident procedures any driver should be aware of?
4. What post-accident procedures must be followed?

Exercise 5. Read about the proactive steps that should be taken in case an accident occurs. Complete the gaps (1-7) with the words given in the box.

Aid, witness, accident, charged, dial, seat, license
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Information source: <https://www.safetytalkideas.com/safety-talks/motor-vehicle-safety/>

One of the best ways to minimize the impact of an 1) ... is to be prepared for the accident prior to it taking place. Some steps to take include:

- Items such as medical information, driver's 2) ..., insurance, and vehicle registration document should be up-to-date and readily accessible.
- Remove or properly secure loose items in your vehicle to prevent the possibility of them flying around during impact.
- Keep your cell phone 3) ... and readily available to 4) ... 911 and take photos of the scene.
- Consider keeping a first 5) ... kit and emergency 6) ... belt cutter/window breaker tool in your vehicle.
- Maintain paper, pens, or pencils in your vehicle to document other vehicle and 7) ... information.

Exercise 6. Match the words and word combinations (1-7) with their definitions (a-g).

1. a motor vehicle	a. a vehicle equipped for taking sick or injured people to and from hospital, especially in emergencies
2. a crash	b. a person or organization that employs people
3. an injury	c. a person who is paid to work for an organization or for another person
4. an employer	d. a road vehicle powered by an internal-combustion engine
5. an employee	e. a strap attached to a seat in a car or an aircraft. You fasten it across your body in order to prevent yourself being thrown out of the seat if there is a sudden movement.
6. a seat belt	f. damage done to a person's body
7. an ambulance	g. an accident in which a moving vehicle hits something and is damaged or destroyed

Exercise 7. Discuss the following points.

1. What can you do to be well-prepared in the case that an accident occurs?
2. Why is it important not to admit fault or apologize at the accident scene?

Exercise 8. Search the Web for the motor vehicle crash statistics in Russia and the procedures a driver must follow in case of an accident. Make a presentation.

Exercise 9. Look through Unit 1 again. Make a list of the words and word combinations you consider to be the terms. Translate them into Russian.

Unit 2. Safeguards to Mitigate Hazards of Backing

Exercise 1. Read and memorize the words and word combinations.

1. safeguards меры безопасности
2. mitigate уменьшать, снижать
3. hazard риск, опасность
4. backing движение задним ходом
5. back up сдавать назад; двигаться задним ходом
6. motor vehicle автомобиль
7. heavy equipment тяжёлая техника, спецтехника
8. incident аварийная ситуация, инцидент; происшествие
9. national safety безопасность страны; национальная безопасность; государственная безопасность
10. accident авария; несчастный случай
11. injury телесное повреждение, ушиб, рана, травма
12. all too often слишком часто бывает так, что
13. property damage ущерб частной собственности; имущественный/ материальный ущерб
14. visibility видимость; обзор
15. blind/dead spot участок обзора, закрытый от водителя; слепая зона
16. fixed object неподвижный объект
17. moving equipment or vehicle движущееся оборудование для перемещения/транспортировки чего-либо или транспортное средство
18. uneven terrain пересечённая местность
19. construction site строительная площадка, стройплощадка
20. best practices установившаяся практика, передовой опыт
21. eliminate исключать; избегать
22. work area производственный/рабочий участок; рабочая зона; рабочая площадка; место работы
23. work task рабочее задание
24. preplanning предварительная проработка/планирование
25. movement движение; передвижение, перемещение
26. unnecessary лишний, ненужный; необязательный
27. pull-through parking парковка с прямоточной расстановкой автомобилей (установка и выезд производится только передним ходом)
28. pull forward выезжать передним ходом
29. parking spot место на автостоянке; парковочное место
30. being in a fixed position установленный в определенном положении
31. install устанавливать
32. backup camera видеочамера заднего вида в автомобиле

33. spotter споттер; человек, указывающий направление движения
34. ground personnel наземный персонал
35. protective barricade/barrier защитная преграда, защитный барьер
36. critical важный
37. struck-by incidents столкновения, связанные с опасностью получения механического удара
38. reduced сниженный, уменьшенный
39. error ошибка
40. fatality несчастный случай с летальным исходом
41. OSHA (Occupational Safety & Health Administration) Управление охраны труда (в США)
42. dump truck самосвал
43. semi-truck фура; грузовик-тягач с полуприцепом
44. pickup пикап (грузовой автомобиль на шасси легкового автомобиля)
45. back-over incident происшествие при движении задним ходом

Exercise 2. Read the international words and guess their meanings.

Motor, risk, national, object, practice, planning, parking, position, camera, personnel, barricade, effective, operator, result, serious, pickup.

Exercise 3. Read and translate Text 1.

Text 1. Backing Up in a Motor Vehicle (or Heavy Equipment)

Source: <https://www.safetytalkideas.com/safetytalks/backing-up/>

Operating heavy equipment or a motor vehicle is inherently a hazardous task; however, backing up creates more risk for incidents to occur. According to the National Safety Council, backing accidents cause 500 deaths and 15,000 injuries per year. All too often, unnecessary backing is responsible for injuries or property damage incidents. The hazards include: less visibility/ more blind spots; fixed objects; moving equipment or vehicles and uneven terrain (construction sites). It is important to consider the hazards of backing and what can be done to mitigate these hazards.

The best practices and safeguards to mitigate the hazards of backing include:

- The single best way to prevent backing-related incidents is to eliminate backing as much as possible. Most work areas and tasks can be set up in such a way that backing up is not necessary. Preplanning of movements is another way to eliminate unnecessary backing.
- Look for pull-through parking before choosing to park where your first move is backing up. Always try to position yourself so that you can easily pull forward out of a parking spot.
- If you need to back up after being in a fixed position, complete a walk-around of your vehicle. This allows you to be aware of what is in your blind spots prior to making a move.
- Install backup cameras on equipment and vehicles.
- Use a spotter when appropriate. If backing is necessary and there are hazards, such as other ground personnel or fixed objects in the area, then a spotter may be necessary. Always consider the additional hazards created when a spotter is used in a work area with moving equipment or vehicles.
- Mark fixed objects, so they are more visible to those operating a motor vehicle or heavy equipment in a work area.
- Place protective barricades to protect critical or expensive equipment from struck-by incidents.

To sum up, it should be mentioned that backing can almost always be eliminated or greatly reduced when proper preplanning is used. Elimination should always be the first choice before relying on less effective safeguards such as backup cameras or a spotter.

Exercise 4. Answer the questions.

1. What is the statistics about backing-related accidents?
2. Why is backing up a motor vehicle hazardous?
3. What are the best practices and safeguards to mitigate the hazards of backing?

Exercise 5. Read about backing up hazards and complete the gaps (1-5) with the words given in the box.

Personnel, damage, years, serious, blind

Information source: <https://www.safetysideas.com/safetysideas/backing-up/>

With increased 1) ... spots, backing leaves drivers and operators at more risk for error resulting in 2) ... or injury. The most 3) ... incident occurring due to backing is fatalities of ground 4) OSHA states that dump trucks, followed by semi-trucks and ordinary pickups, are responsible for the majority of back-over incidents in the past ten 5) ... on the job. Outside of struck-by incidents involving ground personnel, there are many other hazards as well.

Exercise 6. Match the words and word combinations (1-7) with their definitions (a-g).

1. a safeguard	a. something that happens, often something that is unpleasant
2. a hazard	b. an unfortunate incident that happens unexpectedly and unintentionally, typically resulting in damage or injury; a crash involving road or other vehicles
3. an incident	c. a measure taken to protect someone or something or to prevent something undesirable
4. a blind spot	d. space for parking a vehicle in
5. parking	e. means how far or how clearly you can see
6. visibility	f. a danger or risk
7. an accident	g. an area in your range of vision that you cannot see properly but which you really should be able to see. For example, when you are driving a car, it is often the area just behind your shoulders.

Exercise 7. Discuss the following points.

1. Are we doing a lot of unnecessary backing during our work tasks?
2. Have you ever had a backing-related incident or accident?

Exercise 8. Search the Web for the backing-related accidents statistics in Russia and the best safeguards to mitigate the hazards of backing. Make a presentation.

Exercise 9. Look through Unit 2 again. Make a list of the words and word combinations you consider to be the terms. Translate them into Russian.

Unit 3. Defensive Driving

Exercise 1. Read and memorize the words and word combinations.

1. defensive driving управление автомобилем в критических ситуациях, безопасное вождение
2. dangerous опасный; рискованный
3. distracted невнимательный, отвлекающийся за рулем
4. speeding превышение дозированной скорости, езда с недозированной скоростью
5. drowsy засыпающий, дремлющий; сонный

6. drunk пьяный, находящийся в состоянии опьянения
7. cautious осторожный, осмотрительный; предусмотрительный
8. aware знающий, осведомлённый, компетентный; с учётом
9. defensive осторожный, аккуратный
10. utilize использовать; применять
11. techniques техника, методы, способы, приёмы
12. injured получивший телесные повреждения; травмированный повреждённый; потерпевший аварию
13. casualty катастрофа; несчастный случай; авария; смерть в результате несчастного случая; погибший
14. severity тяжесть
15. road traffic движение транспорта по дорогам
16. crash авария, автомобильная катастрофа
17. motor vehicle автомобиль
18. accident несчастный случай; катастрофа; авария
19. workplace рабочее место
20. death смерть; гибель
21. on-the-job на рабочем месте
22. vehicular (авто)транспортный, автомобильный
23. critical важный, насущный, необходимый
24. costs/expenses затраты, расходы; издержки
25. medical care медицинская помощь; медицинское обслуживание
26. victim потерпевший; жертва
27. liability ответственность; финансовые обязательства
28. property damage компенсация за повреждение имущества в автомобиле; возмещение имущественного
29. loss of productivity потеря (снижение) производительности
30. save money экономить деньги
31. fuel consumption расход топлива
32. strain нагрузка
33. unpredictable непредсказуемый; непрогнозируемый
34. collision столкновение, конфликт
35. preventable предотвращаемый, предотвратимый
36. reckless безответственный, бездумный; неосторожный
37. National Safety Council Национальный совет по безопасности на транспорте (в США)
38. save сберегать, сохранять, экономить
39. action действие, деяние; поступок, поведение
40. traffic laws законодательство о дорожном движении, дорожное право, правила дорожного движения
41. leave an "out" предусматривать выход (из затруднительного положения)
42. move акт, действие, поступок, шаг
43. road rage агрессивное поведение на дорогах, разборки на трассе
44. destination пункт назначения
45. surroundings окрестности; среда; окружение
46. constantly непрерывно, непрестанно, постоянно
47. behaviour манера
48. mishap происшествие; несчастный случай
49. remain on alert оставаться в состоянии боевой готовности; быть бдительным/внимательным

50. anticipate ожидать; предвидеть; предвосхищать; предупреждать
51. keep an eye out for бдительно следить за
52. pedestrian пешеход
53. benefit выгода, польза; преимущество; привилегия
54. traffic violation нарушение правил (уличного) движения
55. ticket квитанция с выписанным штрафом (в США); штраф
56. discount скидка
57. insurance страхование; страховой полис, страховка; сумма страхования
58. accident-free безаварийный; без нарушений
59. clean driving record безаварийный стаж вождения
60. cost цена; стоимость
61. deer олень; *pl.* олени
62. roadway шоссе
63. slick скользкий
64. slow down снизить скорость; замедлить ход
65. mph (miles per hour) миль в час
66. speed limit дозволенная скорость (езды); максимальная скорость, которую может развить транспортное средство; ограничение скорости; предел скорости
67. flash the lights моргать фарами
68. tailgate не соблюдать дистанцию (при управлении автомобилем)
69. speed up увеличивать скорость, ускорять(ся)
70. step on the brake нажать на тормоз
71. pull over съезжать на обочину и останавливаться
72. pass проезжать
73. elk лось; *pl.* лоси
74. pose представлять собой, являться
75. hazard риск, опасность
76. damage вред; повреждение; ущерб, порча, разрушение
77. fatality несчастный случай с летальным исходом
78. breeding season период размножения
79. rut гон (регулярно повторяющееся состояние у самцов животных в брачный период)
80. swerve отклонение (от курса); сворачивать в сторону
81. seat belt ремень безопасности
82. herd animal стадное животное
83. motorist автомобилист; автолюбитель
84. wounded раненый
85. blinker/turn signal сигнал поворота; поворотник
86. buzz/high под кайфом, состояние алкогольного или наркотического опьянения; состояние перевозбуждения

Exercise 2. Read the international words and guess their meanings.

Style, technique, tactics, Britain, seriously, motor, company, dollar, business, medical, classes, course, minimise, risk, organisation, chance, collision, national, basic, limit, plan, discount, normal, minute.

Exercise 3. Read and translate Text 1.

Text 1. Why is Defensive Driving Important?

Sources: <https://www.safetysideideas.com/safetysideideas/defensive-driving/>,
<https://hsi.com/blog/15-rules-of-defensive-driving>, <https://www.rosopa.com/policy/road-safety/advice/drivers/defensive-driving>

The roads can be an extremely dangerous place. Distracted drivers, speeding, and drowsy or drunk drivers caused the majority of accidents each year. Drivers need to be cautious and aware of the other drivers while on the road. Being a defensive driver is the best way to protect yourself while on the road.

Defensive driving is a particular style of road driving that utilizes a variety of techniques and tactics to keep you and everybody else safe on the road.

Defensive driving is important. In 2019, there were 1,752 people killed on the roads in Britain and 25,945 people seriously injured. Within the same year there was a total of 153,158 casualties of all severities in road traffic crashes.

Motor vehicle accidents cause more workplace deaths than anything else. In 2020, 37% of on-the-job deaths in the United States were caused by vehicular accidents. More than 1,700 workers died. Thus, teaching employees to be defensive drivers is critical.

In addition to the loss of lives, traffic crashes cost companies billions of dollars annually. In 2019, businesses paid out \$72.2 billion for costs related to traffic accidents. Expenses included medical care for crash victims, liability, property damage, and loss of productivity.

Most countries offer defensive driving classes. By attending a defensive driving course, a driver will learn how to minimise the risk of being involved in an accident. The organisation the drivers work for will also save money as the drivers will reduce their fuel consumption and put less strain on their vehicle.

All drivers can be unpredictable on the road, so by attending a defensive driving course and being a good defensive driver, a driver will reduce the chance of other peoples' mistakes affecting him or her and his or her vehicle.

Most collisions that occur today are preventable. With all of the reckless drivers on the road today, it is more important than ever to be a defensive driver. The National Safety Council defines defensive driving as, "Driving to save lives, time, and money in spite of the conditions around you and the actions of others". Defensive driving techniques involve more than just following the basic traffic laws.

Defensive drivers:

- Leave themselves an "out" when driving.
- Always think about their next move if a crash were to occur.
- Slow down when it is needed in certain conditions.
- Do not engage in road rage activities.
- Avoid collisions by all means necessary – within the limits of the law.
- Plan their travels before leaving for their destination.
- Recognize the risks of their surroundings while driving.

Thus, a defensive driver constantly applies safe driving behaviours and techniques to help reduce the risk of accidents and other mishaps. Defensive drivers remain on alert and ready to anticipate changes to road and weather conditions and always keep an eye out for other drivers and pedestrians on the road.

The benefits of defensive driving include not only reducing a risk of accidents and keeping a driver safe, but also helping the driver avoid traffic violations like tickets and in turn, saving money on the car insurance. In addition, some defensive driving classes can help a driver earn discounts on car insurance. But even without taking a course, remaining accident-free and keeping a clean driving record can almost certainly help reduce the cost of a car insurance.

To sum up, we will give a defensive driving example. John has been seeing a lot of deer activity in the roadway on his normal way home from work. Instead of going the normal way, John decides to take a route where there is less deer activity on to the road. On his way home, it begins to rain heavily, and the roadway becomes slick, so he slows down to 5

mph below the speed limit. After a few minutes of driving at this speed, the driver behind him begins to flash his lights and tailgate his vehicle. Instead of speeding up or stepping on the brakes, John decides to pull over where it is safe to do so to let the other driver pass.

Exercise 4. Answer the questions.

1. What are the main reasons for most of car accidents?
2. What is defensive driving?
3. Why is defensive driving important?
4. What can a driver learn at defensive driving classes?
5. What do defensive driving techniques involve?
6. What is a typical behaviour of a defensive driver?
7. What benefits does defensive driving have?
8. Can you give an example of a defensive driving?

Exercise 5. Read about driving safely in areas where deer are present and complete the gaps (1-7) with the words given in the box.

Motorist, save, injured, roadway, deer, down, accidents

Deer Season Safe Driving Tips

Information source: <https://www.safetytalkideas.com/safetytalks/driving-safely-deer-present/>

Areas, where 1) ..., elk or other large animals live, pose an extra hazard when driving. The Insurance Information Institute reports that over 1.6 million deer-vehicle collisions occur each year, and these accidents cause vehicle damage, injuries, and even fatalities. Many of these accidents occur during the breeding season, also called “the rut”. This season usually lasts from late October to as long as early January in most of the United States, with late October to the end of November being the peak. During this time, deer are more active and on the move. Outside of direct collisions with deer, other 2) ... occur due to vehicles swerving to miss a deer. Deer are more likely to be a distraction for drivers during this time as well.

Here are safe driving tips during the deer season.

1. Always wear your seatbelt. Seatbelts are proven to 3) ... lives in a crash.
2. Slow 4) ... in areas where you know deer are usually present. Deer can be found in the same areas at the same time of day. They are often found near roadways during the early morning hours and at dusk.
3. Apply your brakes as early as possible, if a deer is near or on the road. Even if the deer passes the 5) ... well in front of your vehicle, slow down. Deer are herd animals, and where one is found, there is most likely another.
4. Do not swerve to miss striking a deer. An accident involving another 6)... or a fixed object will have larger consequences than if you were to hit the deer.
5. Never get out in an attempt to help a wounded deer. If the deer is still alive, you can be 7) Contact the proper authorities to handle the deer, so it is not a hazard to other motorists.

Exercise 6. Read some tips and techniques to help you become a more defensive driver. Match the tips (1-7) with their descriptions (a-g).

Information source: <https://www.trustedchoice.com/insurance-articles/wheels-wings-motors/defensive-driving-tips/>

1. Slow down	a. The leading cause of intersection collisions is running a red light. Sometimes, this happens due to a lack of attention to the road, while other times, it’s due to the glare from the setting sun. But sadly, sometimes
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	it's because the driver was in a hurry. The best defensive driving practice is to slow down before each intersection and evaluate the situation. Never race the yellow light of the traffic lights.
2. Take advantage of safety devices	b. Another part of being a defensive driver is using turn signals appropriately. When you're about to change lanes or make a turn, always turn your blinker on early enough to signal to other drivers what you're planning to do. Defensive driving means putting on a turn signal at least 100 feet in advance of the turn you'll make. If changing lanes, put on your blinker for at least 5 seconds before you make the move.
3. Stop on red	c. Defensive drivers understand what it means to drive safely in the snow. Part of a good defensive driving strategy also includes making sure your car is ready for inclement weather in the winter. Having snow tires or newer all-weather tires is essential before this season hits. Make sure to practice driving safely in snow and ice in parking lots before you try it on a busy roadway.
4. Use your blinkers	d. Part of being a defensive driver is driving at a safe speed. Defensive driving means always being aware of the current speed limit and following these laws. Teen drivers are statistically the most likely to engage in speeding behaviors on the road, which increases their risk of accidents exponentially. Driving at or below the legal speed limit allows drivers more time to respond to changes or potential hazards and avoid accidents.
5. Keep a safe following distance	e. A real defensive driver never drives while under the influence of any substances or medication with drowsy side effect warnings. If you're going out, keep in mind that the average drinker can only metabolize one drink per hour, which equates to 12 ounces of beer, five ounces of wine, or 1.5 ounces of distilled spirits. Plan ahead for safe transportation any time indulging is involved.
6. Do not drive drunk, buzzed, or high	f. Another key part of being a defensive driver is maintaining a safe distance between vehicles and not tailgating. Once again, statistics show that teen drivers can be the guiltiest of tailgating behaviors that greatly increase the risk of accidents.
7. Prepare for snowy weather	g. Safety features can help with defensive driving. Keep seat belts fastened at all times, and always ensure airbags are in working order. Some vehicles offer other safety features such as blind-spot monitors and lane assists. Many modern vehicles make a beeping sound if you attempt to back up or change lanes when a car or other object is in the way.

Exercise 7. Discuss the following points.

1. What defensive driving techniques can we use in our everyday life to stay safe?
2. How many people have been involved in deer-vehicle incidents in Russia? Can these incidents be avoided? If not, what is the best way to limit your chances of hitting a deer or any other large animal?
3. What does a good defensive driver do? Are you a defensive driver?
4. Are there any benefits of defensive driving in Russia?

Exercise 8. Search the Web for the most useful defensive driving tips and techniques for Russia's conditions. Make a presentation.

Exercise 9. Look through Unit 3 again. Make a list of the words and word combinations you consider to be the terms. Translate them into Russian.

Unit 4. Driving While Impaired

Exercise 1. Read and memorize the words and word combinations.

1. impaired driving управление транспортным средством в неадекватном состоянии (под воздействием алкоголя, наркотиков, медицинских препаратов, плохого самочувствия и т.п.)
2. drowsy driving вождение в состоянии сонливости
3. hazard риск, опасность
4. deadly смертельный; летальный, убийственный
5. fast-paced быстро идущий, задающий быстрый темп
6. fatigue усталость, утомление
7. major concern основная причина озабоченности
8. sleepy сонный, засыпающий
9. sleep disorder расстройство сна, нарушение сна
10. prescription по рецепту
11. over-the-counter без рецепта
12. medication препарат, лекарство, средство
13. sleepiness сонливость; желание уснуть; вялость; медлительность
14. drowsiness сонливость; дремота
15. falling asleep засыпание
16. wheel/steering wheel рулевое колесо, баранка
17. reaction time время реакции, длительность реакции
18. brake тормозить
19. steer править рулём, рулить
20. occur происходить, случаться, совершаться
21. dip падение, снижение, уменьшение
22. circadian rhythm циркадный ритм, суточный ритм (циклическое колебание биологического процесса с периодом от 20 до 28 часов)
23. run off выскакивать за пределы (дороги, трассы)
24. rural road загородная дорога
25. highway автодорога; автомагистраль; шоссе
26. lack недостаток; нехватка
27. issue проблема
28. health condition состояние здоровья
29. onset начало, наступление; приступ
30. thyroid щитовидная железа
31. drug медикамент, лекарство; лекарственный препарат; наркотик; транквилизатор
32. age bracket возрастная группа, возрастная категория, возрастной предел
33. susceptible подверженный
34. sleep apnea синдром апноэ, внезапная остановка дыхания во сне
35. restorative восстановительный
36. be vulnerable to страдать от
37. medication медикаментозное лечение; лекарственное средство
38. side effects побочные явления (от применения лекарств)
39. restriction ограничение
40. shift work сменная работа, сменный режим работы
41. commercial drivers водители грузовых автомобилей (в США при полной массе более 11,8 т, в Великобритании - более 7,5 т)
42. work odd hours работать вне фиксированного графика

43. avoid избегать
44. urge убеждать, советовать, настаивать
45. stick to придерживаться
46. delay откладывать
47. label этикетка; инструкция по применению
48. pharmacist аптекарь, фармацевт
49. snore храп; храпение
50. treatment лечение
51. vigilant бдительный; бодрствующий
52. cross over пересекать
53. rumble strip предохранительная полоса (вдоль края проезжей части)
54. hit попадать
55. pull over съезжать на обочину и останавливаться
56. nap дремота; короткий сон
57. rest stop зона отдыха, площадка для отдыха (рядом с автодорогой)
58. loss of consciousness потеря сознания
59. yard ярд (мера длины, равная 3 футам или 91,44 см)
60. defensive driving навыки осторожного вождения автомобиля
61. drunk driving нахождение за рулем в нетрезвом виде; управление автомобилем в состоянии алкогольного опьянения
62. DUI (driving under the influence) управление автомобилем под воздействием алкоголя или наркотических средств

Exercise 2. Read the international words and guess their meanings.

Operate, motor, population, combination, moment, reaction, result, factor, associate, rhythm, regulate, passenger, statistics, detail, medical, person, alcohol, situation, style, profession, indicator, undiagnosed, doctor, potential, effect, regular, business, commercial, minimal, adequate, basis, risk, expert, priority, start, teenager, biological, medicine, pharmacist, public transportation, symptom, option, peak, period, coffee, minutes, seconds, stop, energy, seriously, micro, mile, practice, technique.

Exercise 3. Read and translate Text 1.

Text 1. Drowsy Driving in the United States

Source: <https://www.safetysideideas.com/safetysideideas/drowsy-driving/>, <https://www.cdc.gov/sleep/features/drowsy-driving.html>, <https://www.nhtsa.gov/risky-driving/drowsy-driving>, <https://sleepopolis.com/education/drowsy-driving/>

There are many hazards we face today anytime we operate a motor vehicle. Weather, poor road conditions, and wildlife are some common hazards on the road today. There are also many hazards created by other drivers on the road. One very deadly activity that is taking place far too often is drowsy driving.

In today's world, many of us are busier in our fast-paced lives than our parents' or grandparents' generations have been. Between long hours at work, kids, housework, school, and any other obligations we have, there is more fatigue and drowsiness in the general population than arguably ever before and it makes drowsy driving a major concern on our roadways.

Drowsy driving is the dangerous combination of driving when sleepy. This usually happens when a driver has not slept enough, but it can also happen because of untreated sleep disorders or shift work. Prescription and over-the-counter medications can also cause drowsiness, and alcohol can interact with sleepiness to increase both impairment and drowsiness.

No one knows the exact moment when sleep will come over their body. Falling asleep at the wheel is clearly dangerous, but being sleepy also affects the ability to drive safely, even if a driver doesn't fall asleep. Drowsiness makes a driver less able to pay attention to the road, slows the reaction time if one must brake or steer suddenly and affects the ability to make good decisions.

Sleepiness can result in crashes any time of the day or night, but three factors are most commonly associated with drowsy-driving crashes. Drowsy-driving crashes occur most frequently between midnight and 6 a.m., or in the late afternoon. At both times of the day, people experience dips in their circadian rhythm – the human body's internal clock that regulates sleep; often involve only a single driver (and no passengers) running off the road at a high rate of speed with no evidence of braking; and frequently occur on rural roads and highways. According to the statistics an estimated 37,000 injury crashes and an estimated 45,000 property damage-only crashes occur annually related to drowsy driving.

While general fatigue is a major cause of drowsy driving, there are also several other causes. Let's consider them in more detail.

- Lack of sleep: The number of things we have going on in our lives can make it hard to get plenty of sleep.

- Medical issues: Certain medical issues or health conditions can bring the onset of drowsiness even if a person has had plenty of sleep. One common example is thyroid issues.

- Drugs and alcohol: Drugs and alcohol on their own can cause an obvious hazard while driving. When they are paired with a lack of sleep or medical issues, it can be an extremely dangerous situation.

Now let's consider who is most likely to drive drowsy. A variety of factors, including someone's lifestyle and profession, may contribute to their likelihood of drowsy driving. Top indicators include:

- Age. Drivers between the ages of 16 and 24 are almost twice as likely to be involved in drowsy driving than drivers in the 40-59 age bracket.

- Sleep disorders. Drivers with untreated or undiagnosed sleep disorders may also be susceptible to drowsy driving – sleep apnea, for example, can prevent someone from experiencing restorative sleep, which can leave them vulnerable to severe drowsiness even in the daytime.

- Medication. Many medications can make you drowsy behind the wheel – this is why it's especially important to talk to your doctor about any potential side effects of medications and to adhere to any potential restrictions.

- A regular lack of sleep. Many drivers regularly don't get enough sleep, whether that be due to profession or lifestyle.

- Shift work. Shift workers and business travelers/commercial drivers are particularly vulnerable to drowsy driving – these people often work long, odd hours and may find themselves behind the wheel with minimal hours of sleep to fuel them.

Now let's find out how to avoid drowsy driving.

- Getting adequate sleep on a daily basis is the only true way to protect yourself against the risks of driving when you're drowsy. Experts urge consumers to make it a priority to get seven to eight hours of sleep per night. Most adults need at least 7 hours of sleep a day, and teenagers need at least 8 hours. Also develop good sleeping habits, such as sticking to a sleep schedule.

- Before the start of a long family car trip, get a good night's sleep, or you could put your entire family and others at risk.

- Many teens do not get enough sleep at a stage in life when their biological need for sleep increases, which makes them vulnerable to the risk of drowsy-driving crashes,

especially on longer trips. Advise your teens to delay driving until they're well-rested.

– Avoid drinking any alcohol before driving. Consumption of alcohol interacts with sleepiness to increase drowsiness and impairment.

– Before you drive, avoid taking medicines that make you sleepy. Be sure to check the label on any medicines you take or talk to your pharmacist to see if drowsiness could result from their use.

– If you take medications that could cause drowsiness as a side effect, use public transportation when possible.

– If you have a sleep disorder or have symptoms of a sleep disorder such as snoring or feeling sleepy during the day, talk to your doctor about treatment options.

– If you drive, avoid driving during the peak sleepiness periods (midnight – 6 a.m. and late afternoon). If you must drive during the peak sleepiness periods, stay vigilant for signs of drowsiness, such as crossing over roadway lines or hitting a rumble strip, especially if you're driving alone.

– If you start to get sleepy while you're driving, have one to two cups of coffee and pull over for a short 20-minute nap in a safe place, such as a lighted, designated rest stop. This has been shown to increase alertness in scientific studies, but only for short time periods. It should be stressed that drinking coffee or energy drinks alone is not always enough. They might help you feel more alert, but the effects last only a short time, and you might not be as alert as you think you are. If you drink coffee and are seriously sleep-deprived, you still may have "micro sleeps" or brief losses of consciousness that can last for four or five seconds. This means that at 55 miles per hour, you've traveled more than 100 yards down the road while asleep. That's plenty of time to cause a crash.

To sum up, it should be mentioned that drivers must take the necessary precautions to avoid putting themselves in a dangerous situation. They must also pay attention to the drivers around them and practice defensive driving techniques to protect themselves from other drivers who may be driving drowsy.

Exercise 4. Answer the questions.

1. What hazards do drivers face on the road?
2. What negative influence does the current lifestyle have upon drivers?
3. What is drowsy driving?
4. How does drowsiness affect drivers?
5. When are peak drowsy-driving crashes periods?
6. What are the main causes of drowsy driving?
7. Who is most likely to drive drowsy?
8. What can help drivers to avoid drowsy driving?

Exercise 5. Read about drunk driving and complete the gaps (1-7) with the words given in the box.

Friends, hire, safely, injuries, drunk, cost, accident
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Information source: <https://www.safetytalkideas.com/safetytalks/drunk-driving/>

Drunk Driving

People drive drunk an average of over 300,000 times a day in the United States, but fewer than 4,000 are arrested for it. Accidents resulting from 1) ... driving occur every single day in the United States, causing an average of 28 deaths. There were 10,142 deaths in 2019. When you are involved in a car 2) ... , it will affect both you and your family financially as well as emotionally, and if there are other people involved, their families will be impacted as well.

Apart from the 3) ... and deaths resulting from crashes, getting arrested and charged

for drunk driving is expensive. The average cost for a person's first DUI conviction is from \$9,000 to \$24,000. A DUI can also 4) ... you your job or make it difficult for you to find a new job. Many employers will not 5) ... someone with a recent DUI or will fire someone who has got one while working for them.

The best way to avoid getting a DUI is to avoid drinking and driving entirely. If you are planning on having a few drinks while you are out, make sure beforehand that there is an option to get back home 6) Do not put yourself in a situation where you feel that your only option is to drive home drunk. If you are at a friend or relative's house, consider staying the night instead of driving. If staying the night where you are is not an option, find a ride home. Call family, 7) ... , a taxi, or Uber to get you home safely.

Exercise 6. Read the recommendations on how to avoid being fatigued while driving. Match the tips (1-7) with their descriptions (a-g).

Information source: <https://www.safetytalkideas.com/safetytalks/fatigue-on-the-roadways/>

1. Don't drive when impaired	a. Addressing to doctors with any health issues can greatly improve how you feel both at home and at work.
2. If you take medication, check its label	b. Food to humans is as gasoline is to a car – if you put dirty gas in your car, it will not run well. Same goes with your body!
3. Take care of your health	c. It is recommended to get a minimum of seven hours of sleep a night.
4. Eat a better diet	d. If your work schedule is too demanding or the hours you work make you feel fatigued every single day, talk with a supervisor. Sometimes responsibilities or schedules can be altered to improve productivity and safety.
5. Get plenty of rest and good sleep	e. Driving while impaired does not mean only drunk driving. Driver fatigue, illness, and the use of medications, alcohol, and drugs all are possible hazards.
6. If you get sleepy while driving, have a cup of coffee and have some rest	f. For short periods of less intense fatigue, use caffeinated beverages to help you wake up. Pull over somewhere safe and take a short nap if you find yourself tired behind the wheel.
7. Have an adequate work schedule	g. It is important to understand the side effects of the medication before using it at work or while driving.

Exercise 7. Discuss the following points.

1. What safe actions can we take to avoid drowsy driving?
2. Does anyone have any stories of someone they know who drank and drove and has been involved in a crash or was arrested? How did it affect their life?
3. What would you do if you were charged with drunk driving tonight and lost your job within the next month?

Exercise 8. Search the Web for the drowsy-driving accidents statistics in Russia and the best recommendations to avoid them. Make a presentation.

Exercise 9. Look through Unit 4 again. Make a list of the words and word combinations you consider to be the terms. Translate them into Russian.

Unit 5. Winter Driving

Exercise 1. Read and memorize the words and word combinations.

1. dangerous опасный; рискованный
2. pose представлять собой, являться
3. driving conditions условия движения/вождения
4. Department of Transportation Министерство транспорта (США)
5. property damage имущественный ущерб; материальный ущерб
6. overview общее представление; беглый обзор
7. snowy снежный, со снегом, заснеженный, покрытый снегом
8. icy ледяной, покрытый льдом; скользкий
9. experienced опытный; знающий; квалифицированный
10. operate управлять
11. vehicle транспортное средство; автомобиль
12. tip совет
13. snow storm сильный снегопад
14. icy conditions гололедица
15. stuck застрявший
16. roadside край дороги, обочина, придорожная полоса
17. wintry зимний; холодный
18. eliminating исключение; игнорирование
19. eliminate исключать
20. defensive осторожный, аккуратный
21. stay clear of держаться подальше от
22. safe distance безопасное расстояние
23. brake тормозить
24. turn поворачивать
25. slow down снижать скорость
26. speed скорость
27. lose control терять управление
28. main roads главные дороги
29. plowed очищенный от снега
30. salted посыпанный солью (хлоридом натрия)
31. notify извещать, уведомлять
32. supervisor (непосредственный) начальник
33. alert предупреждать
34. due to в результате; из-за
35. road conditions дорожные условия, ситуация на дорогах
36. take your time не спешите(те), не торопитесь
37. destination место назначения, пункт назначения
38. hazard риск, опасность
39. address обращать внимание (на что-л.), принимать меры (по поводу, в ответ на), реагировать на
40. slip скольжение
41. trip спотыкание, падение
42. fall падение
43. OSHA (Occupational Safety & Health Administration) Управление охраны труда (в США)
44. fatality несчастье; смерть (от несчастного случая и пр.)
45. workplace производственное помещение; рабочее место

46. accidental death смерть в результате несчастного случая
47. sleet дождь со снегом; мокрый снег; ледяной дождь; гололёд
48. ice лёд; обледенение
49. weather forecast прогноз погоды
50. shovel очистить (от снега) лопатой, бросать лопатой; сгребать
51. parking lot/car park автостоянка, парковка
52. prep подготовить; готовить
53. on-site на рабочем месте
54. tread подошва
55. sole ступня

Exercise 2. Read the international words and guess their meanings.

Dramatically, statistics, the Department of Transportation, millions of dollars, incident, start, population, individuals, monitor, plan, situation, chance, distance, react, control, absolutely.

Exercise 3. Read and translate Text 1.

Text 1. Winter Weather Driving

Sources: <https://www.safetytalkideas.com/safetytalks/winter-weather-driving/>,
<https://www.safetytalkideas.com/safetytalks/winter-weather/>

The roads are a dangerous place on even the nicest day, but in the winter, the dangers of driving can increase dramatically. As to winter driving crash statistics in the USA, one of the main issues winter poses in many parts of the country is poor driving conditions. According to the Department of Transportation, winter weather conditions are responsible for over 192,000 injuries and 2,200 deaths each year. Outside injury and loss of life, winter weather conditions are responsible for millions of dollars in property damage incidents.

Let's start with the winter weather overview. The majority of the United States and its population are located in an area that receives snow or ice during the winter months. While most of the population has experienced driving in snowy or icy conditions, many individuals do not know how to drive safely in winter weather conditions. The hazards created by winter weather make it hard for even the most experienced drivers to operate a vehicle safely.

Now let's consider the tips for avoiding a winter weather-related accident. When driving:

- Monitor weather for any incoming snow storms or icy conditions and plan your travel around those conditions. Do not put yourself in a situation where you are stuck on a roadside.

- Do not drive in wintry conditions, if possible. Eliminating driving eliminates your chances of being in an accident.

- Be a defensive driver. Stay clear of other drivers and maintain a safe distance in case you need to brake or turn to avoid an accident.

- Slow down. Winter weather conditions necessitate having to reduce your speed. Reducing your speed will give you more time to react as well as help to avoid losing control of your vehicle.

Summing up, it should be noted that the best way to avoid an accident during the winter months is to avoid driving in dangerous conditions. If you absolutely have to drive in bad weather conditions, travel main roads that have already been plowed and salted. Notify your supervisor, if necessary, to alert him or her you will be late for work due to road conditions. Take your time getting to your destination.

Exercise 4. Answer the questions.

1. Why is it dangerous to drive in winter?
2. What are winter driving crash statistics in the USA?
3. Is it easy for the experienced drivers to operate a vehicle safely in winter?
4. What are the recommendations to avoid winter weather-related accidents?
5. What advice can be given to a driver if he or she has to drive in bad weather conditions in winter?

Exercise 5. Read about winter season hazards and complete the gaps (1-5) with the words given in the box.

Walking, slip, increase, hazards, cold

Winter Weather Hazards

Source: <https://www.safetytalkideas.com/safetytalks/winter-weather/>

The winter season brings 1) ... temperatures and severe weather conditions that create many hazards for individuals working in areas that experience these conditions. Even if you work indoors, winter weather still poses many 2) ... for you, such as driving into work in bad weather or 3) ... through an icy parking lot to get to your building. It is important to recognize and address the hazards the winter season brings with it.

Slips, trips, and falls are one of the leading causes of injuries and fatalities in the workplace. According to OSHA, 4) ... , trip, and fall incidents cause 15% of all accidental deaths and are second only to motor vehicles as a cause of fatalities on the job. Snow, sleet, and ice greatly 5) ... the chances for slip, trip, and fall incidents to occur.

Exercise 6. Read about some winter safety tips. Match the recommendations (a-h) with the appropriate groups (1-2).

Information source: <https://www.safetytalkideas.com/safetytalks/winter-weather/>

1. When driving	a. Check the weather forecast for any incoming snow storms or icy conditions and plan your travel around those conditions not to be stuck on a roadside. b. Remove any hazards, which a person may trip up, before snow or ice conditions are present. This eliminates someone tripping over a buried object after the snow or ice hits. c. Shovel and salt parking lots and walkways prior to work beginning in that area. Prep walkways before workers get on-site in the morning.
2. When walking on icy or snowy surfaces	d. Try not to drive in wintery conditions when possible. It eliminates your chances of being in an accident. e. Use a defensive driving technique. Stay clear of other drivers and maintain a safe distance in case you need to brake or turn to avoid an accident. f. Take your time when walking across slippery surfaces. Taking smaller steps lessens your chances of losing your balance. g. Have the proper footwear on for the weather. Wear shoes with solid tread on the soles. h. Reduce the speed to have more time to react as well as to avoid losing control of your vehicle.

Exercise 7. Read and discuss the Winter Driving Safety Tips. Then, discuss the following points.



1. What hazards does winter create?
2. What are some best practices to address these hazards?
3. Have you ever experienced a car accident due to winter weather conditions?

Exercise 8. Search the Web for the winter weather-related accidents statistics in Russia and the best recommendations to avoid them. Make a presentation.

Exercise 9. Look through Unit 5 again. Make a list of the words and word combinations you consider to be the terms. Translate them into Russian.

РАЗДЕЛ 2. BUSINESS ENGLISH

2.1. Тексты делового характера для изучающего чтения и пересказа

Unit 1. Applying for a Job

Text 1. Applying for a Job, Recommending for a Job

1. Read and translate the text using a dictionary.

When you request employment (= apply for a job), your primary objective is to interest a prospective employer enough so that he/ she will schedule interview with you.

This can be done by sending an application form or a letter of application to the prospective employer. Applications for jobs are most often made in form provided by the commercial organization or the manufacture company to which the application is being made. For more senior appointments, however, applicants are often expected to write a letter which contains all the relevant information about the training, qualifications, reasons for applying and so on. Before you write a letter of application you will have to collect all the information you will need for your letter education, previous employment, employer, dates, etc.

Normally your letter of application presents not only your qualifications but your interest in a specific job. Include the exact job title, use a standard area titles such as 'finance', 'sales' or 'research'. Include the field you were trained in. This is especially applicable to those in technical fields. It is especially important to include the functional area of the company where you want to work. Examples of these company divisions are: 'research and development', 'production', 'marketing and sales', 'administration and finance'.

Begin your letter by stating the subject of the letter, which job you are applying for and where you heard about it – in a newspaper, in a journal, from the employment agency, from a friend. End your introduction with a statement of your ability to do the job.

The body of your letter should provide the information that will convince your reader of your qualifications. Mention any relevant courses you took and any pertinent job experience. Take care to refer to any specific information mentioned in the advertisement.

Above all, emphasize your 'strengths' (strong points). If you are applying for a sales job, for example, you'd better stress your ability to communicate effectively, not your limited experience. If you have special skills or training, such as word processing, be sure to mention it.

Conclude your letter of application by referring to your resume (curriculum vitae – BrE). State that you are available for interview, list any dates on which you cannot be available. As always, your letter must be smooth, natural and free of errors.

2. Match the following words with their meaning.

1) to request employment	a) главная задача/цель
2) employer	b) опыт
3) previous employment	c) запланировать собеседование
4) relevant	d) анкета
5) standard area title	e) гладкий и естественный (о стиле письма)
6) to convince	f) значимый/значительный
7) strong points	g) руководящая должность
8) primary objective	h) работодатель
9) company division	i) иметь возможность прийти на собеседование
10) application form	j) обращаться с просьбой о приёме на работу
11) to schedule interview	k) прежнее место работы
12) body of a letter	l) стандартное название сферы деятельности
13) senior appointment	m) сильные стороны
14) experience	n) основная часть письма

15) available for interview	o) убедить
16) smooth and natural	p) подразделение компании

3. Complete the sentences with the prepositions given in the box.

3.1. Read and translate the application letter.

3.2. Fill in each blank in the application letter with a preposition from the following list:

With, in, for, at, of

Dear Sir,

I am interested 1) ... applying 2) ... the post of Marketing Manager 3) ... your company.

The vacancy was advertised in last week's 'Evening News' and I hope it is not too late to apply 4) ... the position.

I am at present working as Assistant Marketing Manager 5) ... Yorkshire Engineers, Ltd. My duties and responsibilities include all types of administrative work, drawing up marketing plans, product development, organizing and directing the presentation 6) ... goods, working 7) ... clients and solving problems that arise.

Although I enjoy working 8) ... Yorkshire Engineers and have an excellent relationship 9) ... my present employers, I feel that 10) ... this stage 11) ... my career I would like more responsibility and greater scope 12) ... putting into effect some of the up-to-date ideas that are now being developed and applied 13) ... marketing. I also feel that my prospects 14) ... promotion are limited and that there would be more scope 15) ... my skills and talents if I join a larger, more dynamic company.

I have strong communication and leadership skills, I have proven experience 16) ... leading groups and working 17) ... the public, I have all assets that are helpful 18) ... marketing management I enclose my resume 19) ... your convenience and the names of two people who are prepared to act as my referees.

If you consider that my qualifications and experience are suitable 20) ... filling in this vacancy, I would be available 21) ... interview 22) ... any time.

Yours sincerely,
Robert Dean

4. Match the jobs and professions in list 2 to the activities in list 1. Make up sentences according to the model:

e.g. A manager is a man who conducts and controls a business.

List 1 – activity:

1. coordinating the activities of lower-level managers in promoting goods and services;
2. producing brochures and leaflets when making something for sale known to the public;
3. prescribing medicines;
4. dealing with correspondence, keeping records, making arrangements and appointments for the boss;
5. hiring and training all the people employed by a company;
6. buying and selling business shares;
7. providing safeguard against damage or loss, making contracts that promise to pay a sum of money in case of accident, injury or death;
8. designing and making bridges, buildings, roads;
9. keeping and examining business accounts.

List 2 – jobs and professions:

- private secretary
- doctor
- personnel manager
- accountant
- insurance agent
- marketing director
- advertiser
- stockbroker
- construction engineer

5. Make up your own list of key-words and expressions to the text ‘Applying for a Job. Recommending for a Job’ and to the application letter of task 3. The list should include not less than 15 items. The list can be presented in the form of a table.

6. Explain the meaning of the following words and expressions.

To advertize a vacancy, administrative work, up-to-date ideas, prospects in promotion are limited, primary objective, to schedule interview, lower-level managers, referees.

Speaking Practice

1. Find the answers to the questions in the text ‘Applying for a Job, Recommending for a Job’.

1. What is your primary aim when you apply for a job/ put in a request for employment/ make a request for a job?
2. In what cases sending a letter of application is preferable?
3. What kind of information do you have to gather before writing a letter of application?
4. In what way should you express your interest in a specific job?
5. How do you usually learn about job vacancies?
6. When you introduce yourself to a prospective employer, what information matters most/is the most important?

2. Discuss the content of the text in the form of a dialogue using the set of questions given above. Use communicative signal words (SW) and expressions for the questions and answers.

Question SW	Answer SW
First of all...	It is evident that...
Can you tell me...	We can state that...
It is interesting to know...	As for _____ we can say that...
I would like to ask you...	I am sure that...
Can I ask you...	To my mind/in my opinion...
One more question is...	It seems to me that...
Do you know...	I would like to say that...
Have you got any information ...	If I am not mistaken...
How do you think...	Above all...
To conclude...	You see...

3. Present the general ideas of the text in the form of oral retelling. Make use of the information given below.

1. Structural expressions for the introductory part of your retelling:

The article (text) is called...

The title of the article (text) is...

The article (text) is published in...

The article is printed in...

The article consists of...

The article is devoted to...

The text touches upon the problem...

In the introductory part the author points out...

2. Structural expressions for the body of your retelling:

The author raises the problem of...

The main part of the text informs about...

The article contains statistics about...

3. Structural expressions for the concluding part of your retelling:

In the concluding paragraphs it is pointed out...

Summing up the information, it is important to say that...

Generalizing the information, it is necessary to say that...

Writing Practice

1. Read and translate the following sample letters of application. Fulfill the tasks on the letters' vocabulary.

Sample Letter of Application (1)

the sender's address

the inside address

Dear Mr Bowers,

I am writing to confirm my wish to apply for the position of computer engineer with your company. I am pleased to accept your offer. Sure, I'd like to meet you to discuss some technical matters, especially concerning your computer facility.

I wonder if there is a probationary period during which the position and the salary will be reviewed.

I look forward to joining your company and to contributing to the company's work.

Signature

1.1. Find the words or phrases in Sample Letter of Application (1) that tell you the following.

1. to give support or certainty to a fact, statement – ...

2. a proposal – ...

3. in connection with – ...

4. a system that makes a particular activity possible – ...

5. the time during which the applicant is tested for the job – ...

6. to re-examine/ re-consider – ...

7. to help the company to work successfully – ...

Sample Letter of Application (2)

Flat 8, 34 River Street Gosport

Co Hampshire PO 56 BL

England

15 May 2018

Mr C Farham
Personnel Manager
Milco Ltd
26 Beacon Street
Halifax HX 57 Pt
England
Dear Mr Farham

Application for the post of Divisional Software Engineering Manager

Further to our telephone conversation last Friday, I can confirm that I wish to apply for this post. I enclose a copy of my curriculum vitae.

You will see that I have added some information about my previous experience: I worked for one year with a company in Paris called ILE as a Systems Analyst, then I came to England to work for Top Systems Co as a Client Consultant, but last November I was promoted to Senior Software Development Engineer.

I have also added the name of one of my referees, Mr John Andrews. You may contact him at any time. If you require any other references, perhaps you will be so kind as to let me know. I can come to Halifax for interview at almost any time. The only date when I am not available for interview is May 27th.

Yours sincerely,
John Tomlinson

1.2. Find the words or phrases in Sample Letter of Application (2) that tell you the following.

1. the person who is concerned with hiring and discharging employees – ...
2. position/ job/ employment – ...
3. continuing the subject of – ...
4. John was given a higher position – ...
5. a person who provides written information about someone's character, ability, skills, etc. – ...
6. a piece of written information about someone's character, ability, skills – ...

2. Imagine that you are an applicant for a job. Write your own letter of application (120-150 words) for a job in English. Choose an appropriate job title from the list below. Follow these guidelines:

1. Introduce yourself: name, age, nationality.
2. Mention the source of information about the job vacancy.
3. Describe your relevant work experience or justify your lack of experience.
4. Describe your qualifications and skills.
5. Mention the reasons for seeking employment with the company/ for joining this company.
6. Describe how you meet the requirements of the job.
7. Mention your personal qualities – ability to communicate, to deal effectively with difficult situations, to work long hours, to cope with pressure, to be part of a team, etc.
8. Say whether you are fluent in at least one foreign language.
9. Ask if the job you apply for involves a lot of travelling abroad, if it requires a lot of organizing meetings and conferences.
10. Say when you are available for interview.
11. Mention any enclosures (references, your resume (C.V.), an official letter of recommendation).

Job Titles

financial analyst	специалист в области финансов
marketing research analyst	специалист по изучению рынка сбыта
business analyst	специалист по вопросам конъюнктуры
production engineer/ manager	инженер/менеджер по организации производства
sales manager	менеджер по продажам
securities analyst	специалист по ценным бумагам
designing engineer	инженер-конструктор
mechanical engineer	инженер-механик
software engineer	инженер-программист
software development engineer	инженер-разработчик программного обеспечения
marketing manager	менеджер по маркетингу
export sales manager	управляющий экспортными операциями
managing director	директор-распорядитель
accounting manager	главный бухгалтер

3. Write a letter (120-150 words) recommending your friend (your group-mate/your business partner) as a suitable candidate for one of the following positions: a secretary/ a teacher/ a training program participant/ a managing director/ an adman/ a sales representative. Study the information given below.

When people apply for jobs or professional training programs, the application process usually includes at least two recommendations from colleagues, professors or friends who can honestly evaluate the applicant's professional ability and potential.

Here are some important points to remember in writing the letter of recommendation:

1. How long have you known the applicant and in what capacity (as a coworker, business partner, teacher, etc.).

2. Mention specifics, not generalizations. It is good to write that someone is hard-working and organized, but you need to support these statements with concrete examples.

3. Write about what the applicant is capable of doing, what makes him/her special.

4. Evaluate the applicant by comparing him/her with others you have observed in your work.

5. Your evaluation of the applicant may be based on the following categories, each of which can be described as 'excellent', 'very good', 'average', 'below average':

- Intellectual Ability
- Work Habits
- Business Practice
- Seriousness of Purpose
- Entrepreneurial Potential
- Managerial Skills
- Emotional Maturity
- Resourcefulness and Initiative
- Adaptability to New Situations
- Motivation
- Leadership Qualities

6. One page is sufficient. Quality, not quantity, is what is important. Do not put something in if an immediate connection cannot be made between the information you give and the applicant's ability to do the job or to participate in the training program.

Unit 2. Resume

Text 1. Writing a Resume

1. Read and translate the text using a dictionary.

When you are looking for a new job, you must prepare a short-written account of your education and work experience. It is called 'curriculum vitae' (also C.V) in British English and resume in American English.

Many companies expect all your personal information to be entered on a standard application form. Unfortunately, no two application forms are alike, and filling in each one may present unexpected difficulties. Some personnel departments believe that the resume (CV) and application letter give a better impression of a candidate than a form.

The resume that accompanies the letter provides an overview of what you have already done. The resume should create one dominant impression: that you are a highly motivated person who has the ability and maturity to do a job well. Before you compose your resume list all of the pertinent information about your education, your job experience, your goals and your personal interests.

Then select the information that is appropriate for the job you want emphasizing the accomplishments that differentiate you from other candidates. If you have received academic honours or awards, or you have financed your own education, include this information as well.

Remember, the resume is a screening device. Big corporations get hundreds of thousands of them every year. The personnel manager or the staff officer has to read a lot of them a day. So, you have got ten, may be twenty seconds, to show him/ her that your resume is worth a second look.

There is no single correct format for a resume (curriculum vitae). Whatever its layout it should be brief – one or two pages are sufficient – easy to read, and well organized. An employer should be able to see at a glance what your qualifications are. Many resumes contain the following sections: personal information, education, languages you speak (if necessary), work experience, interests, referees.

2. Match the following words with their meaning.

1. a short written account	а) отличия и награды за успешную учёбу
2. work experience	б) подходящий, соответствующий требованиям
3. personal information	с) стандартная форма анкеты
4. personal manager	д) опыт работы
5. personnel department	е) высокомотивированный
6. to create an impression	ф) краткое описание/информация в письменном виде
7. to list	г) создать впечатление
8. appropriate	h) сотрудник отдела кадров
9. maturity	и) перечислить
10. accomplishments	ж) письмо-заявка об устройстве на работу
11. academic honours/awards	к) зрелость/опыт
12. a screening device	л) отдел кадров
13. application letter	м) анкетные данные соискателя
14. highly motivated	н) средство отбора/проверки
15. standard application form	о) достижения

3. Complete the sentences with the prepositions given in the box.

3.1. Read and translate the letter of application.

3.2. Fill in each blank in the application letter with a preposition from the following list:

At, after, for, in, of, on, to

Dear Sir/Madam,

May I introduce myself 1) ... you? I have studied 2) ... Gottingham and Leeds Universities and now I am a final year student ... Leeds University, where I will graduate ... July 2021. I would like to spend next year improving my Russian; therefore, I would like to stay ... Russia ... some time. I have learnt Russian ... about five years ... evening classes once a week ... University.

Since I am bilingual ... both English and German I might use these language skills to teach. Would you require someone as a language and teaching assistant ... your foreign languages department?

As to my qualification and previous work experience, I will have an English law degree and I would get the TEFL (Teaching English as a Foreign Language) qualification ... a one-month course, which I intend to do over the summer. I have taught German ... foreign students in Germany and I had plenty ... opportunity to practice my communication and translation skills.

I would be very grateful if you could offer me such work, even ... a semi-voluntary basis.

Yours faithfully,
Julia Glazer

4. Make up your own list of key-words and expressions to the text 'Writing a Resume' and the letter of application from task 3. The list should include not less than 15 items. The list can be presented in the form of a table.

5. Explain the meaning of the following words and expressions.

Previous work experience, achievements and accomplishments, resume as a screening device, communication and translation skills, personal information, to be appropriate for a job, to improve a foreign language, to have the ability and maturity to do a job well.

Speaking Practice

1. Find the answers to the questions in the text 'Writing a Resume'.

1. What is British English for resume?
2. What application documents are required of those who apply for a job?
3. What information should be listed in your resume?
4. What kind of impression should a resume make on the reader (the staff officer)?
5. What is the main objective of a resume?
6. Who is usually responsible for looking through resumes received by a company?
7. What kinds of sections does a resume usually consist of?
8. Why should the layout of a resume be well organized and brief?

2. Discuss the content of the text in the form of a dialogue using the set of questions given above. Use communicative signal words (SW) and expressions for the questions and answers.

Question SW	Answer SW
First of all...	It is evident that...
Can you tell me ...	We can state that...
It is interesting to know...	As for ... we can say that...
I would like to ask you...	I am sure that...
Can I ask you...	To my mind/in my opinion...
One more question is...	It seems to me that...
Do you know...	I would like to say that...
Have you got any information ...	If I am not mistaken...

How do you think...	Above all...
To conclude...	You see...

Writing Practice: Resume Construction

1. A resume (C.V.) will be the first impression an employer has of you. Imagine that you are a job applicant. Before writing your own resume, you should:

1.1. Draw the pattern of your resume:

1. Personal information (name, nationality, date of birth, marital status, permanent address, current address).
2. Education and languages.
3. Work experience.
4. Interests/hobbies.
5. Referees.

1.2. Translate and analyze the sample variant of the resume.

Name	Julia Glazer
nationality	German
date of birth	06/12/96
marital status	Single
current address	16, Cooking Street Leeds L52 UK
education	4. School 2004-2014 Bolz Gymnasium Rottenburg, Germany 2. University a) Sept. 2014 – Oct. 2015 – Gottingham University b) since Oct. 2015 – Leeds University law student
languages	German (mother tongue) English (advanced level) Russian (intermediate level)
work experience	4. June – Sept. 2014, Rottenburg, Position: assistant accountant in a medium-sized firm. Skills: computing skills; given tasks to work independently, I was left on my own to find my way through various computer programmes. 2. Sept. 2014- March 2016, Leeds Position: community Services volunteer, personal care assistant. Skills: I had to cope with long hours and almost no spare time for myself; the commitment and responsibility involved were a very valuable experience. 3. Sept./Dec. 2016 – German Embassy, Washington DS, USA Position: internship at press office. This involved teamwork, helping to produce press releases and to organize press conferences, answering phone calls and letters, news presentations at the morning conferences, legal research, translating. Skills: I improved my communication and presentation skills in public

	relation duties. I had to deal with vast amount of text and paperwork.
Interests	Travelling, horse-riding, river-trips
referees	Dr. H. Storey Mr W. Hinds Mrs A. Lawson Law Faculty University of Leeds, Leeds L52

1.3. Find English equivalents to the following Russian word combinations. Consult the sample (1.2.).

Помощник бухгалтера, работать самостоятельно, самостоятельно разбираться в чём-либо, доброволец местной социальной службы, помощник по уходу за инвалидом, справляться, взятые на себя обязательства и ответственность, стажировка в пресс-службе, работа в команде, поиск обоснований юридического характера, иметь дело с .../ обращаться с

1.4. Study the Language Bank below.

1. устроить, организовать (что-либо)	to arrange (meetings/ conferences/ shows) to make arrangements for (meetings/ presentations/ press conferences) to work out arrangements for ... to successfully arrange (meetings/ presentations) to be successful in arranging meetings/ conferences)
2. договориться (о чем-либо)	to arrange for (an interview/ an appointment)
3. анализировать/ изучать	to analyse/ examine
4. применять	to apply (new ideas to practice/ theory to practice/ new developments to practice)
5. заниматься (чем-либо)/ выполнять (задание/ работу по долгу службы)	to deal with to handle to do one's job to perform one's duties to be concerned with ...
6. осуществлять/ выполнять	to carry out (sales analysis/ production analysis/ one's duties)
7. проводить/ осуществлять (анализ/ исследование чего-либо)	to conduct/ to do/ to make (a survey/ marketing research)
8. управлять/ руководить	to manage successfully effectively efficiently (people/ money/ a business/ the company/ products)
9. разрабатывать/ проектировать	to develop (a product/ the company's marketing strategy/ plans/ programmes) to design (a machine/ a new building)
10. составлять/ разрабатывать (планы)	to draw up (marketing plans)
11. содействовать (чему-либо)	to promote (sales/ production of...)

12. заведовать/ руководить (чем-либо)/ отвечать по службе (за что-либо)	to manage (a factory) to be in charge of (a factory/ a department) to head (a team of 20 people/ a department) to be responsible for (recruiting personnel/ employing people) to be at the head of (a company/ an organization)
13. работать в качестве (кого-либо)	to work as (a consultant for a company)
14. осуществлять контроль/ наблюдать за работой (за деятельностью кого-либо)	to supervise (the work of 30 operating employees/ a team of 20 people)
15. получать/ приобретать опыт (в чем-либо)	to gain experience of presenting new products/ of conducting press conferences
16. находиться в постоянном рабочем контакте (с кем-либо)	to keep closely in touch with smb.

1.5. Translate the sentences from Russian into English using information of the Language Bank (1.4.).

1. У меня есть опыт в организации презентаций и пресс-конференций.
2. Вам необходимо разработать план организации данной встречи.
3. Есть ли у Вас опыт проведения рекламных компаний?
4. Можете ли Вы провести исследование современных тенденций на рынке сельскохозяйственной продукции?
5. У меня есть обширный опыт в составлении бизнес-планов.
6. Работая в качестве помощника руководителя, я находился в постоянном рабочем контакте с юристами и представителями различных банковских организаций.
7. Мне бы хотелось проявить свои навыки в разработке маркетинговых исследований.
8. Мне приходилось успешно осуществлять контроль за деятельностью команды из 10 человек.
9. Моя работа была связана с применением новых маркетинговых стратегий.
10. Мне бы хотелось эффективно применить свой опыт и знания, а также иметь возможность карьерного роста (to have a career opportunity).

1.6. Write a resume as if it were your own resume.

Unit 3. Interviewing Applicants for Jobs

Text 1. Interviewing Applicants for Jobs

1. Read and translate the text using a dictionary.

In different companies and organizations, different conventions apply to the process of recruiting, selecting and hiring prospective employees.

Many companies expect all personal information of the applicant to be entered on a standard application form. Unfortunately, no two application forms are alike, and filling in each one may present unexpected difficulties. Some personnel departments believe that the CV (the resume) and application letter give a better impression of a candidate than a form. But it is well known that the applicant usually tries to make a good impression on the personnel officer in his/her application letter, the applicant may often look good on paper. In order to take the final decision staff officers or personnel managers often invite the

shortlisted applicants for interview.

There are different kinds of interviews: traditional one-to-one interviews, board or panel interviews where one or more candidates (group interview) are interviewed by a panel of interviewers and even 'deep-end' interviews where applicants demonstrate how they can cope in actual business situations. The atmosphere of an interview may vary from the informal to the formal and interviewers take a friendly, neutral or hostile approach. Different interviewers use different techniques and the only rules that applicants should be aware of may be: 'Expect the unexpected' and 'Be yourself'.

The interviewers are usually interested in educational background and qualifications of the applicant, his or her previous work experience, the reasons the applicant applies for a new job, if the applicant is highly motivated or not, if he or she is good at working with people.

The applicant for the job wants to know if there are choices of promotion, if there is a probationary period, if there are transport facilities to or from work, if the job entails job-related travel, if there are some extra benefits such as company cars, company organized holidays and trips, children's holiday camps.

Although interviews have widespread use in selecting staff many problems exist:

- 1) reliability of most interviews is very questionable;
- 2) conclusions about the applicant are often made within the first 10 minutes of the interview and that is why any additional relevant information about the applicant is either overlooked or ignored;
- 3) merely having a pleasant personality does not necessarily ensure that the person will be a good employee;
- 4) interviewers have personal prejudices and these prejudices may play a role in the interviewing process.

But all these disadvantages of a job interview may be rejected as insignificant against the statement that many applicants look quite good on paper.

2. Match the following words with their meaning.

1) recruiting, selecting and hiring	a) претендент, включённый в окончательный список для собеседования
2) staff officer	b) значимая информация
3) conventions	c) недостатки
4) shortlisted applicants	d) благоприятное впечатление
5) panel interview	e) сотрудник отдела кадров
6) job-related travel	f) уровень образования
7) probationary period	g) набор, отбор и наём (кандидатов на работу)
8) deep-end interview	h) групповая форма собеседования
9) educational background	i) дополнительные услуги, доступные работникам компании/фирмы/учреждения
10) questionable	j) служебный транспорт
11) favorable impression	k) нормы, сложившаяся практика
12) relevant information	l) утверждение/убеждение
13) extra benefits	m) испытательный срок
14) company cars	n) собеседование «с погружением» в реальные рабочие ситуации
15) disadvantages	o) спорный
16) statement	p) командировка

3. Re-read text 1 and answer the questions.

1. Why do personnel managers believe that inviting job applicants for interview makes selection procedure more reliable and trustworthy?
2. Are job interviews conducted on the same pattern? If not, what makes them typical in some respect?
3. What is the applicant usually interested in when interviewed?
4. Which of the disadvantages of a job interview would you mention as especially damaging?

4. Explain the meaning of the following words and expressions.

Reliable and trustworthy, personal information of an applicant, unexpected difficulties, to look good on paper, hostile approach, expect the unexpected, chances of promotion, relevant information about the applicant.

5. Read and translate the text using a dictionary.

Text 2. Interviewing, Screening and Hiring

It is not an easy task to find someone suitable for the job. Recruiting and selecting people involves careful analysis. The candidate's abilities, attitudes and interests are matched to the requirements of the job. Interviewing, screening and hiring are done in the best interests of both parties.

Applicants for a management training program or for an internship abroad are asked a lot of questions concerning the profile of the company the applicant is currently working for. The interviewers want to know how successful his/her company, is, what sort of problems or unpleasant situations it faces. They may be interested in the company's annual output, annual turnover, number of employees in the company, its international contacts or long-term foreign partners.

Some interviewers give candidates a hard time by asking them difficult and confusing questions: What do you think are your strengths and weaknesses? Which is more important for you – status or money? How long do you think you'd stay with us if you were appointed? How would you rate your present boss? Why do you want to leave your present job?

Now it is quite common for companies to hold progress interviews (staff assessment interviews) to see how their employees are getting on in their jobs. Progress interviews are conducted at least once a year. Employees' performance and the development of their career are discussed at such interviews. Participants on training courses often take part in similar mid-course/mid-term interviews too.

Employees usually take advantage of staff assessment interviews to find out what the boss thinks of them, to discover their own weaknesses, to have the opportunity to discuss their work in detail with the boss, to find out how to work more effectively and efficiently, to discuss their future with the company or organization, to see how their careers are developing, etc.

The company and the managers take advantage of these progress interviews to find out what their employees do well and could do better, to benefit from closer contact with individual employees and create closer relationships, to find out which people should be promoted and which employees can benefit most from further training, etc.

The interview situation as such should be considered from the point of view of both interviewer and candidate/interviewee. During the interview, the interviewer makes notes on each candidate's experience or potential. The checklist for interviewers usually contains the following headings:

Working with other people (being part of a team)

- Working under stress
- Dealing with people in English
- Working experience
- Learning something new/being able to learn new things
- Education and training
- Health
- Present job/job satisfaction
- Personality
- Being able to delegate responsibilities to subordinates

The candidate when preparing to attend the job interview should rehearse some of his/her answers at home, find out as much as possible about the company or the training institution, prepare some questions to ask about the organization or company.

6. Find in text 2 the English equivalents for the following key words and expressions.

1. набор кадров	
2. проверка, отбор кадров	
3. наем на работу	
4. стажировка	
5. столкнуться с какой-либо проблемой	
6. причинять беспокойство/ доставлять неприятности	
7. организовать/ провести собеседование/интервью	
8. исполнение служащими своих обязанностей	
9. получить пользу от дальнейшей подготовки	
10. перечень, памятка (для проведения собеседования)	
11. индивидуальность (кандидата/ претендента)	
12. давать поручения подчиненным	

7. Make up your own list of key-words and expressions to texts ‘Applying for a Job, Recommending for a Job’ and ‘Interviewing, Screening and Hiring’. The list should include not less than 15 items. The list can be presented in the form of a table.

Writing Practice

1. Here is some advice that might be given to an inexperienced interviewer. Use the given tips in the text, in which you describe the standard interviewer’s activity.

1. Make sure you are not interrupted or phoned during the interview.
2. Read the candidate’s CV and application letter before the interview begins.
3. Ask the candidate to explain why he/she keeps changing jobs.
4. Make sure you have a clear picture of the nature of the job.
5. Ask each candidate the same questions.
6. Decide on a maximum of four key qualities required for the job.
7. Make sure the candidate has an uncomfortable, low chair.
8. Ask the candidate about his political and religious beliefs.
9. Only trust a candidate who looks you straight in the eye.
10. Trust your first impressions.

You can make use of the following modal constructions in your text:

- First of all, you should...
- You’d better...
- It seems to me, you ought to...
- You shouldn’t

You may or you may not...
 It is evident, that you should...
 Whether you like it or not, but you have to...
 Before the interview you are to...
 You are allowed to...

Speaking Practice

1. Find the answers to the questions in the text 'Interviewing, Screening and Hiring'.

1. What is expected from an applicant for a training program when he/she has an interview for an internship abroad?
2. What questions would you consider difficult and confusing when interviewed? Why?
3. What are the main differences between a job interview and a staff assessment interview?
4. What kind of preparatory work does a job interview involve from the viewpoint of both parties – the interviewer and the applicant?

2. Work in pairs. Discuss the content of text 2 in the form of a dialogue using the sets of questions given above. Use communicative signal words (SW) and expressions for the questions and answers.

Question SW	Answer SW
First of all, ...	It is evident that...
Can you tell me...	We can state that...
It is interesting to know...	As for _____ we can say that...
I would like to ask you...	I am sure that...
Can I ask you...	To my mind/in my opinion...
One more question is...	It seems to me that...
Do you know...	I would like to say that...
Have you got any information ...	If I am not mistaken...
How do you think...	Above all...
To conclude...	You see....

3. Arrange the most important things for you in your future work in order of importance (the list of opinions is given below). Express your own opinion in the form of an oral essay. Make use of the relevant expressions from the box below.

Job satisfaction

- being able to learn new things
- earning plenty of money
- being part of a team
- meeting people through work
- having pleasant colleagues
- being praised by my superiors
- a pleasant working environment
- using a foreign language
- financial independence
- good chances of promotion
- professional growth
- being a boss/exercising power
- status of my organization

The most important thing for me is ...
 The second important thing for me is ...
 I don't consider this aspect of my job very important.
 I am afraid you are mistaken/wrong when you...
 I think your opinion is absolute nonsense.
 It matters very little for me/very little in my job.
 ... is less significant than ...
 ... is more significant/more important than...
 I don't attach too much importance to ...

4. Talk about job satisfaction or job dissatisfaction as any talk to a counselor in a job agency is centered round job satisfaction or job dissatisfaction.

Work with a partner. Make conversations in which (A) is trying to find out reasons for changing the job or job preferences while (B) is giving his/her reasons or explanations.

First make sure you are familiar with the relevant vocabulary then talk on the topic using prompts in columns (A) and (B).

Relevant vocabulary:

promotion, chances of promotion, prospects of promotion
 great/heavy responsibilities, is responsible for...
 independence, making independent decisions
 challenging job/job is challenging
 varied/exciting job/experience
 demanding boss/manager
 monotonous/boring job
 to work long hours
 exciting experience
 creative abilities
 interesting job
 demanding job

Prompts:

A	B
Why did you change your job? Didn't you like your job? Why? Why did you leave the company for which you worked so long? Why did you leave your job? What didn't you like in your job? Did your job become too boring, too monotonous? Were there any prospects of promotion in the company you worked for?	I had to change my job because... there wasn't inner freedom, the salary was... the working hours were... the journey to work was... the job was too... my responsibilities were too... I was responsible for too many... I wasn't earning a good... the money wasn't good enough. I didn't have enough time. There wasn't enough... I didn't have enough responsibility.
Do you like working: in a team? Alone? Indoors/outdoors?	I like/don't like: being away on a business trip (at least) once a month I'd like to:

With computers? Long hours? In a big company?	start my own advertising company, do consultancy work in computers, have a lot of responsibility and a lot of freedom.
What kind of job do you think is suitable for you? What job suits you best?	I enjoy: having responsibility for... taking decisions on my own. Having more independence. Working in a small-sized company. Working with computers. Working in a team. Doing a challenging job.

5. Get ready for the job interview simulation. Make use of the model questions in A and prompts in B. Remember: this should be a step-by-step (section-by-section) discussion. You can also use the information presented in task 3 in the simulation.

(A) model questions	(B) prompts for answers
Personal information	
When were you born? Can I have your date of birth? What's your marital status? Where do you live? What's your present address?	I was ... on ... in 19... . I am married/single... . I got married in I am married with one child. I am not married yet. I am going to get married next... . My home address is ..., but my present address is.... I have lived in ... for ... years/ since We moved to ... in
Education	
And what about your education? Secondary education, I mean. In how many subjects did you take secondary school diploma exams? Did you do well in your exams? What marks did you get in ...? Have you ever failed an exam? What qualifications did you get when you finished school?	– I went to two secondary schools from ... to I attended ... from ... to... . I took my school-leaving exams in I did well/ badly in Yes, I have. I failed my mathematics exam in I got the high school Graduation certificate/ school-leaving certificate/ secondary school graduation certificate.
What about your further education? Did you go to university? What subjects did you specialize in? What was your major at university?	For 5 years, from ... to I was at university/ at college in I specialized in ... My major at university was I was an economics major.
Did you get a university degree? Did your studies at university lead to a degree? Did you graduate with honours? Did you get a distinction diploma?	My studies at... led to a Bachelor's/Master's degree in I got my specialization diploma in ... Yes, I did. I was good at most subjects. I graduated from ... with...

Work Experience, Abilities and Skills

Have you ever got a job?	I got a job as a ... for ... company.
When exactly was that?	I worked there for ... years.
When did you start work?	I worked for ... years with a company in
What posts did you hold?	I held two posts there.
When were you promoted to this position?	I held a key management position in ... company. I was promoted to this position/ to this department in ...
What companies have you worked for?	I have worked for .../with... .
Have you ever worked with a volunteer organization?	
What jobs did you apply for, when you came to ...?	When I came to ... I started work for... company.
What department did you work in?	
What skills did you acquire while working for/ with ... company?	I acted as ... when he/ she was on vacation, carried out several... projects, was responsible for ..., took part in...
What were your professional responsibilities and duties?	I acquired leadership qualities, I acquired ability to communicate and work in a team, to arrange business meetings. I did the typing, the filing, the photocopying sorted out mail..., did most of the secretarial work in the office. I improved my communication skills.
Are you skilled in statistics/ using a computer/ marketing/ programming/ business accounting?	I don't think I am very skilled in ... but I am hard-working.
Are you good at dealing with difficult people?	When I worked for ... company, I was involved in a number of projects which required management skills.
Do you have the skill to cope with a difficult job?	I have got some experience at delegating some responsibilities to the members of the department/to my group-mates/ to the members of a team/
Have you ever been involved in managerial functions?	
Do you have any managerial skills?	
Are you good at delegating responsibilities to subordinates?	

Other Information and Recommendations

Do you know how to use a PC/ how to work with PC/ how to operate a PC/ how to handle a PC?	Yes, I do. I did a two-months advanced computer course when I was at school/ at the university.
What languages do you speak?	I am fairly fluent in
Are you fluent in English/ German/ French?	My written/ spoken English/German/ French is fairly good. I can make myself understood in....
Can you provide references from at least two referees?	Yes, I can. I am sure they will confidently recommend me.

Unit 4. Business Letters

Text 1. Writing Business Letters

1. Read and translate the text using a dictionary.

Everyone writes business letters from time to time – to request information, to order a product, to complain about something, to apply for employment or to a training programme. Examples are: letters of application for jobs, scholarships, etc.; letters asking for information about courses, services, etc.; letters demanding money (which include complaints, a demand for a refund).

Before you sit down to write a business letter you should think carefully about your purpose. Decide in advance, why you are writing your letter.

Most businesses receive hundreds of letters each day, so your letter should be brief and to the point, it should be well organized and laid out very clearly. Important information should appear early in the letter and you should not digress from the main subject. Be concise and try to sound as natural as possible. Stilted, very formal, unnatural or flowery language very often gets in the way of clear communication.

The first paragraph of your letter should introduce your subject and mention any relevant previous correspondence or conversation. The rest of your letter should present your reader with the fact needed to understand what you are saying. Your conclusion should reinforce your message.

When typing your business letter or composing it on a computer, leave wide margins, at least an inch (=2.54 cm) all around. Type your letter single-spaced and use an acceptable format. One of the most common is the block format. The block format letter begins every line at the left-hand margin and separates paragraphs with a double space. If you use letterhead paper, supply only the date typing it two spaces below the letterhead.

The style of business letters is changing rapidly. Every year it gets simpler and less formal. Except for a few firms, business correspondents prefer simple English to express what they want to say as effectively as possible. Time is more precious than ever to a busy executive and he does not want to have to read a lot of unnecessary words. But the writer of a business letter must create a good impression, especially if he is writing a letter of application, so a few words to promote a feeling of exactness and goodwill are quite appropriate. However, compliments must not be exaggerated, as they may produce the opposite effect, and the reader may feel that the writer is being insincere. In other words, the style of a business letter need not be very formal, but on the other hand it must not be too informal and chatty.

2. Match the following words with their meaning.

1) to promote a feeling of...	a) отклоняться/ уходить в сторону от основного предмета (письма)
2) to reinforce one's message	b) фирменный бланк
3) to get in the way of...	c) запрашивать информацию, сведения
4) purpose/ aim	d) жаловаться, подавать жалобу
5) to digress from the main subject	e) ввести/ представить тему или предмет (письма)
6) to introduce one's subject	f) преувеличивать
7) letterhead paper	g) решить заранее
8) to complain	h) мешать/ препятствовать/ быть помехой
9) to exaggerate	i) стимулировать ощущение/ способствовать ощущению ...
10) to decide in advance	j) поле (страницы)

11) concise	к) точность/тщательность
12) stilted	л) представить/сообщить читателю о ...
13) margin	м) слишком официальный
14) exactness	н) усилить содержание сообщения
15) to request information	о) цель
16) to present the reader with ...	р) краткий и точный

3. Complete the sentences with the prepositions given in the box.

3.1. Read and translate the application letter.

3.2. Fill in each blank in the application letter with a preposition from the following list.

With, in, for, at, of, from

Dear Mr Foster,

Applying _____ the post of Marketing Manager

I noted _____ interest your advertisement in yesterday's Daily World.

You will see _____ the enclosed resume that I have four years experience in marketing. My duties are concerned _____ sales promotion. My responsibilities have included all types _____ administrative work, product development, arranging and attending sales conferences and presentations, working _____ clients and solving problems.

Although I have an excellent relationship with my present employers, Sunshine Communication, which I joined five years ago, I feel that my prospects with them are limited and there are no opportunities _____ promotion _____ Sunshine. I am convinced that there would be more scope _____ my talents and skills with a larger, more dynamic company.

If you consider that my qualifications and experience are suitable, I would be available _____ interview _____ any time.

Yours sincerely,

John Raser

4. Read and translate the text using a dictionary.

Text 2. Business Letter Pattern

Business Letters are usually quite formal in format and style. The different parts of a business letter are:

1. the heading (= the sender's address)
2. the recipient's name, position and address (= the inside address)
3. the salutation (= the greeting)
4. the body of the letter
5. the closing salutation (= the farewell = the complimentary close)

The Heading consists of the sender's return address and the date or the company letterhead or sometimes the company logo. When writing the heading spell out words like *street, avenue, drive, east, west* in full. (Note: in the USA abbreviations 'St' and 'Ave' for *street* and *avenue* are often used. You may, however, abbreviate the names of counties and the names of the states

e.g. Ca/CA – California, Pa/PA – Pennsylvania, in the USA).

When writing your Russian address for a foreign correspondent, do not translate street or city names into English: 'Prospect Mira' but not 'Peace Avenue'. You should write: 'dom', 'korpus', 'kvartira'.

The Dates in the heading are written and spoken in the following way:

e.g. 2 March 1998 – the second of March, nineteen ninety-eight = March the second,

nineteen ninety-eight.

Be careful! Dates are sometimes written in number form only: 2.03.98. In Britain this would mean 'the second of March, nineteen ninety-eight'. In the USA, and on many computers, it would mean 'the third of February, nineteen ninety-eight'.

The Inside Address begins at the left margin, four to six lines below the heading, with an appropriate title: 'Mr' (for a man who has no other title), 'Mrs' (shortened from 'Mistress', for a married woman), 'Miss' (placed before the name of an unmarried woman or girl), 'Ms' [miz] (for a woman who does not wish to be called either 'Miss' or 'Mrs'), 'Dr' [dokte] (for a person holding one of the highest degrees given by a university, such as PhD – Doctor of Philosophy).

(Note, in American English after 'Mr' or 'Mrs' comes a full stop: 'Mr.', 'Mrs.', 'Mrs' or 'Mr' without a full stop at the end is British English).

e.g. Mrs. Helen Tomlinson
Personnel Manager
109 East Jones Street
Raleigh, North Carolina 27611
USA

The Greeting appears two spaces below the inside address:

e.g. Dear Mr South, Dear Sir(s), Dear Dr. Murphy, Dear Sir or Madam.

The Body of a business letter consisting of introductory, main and concluding paragraphs contains your message. If your letter takes more than one page, place the addressee's name, the date and the page number in the upper left-hand corner of the second page.

The way you begin your letter is very important. You should make the subject of your letter clear immediately:

e.g. Thank you for your letter dated 24 November.

Благодарю Вас за письмо от 24 ноября.

e.g. I was delighted to receive your letter of 20 January.

Я был очень рад получить ваше письмо от 20 января.

e.g. I am writing to tell you that I have decided to accept your offer of employment.

Сообщаю Вам, что я решил принять ваше предложение о работе.

e.g. Further to my last letter/ to our telephone conversation I am writing to tell you that...

В дополнение к моему последнему письму/ к нашему телефонному разговору сообщаю вам, что ...

e.g. We are interested in the new training programme.

Нас интересует новая учебная программа.

e.g. In reply to your letter of 9 January ...

В ответ на ваше письмо от 9 января ...

e.g. I am writing to confirm my wish to apply for the post of...

Настоящим сообщаю о своем желании подать заявление о приеме на должность.

The Concluding Paragraph is the last thing your correspondent will read, and the last impression you produced on him/her. It should also contain typical phrases of the kind:

e.g. I would appreciate any suggestions/ offers.

Я был бы признателен за любые советы/ предложения.

e.g. Thank you for your time and trouble.

Спасибо за время, которое вы мне уделили и взятые на себя хлопоты./ Спасибо за потраченное время и хлопоты/ внимание.

e.g. We would be grateful to receive a prompt reply.

Мы были бы благодарны за получение ответа в ближайшее время.

The Closing Salutation appears two spaces below the body of the letter. The most common complimentary close is 'Yours sincerely (BrE) or Sincerely yours' (AmE). More formal letters to high government officials might call for 'Respectfully yours'.

The Material Enclosed along with the letter is called 'enclosures' (usually shortened to 'enc').

5. Find in text 2 the English equivalents for the following key words and expressions.

1. структура, построение (письма)	
2. обратный адрес	
3. текст письма	
4. фирменный знак/ символ	
5. сокращения (в написании слов)	
6. получатель (письма)	
7. приветствие	
8. заключительное приветствие	
9. подпись	
10. «с уважением к вам»/ «искренне ваш»	
11. приложение (к письму)	
12. сообщение	

Speaking Practice

1. Find the answers to the questions in the texts 'Writing Business Letters' and 'Business Letter Pattern'.

1.1. Questions to the text 'Writing Business Letters'.

1. Why do people write business letters?
2. Is a business letter usually long and very formal?
3. Do you have to follow any rules while typing or composing a business letter on a computer?
4. What is the block format of a business letter?
5. What makes a business letter stylistically balanced?
6. What can create a favorable impression if you write a letter of application?

1.2. Questions to the text 'Business Letter Pattern'.

1. What does the heading of a business letter include?
2. Is there any deference in writing dates in British and American English?
3. In what way should you write your Russian address for a foreign correspondent?
4. If the greeting at the beginning of a business letter is 'Ms', what does it mean?
5. How does the greeting end in business letters?
6. What does the body of a business letter consist of?
7. Do you think the beginning of a business letter is very important? Why?
8. What do you usually write in conclusion?
9. What is the most common closing salutation?
10. What is the shortened form of the word 'enclosure(s)'?

2. Work in pairs. Discuss the content of texts 1 and 2 in the form of a dialogue using the sets of questions given below. Use communicative signal words (SW) and expressions for the questions and answers.

Question SW	Answer SW
-------------	-----------

First of all...	It is evident that...
Can you tell me...	We can state that...
It is interesting to know...	As for we can say that...
I would like to ask you...	I am sure that...
Can I ask you...	To my mind/in my opinion...
One more question is...	It seems to me that...
Do you know...	I would like to say that...
Have you got any information ...	If I am not mistaken...
How do you think...	Above all...

Writing Practice

1. Translate the following sample letter concerning methods and terms of payment.

1 Metalexport Ltd
43 Ulyanova St
109189 Moscow, Russia

2 23 January 2019

3 Mr James Bowers
Managing Director
Electroscan plc.
26 Orchard Road
Halifax HX2 5PJ, UK

4 Your ref. MS/SN 22/95
Our ref. 20/2009/95

5 Dear Mr Bowers,

6 Much to our regret we have to inform you that so far we have not received a bank guarantee from you. In view of the above we would like to remind you of your letter of November 5, last year, in which you asked us to change the Letter of Credit (L/C) method as inconvenient owing to the difficulties and extra expenses incurred

7 Being aware of your difficulties our firm made a concession by suggesting payment for collection terms. You accepted the suggested method of payment and undertook to submit within three weeks a first-class bank guarantee for 80% of the contract value. However, as we are still without your bank guarantee, we have had to give instructions to suspend shipment of sheet iron. At present over 40 tons of sheet iron are at the port causing storage expenses which we feel should be charged to your account. We enclose herewith a list of current storage prices.

8 We would, therefore, be grateful if you could advise us at your earliest convenience when the bank guarantee will be submitted and also let us have your consent to covering the above storage expenses.

9 Yours sincerely,

10 Ю. Борисов
Yu. Borisov

11 Export and Sales Manager

12 Enc

2. Match the numbers standing for the parts of the letter with the English equivalents choosing the words from the box below.

References, date, concluding paragraph, signature, typed signature, position/title, enclosures, salutation, sender's return address, closing salutation, introductory paragraph, reader's name, position and inside address, main paragraph

3. Find English equivalents to the following Russian word combinations. Consult the sample letter.

Закрытая (частная) компания с ограниченной ответственностью, аккредитив, принятые на себя расходы, к нашему сожалению, благодаря/по причине, открытая (публичная) компания с ограниченной ответственностью, предоставить подтверждение, расходы по хранению, условия платежа на инкассо, задержать отгрузку, в свете вышесказанного, расходы должны быть отнесены на ваш счёт, согласие на покрытие расходов по хранению, банковские гарантии, пойти на уступку, как только вам будет удобно, стоимость контракта, к настоящему (письму) прилагается.

4. Match the common abbreviations (A) used in business letters to their longer words equivalents (B).

A	B
1) & Co	a) trademark
2) @	b) Post Office Box
3) scillo.	c) per annum (per year)
4) attn.	d) Incorporated
5) Corp.	e) at (a price of...)
6) dept.	f) copyright
7) enc. Or encl.	g) Public Limited Company
8) etc.	h) Managing Director
9) Inc.	i) and Company
10) incl.	j) approximately
11) Ltd.	k) for the attention of...
12) MD	l) Limited
13) p.a.	m) reference (number)
14) pic. Or p.l.c.	n) Corporation
15) POB	o) enclosures
16) ref.	p) registered trademark
17) ®	q) including/inclusive
18) ©	r) department
19) TM	s) et cetera/ and so on

5. Match the patterned business letter phrases and sentences with the content points of a business letter.

1. With regard/reference to your letter of 21/8/19...
2. If you don't pay a refund for ... I shall be obliged to take legal action.
3. I apologize for my delay in replying to your letter of 19/7/99.
4. I look forward to hearing from you soon.
5. I am writing in order to ...
6. I am writing in reply to your letter of 20/8/19.
7. We regret to inform you that your name has not been placed on our short list for the post of manager...
8. We should/would like to draw your attention to the fact that ...
9. I am writing to confirm my wish to apply for the post of...
10. I enclose my curriculum vitae (CV).
11. I would be very grateful if you would/could send me an application form.
13. We are interested in the new training programme.

14. We would be grateful to receive a prompt reply.
15. Failing this, I shall have no alternative but to refer the matter to my solicitor.
16. We apologize for any inconvenience you may have been caused ...
17. I would like to apply for ...
18. I am pleased to inform you that your application for ... has been approved.
19. Attached you will find a detailed account of what happened ...
20. Further to our conversation / my fax of 18/8/19 ...
21. Thank you in advance for your help.
22. I insist on an immediate apology ...
23. We should be glad, if you would confirm this booking as soon as possible.
24. I would like to confirm the booking made by phone today for a double room.
25. I look forward to joining your company.
26. I am pleased to accept your offer.
27. With reference to your recent letter I am instructed to inform you ...

1. Saying why the letter is being written.	
2. Referring to previous contact.	
3. Making a request.	
4. Sending something with the letter.	
5. Rejecting/accepting applications/offers.	
6. Looking forward to the reply.	
7. Threatening/expressing a threat against someone.	
8. Making an apology.	

2.2. Тексты делового характера для перевода и работы со специальной лексикой

1. *Translate the text.*
2. *Make up the vocabulary of specialized key-words and expressions marked in the text.*
3. *Choose 5 specialized key-words or expressions and explain their meaning in English.*
4. *Prepare mini presentation on the content of a text given below.*

Text 1. Contemporary Organization Theory

The literature on various contemporary theories of organization is vast. But perhaps the underlying factors most commonly found in almost all of them include the significance of external environment and its impact on organizations, the utility of managerial feedback, the importance of strategic planning and top managerial decision making, the role of technology and resource dependence, the necessity of worker cooperation, and the desire for a participative management, as well as a host of other variables representing managerial and individual employee perspectives. These theories reflected the post – World War II relative economic prosperity followed by the increasing social, political, racial, and economic conflicts, that dominated the periods of the 1950s and 1960s. Attention was shifted toward strategic, environmentally conscious, and globally motivated decisions with managerial innovations for meeting the ideological challenges of the Cold War period both politically and economically. Organizational planning was generally discouraged because of its being socialistic in nature, therefore restricting individual freedom of choice.

Text 2. Market Model of Organization Theory

The market theory of organization is derived primarily from economic theory and secondarily from sociology. Based on the neoclassical economic theory, the market theory is based on the economic, rational assumptions that man is a self-interested, rational animal seeking to maximize individual interests in the marketplace. Bargaining, exchange, and strategies to minimize transaction and exchange costs and to maximize benefits are central to the market theory of organization. Modern organizations are seen as rationalizing institutions of exchange and transactions of the free market system in which individuals trade and exchange their goods and services for something in return.

Mainly developed for application in the private sector, the market theory of organization and administration has found its way into public administration and organization theories.

Several principles form the foundations of the market theory, also called 'public choice' theory. These include individual choice as the basis for organizational or 'collective actions', individual preferences as expressions of individual choices, rules to facilitate and assure order and stability in organizations and society.

Text 3. Chaos Theory

The notion of chaos denotes crisis and disorder, a state of nonequilibrium, instability, turbulence, rapid or rupturing changes that scramble plans and cause unpredictability, with consequences of anxiety, fear of the unknown, and triggering effects of destruction and system breakdowns. A key question for social and natural scientists is how to control chaos so that its destructive effects could be eliminated or minimized. This is a notion that has until recently prevailed in traditional ways of thought and action in social science. However, as explained by chaos theory, social and natural phenomena do not exist or develop or evolve on strictly linear paths so that we can predict crises that would need to be avoided or controlled. The essence of chaos theory is that of the law of nature, as explained over a century and a half ago by Marx and Engels and long before them by earlier philosophers of the East as well as of the West. Examples of chaotic events or systems breakdowns in the world are many, and they may be found at macro and micro levels. Contemporary scientists have grouped these crises or systems breakdowns into two types: microcosmic and macrocosmic.

The microcosmic social realities of crises have worldwide impacts. Examples include financial crises, population crises, global environmental crises, world population explosion pressures, desertification of productive lands, crisis of the widening gap between rich and poor countries, and the possibility of nuclear wars, institutional crises, and a host of other crises. These crises and pressures 'drive the breakdowns of systems that lead to states of social chaos'. These so-called 'microcosmic' crises or social breakdowns are considered short-term process events, with many more micro-oriented crises that affect open system organizations and living systems.

The second type of chaos-oriented forces that are long-term with accelerated shifts are macrocosmic. Macrocosmic crises are the great changes of history and acceleration of evolutionary forces that has led to disintegration, social shifts, and longwave crises that threaten the whole global planet, a fundamental concern of the future that calls for present decision and social action.

Text 4. Power Elite Model of Organization Theory

Shared objectives, values, wealth, and educational and social backgrounds hold the power elite groups together. There are extensive positional overlaps, interlocks, and interchanges among the uppermost elites. The executive cabinet members and top political elites appear to be centrally located, with legislators and high-level politically appointed officials taking secondary seats just below the first inner circle group. The first group of uppermost elites generally sets the broad parameters and boundaries of the political and governmental system, allowing the secondary level of non-inner circle elites to interact and function on the plural model. Should the secondary level elites step beyond the boundary limit, they will be subject to sanctions, including removal from membership.

Autonomy of the first elite group from the state is expected, and the state actually is dependent on this elite. Mills (1956) calls this group the 'power elite', whereas Hunter (1953) calls it the 'power structure', which conditions the structural parameters and their boundaries in society. This model can be applied to many countries in the developed and developing world, but it does not seem to apply to some, especially revolutionary societies such as Iran, Nicaragua under the Sandanistas, and elsewhere, where the lower middle class, including members of the peasantry and some professional groups, actually governs the society and dominates the politics and administration, although the economic elite may still hold considerable bargaining power.

Text 5. Significance of Power Elite Model

The power of organizational elite theory is significant in several ways. First, the theory is descriptive. It not only explains the organizational power structure, it also explains the external power structure that more or less sets the parameters for organizational power and functions.

Second, the theory also focuses attention on what ought to be done by making suggestions regarding elite configuration and reconfiguration, elite recruitment from masses, elite benevolence, and elite decisions on strategic choices that affect both the elites and nonelites. Therefore, the elite theory of organization contributes to the normative theory of organization not only by building on descriptive aspects of organizational power, politics, and administration (e.g., how organizations function and who is in charge). It also considers alternative modes of power structure in organizations (what ought to be done or who can or should take power, or how power should be distributed).

Furthermore, by analyzing the existing situation, the elite theory attempts to predict possible outcomes of policy choices and to recommend corrective actions at strategic levels both inside and outside of organizations.

Organizational elite theory uses a dialectical approach as a method of analyzing organizations, the relationship between the leaders and the led, management and labor, and the elites and the masses, because without one the other is inconceivable. The dialectical process is a method of analysis of interaction between masses and elites, and between elites and counter elites at all levels of organization and society. Such dialectical interactions are key ingredients of the elite theory in general and of the organizational elite in particular. As long as the relationship between organizational members and elites is not antagonistic and hostile, elites are able to manipulate smoothly the environment under their control.

Text 6. Theoretical Approaches to the Public Sector Reforms

There are at least three alternative theoretical positions useful for understanding reform and reorganization efforts in the public sector. We will describe briefly these three fundamental positions, along with the various subsets contained within each. We will also discuss how each of the approaches might be applied in the public sector and how we might decide among them as ways of understanding what has been happening in public administration. There may even be a case to be made for the ability of several of the approaches to predict what might transpire in any prospective administrative reforms.

One major weakness in most public administration literature is the inability to predict the logical outcomes of emerging situations and opportunities in the public sector. As a consequence, most administrative analysts postdict rather than predict, outcomes in the public sector; these ex-post analyses will always be correct, but not particularly useful for the practical policymaker. The approaches which will be discussed here are by no means predictive models, but there are at least some inklings of movement in that direction.

As we discuss theories in reorganization, we will need to be extremely careful to distinguish the theories (implicit or explicit) that have guided practitioners who constructed the reorganizations from those theories that political scientists and other organizational analysts have utilized in their attempts to understand, ex post, the changes imposed. In some instances, the two bodies of theory may be synonymous, while in other cases there are marked differences. Several of the more abstract theories of the analysts may in fact be useful for informing practical reform efforts.

РАЗДЕЛ 3. БАНК ТЕКСТОВ ПРОФЕССИОНАЛЬНОЙ НАПРАВЛЕННОСТИ

Text 1. Rules of Defensive Driving

Source: <https://hsi.com/blog/15-rules-of-defensive-driving>

Smart leaders require every employee to take a defensive driving course when their jobs require any time behind the wheel. These courses teach defensive driving techniques effectively and efficiently. After learning the rules of the road, employees are prepared to deal with unforeseen circumstances from other drivers' road rage to bad weather.

- Prepare before you leave: Build in enough time to avoid rushing and to allow for breaks and needed stops. Check your vehicle to make sure it's operational, especially if it's a vehicle you're unfamiliar with, including walking around and conducting a visual inspection. Before starting the vehicle, adjust seat, mirror, climate control, GPS/directions and music so that you aren't distracted by these while driving. Switch your cell phone to "do not disturb" setting to limit distractions.

- Look ahead: A driver with defensive driving skills scans the road ahead of them and behind them. They ensure road safety by scanning ahead at least ten seconds, a quarter of a mile, or to the next intersection to ensure they have enough time to avoid potential dangers.

- Prepare for the unexpected: As drivers don't know what other drivers will do, they must keep an eye on the actions of others at all times. Erratic drivers, such as drunk drivers or people on mobile devices, might swerve into their lane or change speeds unexpectedly. Drivers need to be ready to react quickly.

- Don't speed: Driving above the posted speed limit increases risk in two ways: it cuts reaction time and results in more damage if the driver gets in a wreck. A defensive driver chooses a speed matching traffic as closely as possible without exceeding speed limits. If traffic is moving at high speeds and aggressive drivers are present, drivers need to keep to the right and out of the way.

- Don't drive when impaired: Driving while impaired does not mean only drunk driving. Driver fatigue, illness, and the use of medications, alcohol, and drugs all are possible hazards and need to be considered before a driver gets behind the wheel.

- Always wear a seatbelt: Wearing a seatbelt cuts the likelihood of dying in a traffic accident in half. Safety belts provide impact protection, absorb the force of a crash, and keep drivers and their passengers from being thrown out of the vehicle.

- Don't run red lights: There are three types of red-light runners—daydreamers, distracted drivers, and aggressive drivers. All three types cause car accidents. A safer driver pays attention to traffic lights, slows down, and comes to a complete stop. The same goes for stop signs.

- Follow traffic laws: Basic traffic laws codify the concept of defensive driving. Although the average person understands traffic rules, many careless drivers ignore them. Drivers need to follow the laws because they keep traffic moving in a predictable manner. When drivers know what others are going to do, they avoid conflicts and collisions.

- Create space: Defensive drivers create space around their vehicles. A safe following distance is two to four seconds depending on variables like heavy traffic or adverse weather conditions. Drivers determine the safe following distance by watching the vehicle ahead of them pass a specific mark on the side of the road, then counting "one-thousand-one, one-thousand-two, etc." If their front bumper passes the same mark before they finish counting, they're following too closely.

- Signal correctly: Signaling at the wrong time often leads to traffic crashes. For example, if a driver is approaching an intersection, and plans to turn right immediately after the intersection into a gas station, they increase the risk of an accident if they signal too

soon. Another driver might turn left in front of them because they don't know where they are turning. Keep this in mind when moving across lanes as well, signaling and checking traffic around you as well as your blind spots are important when changing lanes.

- Be aware of the vehicle's blind spots: Road users need to familiarize themselves with the largest blind spots of fleet vehicles before they drive them. The blind areas on most vehicles are large enough to hide other vehicles, so before changing lanes good defensive drivers turn their heads to check for oncoming traffic.

- Avoid distractions: Potential hazards when driving include eating, drinking, applying makeup, talking on cell phones, adjusting music, dealing with kids, or talking to passengers. Technology like hands-free devices and Bluetooth audio might lead drivers to think it's safe to multitask while driving, but the human brain can do only one thing at a time well. A driver must be focused on the task of driving instead of mobile phones and other distractions.

- Beware of intersections: Intersections are one of the most dangerous areas for any driver. More than 80% of all collisions in cities that result in injury or death occur within signal-light intersections. To reduce their risk, drivers must slow down as they approach a green light and make sure to look left, then right, then left again. The first danger to drivers is the traffic approaching from their left. If the intersection is a blind one – where a driver can't see the traffic on the cross street until they are very close – they need to slow down even more. And remember to yield to other drivers in intersections without stop-lights; one of the golden rules of defensive driving is, "If you're at an intersection and you don't know if it's your turn to go, let the other driver go." This is especially important when aggressive driving is involved.

- Take it slow in rain or snow: The rule of thumb is to slow down by a third in the rain, and by at least half in the snow. Reduce speed more if ice may be present. Prevent accidents by making sure your vehicles' tires are in great shape and that they are inflated properly. Brake lightly on a slippery surface. Do not pump ABS brakes.

- Pass safely: Passing is one of the most dangerous situations drivers encounter daily. Rules for passing include not exceeding the speed limit and passing only where it is allowed. Before passing another vehicle, drivers need to visually clear the road ahead and behind them. Drivers should not tailgate before passing. Instead, they should maintain their following distance to see what's ahead.

Text 2. Distracted Driving: Cellphone Use

Source: <https://www.safetytalkideas.com/safetytalks/distracted-driving-cellphones/>

Using cellphones or other devices while driving has proven to be deadly. Cellphone use during driving is very prevalent on our roads today. In fact, at any given time throughout the day, approximately 660,000 drivers are attempting to use their phones while behind the wheel of an automobile.

Smartphones have made it easy for us to stay connected at all times. But that can pose serious safety risks if someone decides to check his or her text messages, emails, phone calls, or any other mobile applications while driving.

Let's consider some statistics about cellphone use and driving in the USA.

- The National Safety Council reports that cell phone use while driving leads to 1.6 million crashes each year.

- In the U.S. in 2018, over 2,800 people were killed, and an estimated 400,000 were injured in crashes involving a distracted driver.

- Nearly 330,000 injuries occur each year from accidents caused by texting while driving.

- 1 out of every 4 car accidents in the United States is caused by texting and driving.
 - Texting while driving is 6 times more likely to cause an accident than driving drunk.
 - Answering a text takes away your attention for about five seconds. Traveling at 55 mph, that's enough time to travel the length of a football field.
 - Texting while driving causes a 400% increase in time spent with eyes off the road.
- Now let's discuss what mitigation actions can prevent distracted driving.
- Put the cell phone down while driving.
 - Put your cellphone on airplane mode if needed to eliminate distractions as well as the urge to answer a text, call, or email alert.
 - If you need to text or call while driving, pull over to a safe area to do so.
 - When traveling as a passenger, urge any driver who is using their cellphone to put it down.
 - If there is another driver on the road who is using a phone while driving, maintain a safe distance from them and be a defensive driver. Always leave yourself an out in case of any type of accident occurs around your vehicle.

Text 3. Striking Fixed Objects

Source: <https://www.safetytalkideas.com/safetytalks/fixed-objects/>

Striking fixed objects with moving equipment or vehicles is common in manufacturing settings, on construction sites, and for occupations such as delivery drivers. These incidents are 100% avoidable if the proper steps are taken to prevent them. It is important to take the time and energy to properly eliminate or mitigate the chance that fixed objects are struck.

The single best way to prevent these types of incidents is through the elimination of exposure to the hazard. Fixed objects are just that, they are fixed; the only way they will be struck is from the movement of the vehicle you are controlling. Elimination can be achieved by not being near the fixed object at all or by not installing the object in an area where it can be struck in the first place. Often times poor planning or foresight is involved in these types of incidents. Obviously, not all fixed objects that are encountered at work were installed by our company, and many of them cannot be eliminated or reinstalled in another spot.

While elimination of all work tasks involving moving equipment or vehicles near fixed objects is not possible, there are many other additional safeguards and best practices that can be used to reduce the chance that objects are struck. A few of these other safeguards:

- Avoid backing. Often times objects are struck when individuals are backing up.
- Never park within a few feet of a fixed object. Doing so leaves more of a chance that you or the next person using the equipment or vehicle will strike the object.
- Always perform a full walk-around of the vehicle or equipment prior to operation.
- Pay attention while operating or driving- even at low speeds. Distractions or complacency are often a factor in low-speed collisions.
- Use a spotter anytime you are working near fixed objects.
- Make the object more visible by using orange flags or other bright markers to bring attention to it.
- For objects at a worksite that are critical to operations or are costly to repair such as an AC unit, place concrete barriers or another protective barrier around it so the barrier is struck first instead of the critical object.

To sum up, it is important to say that there are many ways to prevent striking a fixed object. Elimination of work tasks near these objects or avoiding installing fixed objects near paths of travel in the first place is the best choice. A combination of safeguards is another effective method to reduce the chance of striking fixed objects.

Text 4. Mechanical Issue-Related Crashes

Source: <https://www.safetytalkideas.com/safetytalks/mechanical-issue-related-crashes/>

While many accidents are caused by distracted driving and driving under the influence, mechanical issues also lead to accidents.

Let's consider mechanical issue-related crashes. While accidents caused primarily by mechanical issues represent a small percentage of all accidents the statistics are still significant enough to mention. There are many points of failure in vehicles, but there are only a few components that represent the majority of mechanical failures that lead to accidents.

The National Highway Transportation Safety Administration stated in a report that tire/wheel degradation or failure represented 43% of all mechanical issues resulting in crashes. Brake degradation or failure was second at 21%, and steering/suspension/transmission failure represented 10.5% of mechanical issues that lead to accidents. Many of these mechanical issues can be avoided with proper inspections and preventative maintenance.

Now let's turn our attention to vehicle inspections. Vehicles could be realistically inspected prior to every time you drive them; however, many people choose to go longer without inspecting their vehicle if at all. So many things outside of your immediate control can affect your vehicle that you do not know about. For example, any single trip can result in a nail or other object compromising your tire and causing a dangerous hazard for you the next time you drive your vehicle. Other issues, such as wildlife, objects placed near your car, weather, etc., can affect your vehicle whether or not you are driving it.

A simple walk around your car or truck prior to operation can avoid an accident. A few things to look for during a quick inspection:

- Look for low tire pressure. This could signal that you need air in the tire or a patch, depending on the problem.
- Look for any bubbles in your tire. If there is a bubble in your tire, this means you have a break in a belt in the tire, and it is now compromised. It is recommended that you use your spare or get it replaced immediately before driving the vehicle again because the tire could give way at any time.
- Start the car and listen for any odd noises.
- Make sure there are no objects that you could strike pulling out from where you are parked.
- Pull forward and test the brakes before starting your trip.

Summing up, it is important to say that while the majority of the time you will never experience any of the issues mentioned above, the one time you do, it could result in a serious accident. Take mechanical issues seriously, and when you find one during an inspection, get it fixed by a professional to ensure the vehicle is safe to operate.

Text 5. Motor Vehicle Safety: Loose Cargo

Sources: <https://www.safetytalkideas.com/safetytalks/motor-vehicle-safety-talk/>,
<https://www.safetytalkideas.com/safetytalks/motor-vehicle-safety-loose-cargo/>

According to the Bureau of Labor Statistics, motor vehicle crashes are the leading cause of workplace injuries. In 2020, motor vehicle incidents contributed to 37% of all workplace fatalities.

Year after year, motor vehicle accidents are at the top of the list as the cause of workplace fatalities. Off the job, they take tens of thousands of lives each year. Driving safely while off the job is just as important as driving safely while on the job.

A serious car crash will affect your family emotionally as well as probably financially. Not only will your family be affected by a car crash off the job, but your company

and co-workers will as well. Everyone has a role at work, and when one person isn't healthy or misses work, the company loses a valuable piece to that puzzle.

Avoid complacency and follow these basic driving safety rules to ensure you make it to your destination:

- Do not engage in other activities while driving. Activities such as using cell-phones, eating, or even just reaching for an item takes your eyes and focus off the road. A large majority of accidents are caused by distracted drivers.

- Be a defensive driver. Always leave yourself an out when driving. Think about your next move if an accident was to happen in front of you or if a car ran the next stop-light. Thinking ahead and being proactive when driving can save your life.

- Never operate a vehicle when impaired by alcohol or when fatigued. Being impaired is a leading cause of deadly accidents.

- Always wear your seatbelt. According to the National Highway Traffic Safety Administration, seat belts reduce serious crash-related injuries and deaths by about half.

- Maintain a clean and well-kept vehicle. Dirty windows and dust can be distracting and make it hard to see while driving. Loose cargo such as empty water bottles, tools, PPE, and other items are not only a distraction, but they can also interfere with controls in the vehicle.

The majority of injuries occur during the initial impact of a crash; however, loose cargo both inside or outside the vehicle, such as the bed of a truck, can cause additional injuries or property loss incidents.

Loose cargo within a vehicle or piece of heavy equipment, such as empty bottles, trash, tools, PPE, etc., are not only a distraction while driving or operating, but they also turn into projectiles during a crash. A recent segment on Good Morning America looked at the dangers unsecured items in a vehicle can pose. Safety expert, Sean Kane of Safety Research and Strategies, told Good Morning America that ordinary objects in cars and trucks are responsible for 13,000 injuries each year.

Those half-filled water bottles, canned goods, and laptops could all become dangerous projectiles when hurling through the air during collisions. At 55 miles per hour, a 20-pound object hits with 1,000 pounds of force – so powerful that a suitcase can literally shear off the arm of a crash test dummy. It is just as important to mitigate the secondary hazards, such as loose cargo, as it is to do so for the more obvious hazards that can lead to a crash.

There are some mitigation actions:

- Practice good housekeeping. Remove any trash and unnecessary items, pieces of heavy equipment from your vehicle or cab.

- Utilize the trunk area or cargo boxes before putting items in the cab area of the vehicle.

- Tie down or secure any remaining items properly.

- Perform periodic inspections of any vehicles used both on and off the work site for loose cargo.

Text 6. Road Rage

Source: <https://www.safetysideas.com/safetysideas/road-rage/>

The roads can be an extremely dangerous place. According to the National Safety Council, an estimated 42,000 people died in motor vehicle crashes in 2020. Year after year, motor vehicle accidents are at the top of the list for causes of workplace fatalities. The risk of motor vehicle accidents can be drastically reduced when individuals do not partake in unsafe driving behaviors.

Let's talk about the contributing factors to motor vehicle accidents. There can be a multitude of factors that contribute to a motor vehicle accident. One single unsafe act or unsafe condition can be enough to cause an accident. Often times there are multiple unsafe acts and conditions that lead to a motor vehicle accident. One common unsafe act is taking part in "road rage" activities.

Now let's answer the question what road rage is. Everyone has heard the term road rage, and most people have probably experienced some degree of it while driving. The National Highway Traffic Safety Administration defines road rage as when a driver "commits moving traffic offenses so as to endanger other persons or property; an assault with a motor vehicle or other dangerous weapon by the operator or passenger of one motor vehicle on the operator or passengers of another motor vehicle".

Road rage is defined differently from aggressive driving by making the point that road rage involves using a vehicle in a way that endangers other individuals *on purpose*.

Now let's examine some statistics on road rage prevalence and incidents. There is limited research and reliable statistics on road rage due to the nature of what it is. One organization that has looked into road rage data is the AAA Foundation. Below is some of what information that has been published by the organization regarding aggressive driving and road rage.

- They found that between 1990 and 1996 road rage contributed to 218 deaths and 12,610 injuries.

- They found that from 2003 to 2007, over half of fatal crashes involved at least one driver who performed a potentially aggressive action.

- A recent study of U.S. drivers found that nearly 80 percent of drivers expressed significant anger, aggression or road rage behind the wheel at least once in the previous year.

- Some of the most common aggressive driving behaviours exhibited by U.S. drivers within the last year were purposefully tailgating at 51 percent of all drivers (104 million drivers), yelling at another driver – 47 percent (95 million drivers), honking to show annoyance or anger – 45 percent (91 million drivers).

Now let's move onto recommendations how to prevent road rage and deal with confrontation. The AAA Foundation provides the following guidance for preventing road rage incidents:

- Maintain adequate following distance.
- Use turn signals.
- Allow others to merge.
- Use your high beams responsibly.
- Tap your horn if you must (but no long blasts with accompanying hand gestures).
- Be considerate in parking lots. Park in one spot, not across multiple spaces. Be careful not to hit cars next to you with your door.

If you find yourself dealing with an angry or aggressive driver try the following:

- Avoid eye contact with angry drivers.
- Don't respond with aggression towards the angry driver.
- If you feel you are at risk, drive to a public place.
- Use your horn to attract attention but remain in your locked vehicle.
- If you are confronted, stay as calm and courteous as possible.
- If you feel threatened, call 911.

To sum up, do not take part in road rage or aggressive driving. Do not let the actions of others on the road dictate your emotions. There are no winners when it comes to road rage. If another driver is angry with you follow the advice provided to avoid escalating the situation any further and to remain safe.

Text 7. Truck Driving: Hazards on and off the Road

Source: <https://www.safetytalkideas.com/safetytalks/truck-driving/>

Transporting goods and materials by truck is a huge business and a vital industry to the economy. It is estimated that there are more than 3.5 million truck drivers in the United States. Let's discuss common injuries in this industry as well as best practices to reduce the risk of injury.

We will start with injury and illness statistics in the truck driving industry. The employees in this occupation can experience many different injuries on the job. It is important to focus on not only the hazards faced while driving but the other hazards associated with this occupation as well.

There are more fatalities experienced in truck driving than in many other industries. The National Highway Traffic Safety Administration reported that 892 truckers died in traffic accidents on the job in 2019.

In a publication put out by the Bureau of Labour Statistics, it was reported that over 47,990 drivers suffered injuries that required days away from work in 2019. The causes for the days away from work cases for tractor-trailer drivers in this report were as follows: sprains, strains, and tears (18,960 cases); soreness and pain (10,730 cases); all other natures (5,990 cases) and fractures (4,540 cases).

Now let's talk about common events that lead to injuries. While motor vehicle accidents are the most common events that lead to injuries for truck drivers, these events are not in the lead by much. The BLS report states that the leading events or exposures for these injuries in 2019 are as follows:

- Roadway incidents involving motorized land vehicles (6,670 cases).
- Fall on the same level (6,340 cases).
- Struck by object or equipment (5,560 cases).
- Fall to a lower level (4,670 cases).
- Slips, trips without fall (3,560 cases).

And finally, let's turn our attention to the best practices in avoiding injuries outside of the cab. While there are many variables you can control on the road as well as while unloading equipment or materials as a driver, there are many variables that are outside of your full control, such as other drivers and weather conditions. It is important to account for these different hazards and make choices that help mitigate them. Some safeguards and best practices for job tasks outside of the cab are:

- Take care of your physical shape and health. Due to the nature of the job, many truck drivers do not get enough physical activity which puts them at a risk for injury when unloading materials. Chronic illnesses such as heart disease and diabetes can also develop due to a lack of physical activity and poor diet.

- Eliminate manual handling of objects and materials as much as possible by utilizing a forklift to move materials or objects. If elimination is not possible, ask for help when lifting awkward or heavy loads.

- Stretch or do some kind of warm-up before engaging in physical activities. You put your body at risk for injury when you overexert yourself after long periods of rest.

- Take note of the conditions of your walking surfaces as well as in or on your trailer. Wear proper footwear that is slip-resistant and supports your ankles. Safety toe boots will also protect your feet in case of a dropped object.

- Park in areas away from traffic when unloading. There are many times when truck drivers are struck by other drivers. Wear a reflective orange vest as well anytime you are outside of your truck in an area where traffic is present.

– When in warehouses, do not walk where forklift traffic is present. Follow any instructions that direct visitors where to safely enter a warehouse to reduce the risk of being struck by a forklift.

– Wear gloves and keep your hands out of pinch points. Never put your hands where you cannot see them.

Summing up, it should be noted that while many fatalities and injuries are caused while actually driving a truck, many injuries occur outside the cab as well. Controlling the hazards that you are able to control and making informed decisions to mitigate those hazards outside of your control can help to ensure you go home healthy. Evaluate what risks you are taking next time you are unloading equipment or materials.

Text 8. Young Drivers and Motor Vehicle Accidents

Source: <https://www.safetytalkideas.com/safetytalks/young-drivers-and-motor-vehicle-accidents/>

Motor vehicle accidents cause many injuries and deaths every single year. In total, over 42,000 people died in motor vehicle crashes in 2020 in the United States, according to the National Safety Council. Young drivers, more than any other age group, are most likely to be the victims of motor vehicle crashes.

These crashes are the leading cause of death for teens in the United States. A total of 2,375 teenagers ages 13-19 died in motor vehicle crashes in 2019.

To start with, let's examine the contributing factors to young driver motor vehicle deaths. There are many contributing factors as to why teens are more likely to be involved in, and die from, motor vehicle crashes. Some factors to consider:

– Teens are less mature than their older counterparts which leads to poor decision-making.

– Lack of skills and experience driving can be a major factor in these accidents.

– Distractions such as using cellphones or friends in the car often play a role in these crashes.

– Risk-taking behavior, such as speeding, is a common problem with teen drivers. In 2016, speeding was a factor in 32% of fatal motor vehicle crashes involving young drivers.

– Driving under the influence was a factor in 17% of teen driver deaths in 2019.

– Seatbelt use is the lowest among teen drivers. 58% of teens and passengers in their vehicles at the time of a fatal crash were not wearing their seatbelts.

Now let's move onto the ways to prevent young driver injuries and deaths. Parents can play a large part in whether or not their teen(s) will be a victim of a motor vehicle crash. There are many things that parents can do to make a difference in instilling safe driving behaviors in their children. Some best practices include:

– Ensure they are truly ready to drive alone prior to allowing them to do so. Even if they pass the driving exam to get their license, be sure they are comfortable in other conditions, such as night-time driving or driving on the freeway.

– Set a good example for children early when it comes to driving. If they see you take part in speeding, driving under the influence, not wearing a seatbelt, etc., do you think they will do the same?

– Set rules for young drivers. Rules such as no friends in the car, no night-time driving, and not using a cell phone while driving can make the difference in preventing a crash.

– Hold young drivers accountable. If risky behaviors take place, breaking the rules set by you, getting a ticket, etc. occur, then take away driving privileges.

To sum up, it is important to say that the stats on teen driving deaths are staggering. It is important to have discussions about driving safely with the young people in your life,

whether that is at home or on the job. As the parent, hold teens accountable if it is found out that they are taking part in risky behavior. If you supervise younger employees who drive, ensure all company rules are strictly enforced, and they are understood by the employees. Never hesitate to address unsafe behaviors while driving – it can make all the difference in saving a life.

Text 9. Seatbelt Use and Safety

Source: <https://www.safetytalkideas.com/safetytalks/seatbelt-use/>

Everyone has heard that seatbelt use is crucial for saving lives on the road, but not everyone wears one. The National Highway Traffic Safety Administration reports that about 1 in every ten people did not wear their seatbelt in 2020 in the USA. There are many reasons why people do not wear seatbelts, but the facts are that they save lives.

Let's consider the main excuses why people do not wear seatbelts.

1. *It is "not cool"*. Teenagers are the least likely age group to wear their seatbelts. Educate the teenagers in your family on seatbelt use. Males are also 10% less likely to wear their seatbelts compared to females.

2. *They are uncomfortable*. If it is to a point that it is uncomfortable for you to wear a seatbelt, look into buying an aftermarket pad to put on your seatbelt. Do not put it behind your back instead of across your chest. Wearing it improperly will make it less effective in protecting you during a crash.

3. *The myth "it is more dangerous to wear seatbelts than not to"*. The research shows that this is not the case. Search on YouTube "Man Does Not Wear Seatbelt" to see what it looks like when a person rolls a vehicle and does not have one on.

Now let's try to answer the question why you should wear your seatbelt. According to the National Highway Traffic Safety Administration, seatbelts reduce crash-related injuries and deaths by half. It is estimated that seatbelts save an estimated 15,000 lives each year. Individuals who do not wear their seatbelts are more likely to be ejected from the vehicle in a crash. Seatbelts serve as a restraint for passengers in a vehicle. They restrain an individual to the seat instead of being ejected from the vehicle or being thrown around the interior of a vehicle in the instance of a crash.

While airbags can provide protection during a crash, they do not offer the best protection alone. Airbags combined with proper seatbelt usage offer passengers the best odds of surviving an automobile crash.

Summing up, seatbelts need to be worn every time you are in a vehicle. Reasons such as being uncomfortable or "not cool" are not good enough for not wearing a seat belt. As the driver, you are responsible for everyone in your vehicle. Require anyone riding in your vehicle to wear their seatbelt. Educate others who choose not to wear them.

Text 10. Types of Accidents

Source: <https://www.atlantaeng.com/typesofaccidents.html>

Car and truck accidents include many types of accidents described the location of the impact. There is no good type of accident. All are dangerous and potentially deadly. Forensic engineers get involved in reconstructing vehicle accidents. They are logical thinkers and they use their ability to gather pieces of data for solving problems. They are experienced in analyzing different types of accidents. They can perform a collision analysis to determine how the accident happened.

Some of the most serious accidents usually involve heavy-trucks. It is very difficult for a 4,000-pound car to have much chance in a collision with a big rig. The MO (momen-

tum) is on the side of the big rig. They can be up to 20 times heavier than a small car.

Some of the most tragic accidents are ones with young people which are killed or mangled for life. Kids that are just beginning their life and because of a decision made in a split second, they end up dead.

There are various types of accidents but let's discuss the common ones. They are head-on collisions, rear-end collisions and side-impact collisions.

Head-on collisions are usually the result of one driver crossing the centerline of the roadway and colliding with the oncoming vehicle. The approach speeds can be tremendous. Two vehicles traveling at a 60-mph speed limit are approaching each other at 120 mph. These vehicles produce a lot of kinetic energy at this speed and the driver and passengers rarely survive. Let's consider a head-on collision in which the vehicles with squarely lined up. The center of mass of one vehicle was traveling directly at the center of mass of the second vehicle. The vehicles collided; the front end of each vehicle crushed, rotated just a minor amount and came to a stop almost instantly. The accident occurred at the intersection with a side road. Initially, the assumption was that one vehicle came out of the side road. Upon investigation, we determined that this was a head-on collision. The clue to determining that this was not an angled impact or a 90-degree impact was the fact that the vehicles did not rotate. The cause of head-on collisions is usually the driver get distracted and crosses the centerline.

Another common type of accident is the rear-end collision. They occur when one vehicle crashes into the vehicle in front of it. Usually rear-end collisions occur in bumper-to-bumper traffic. Morning and afternoon rush hour traffic are a ripe time for these types of accidents. It is easy to get distracted and not realize the vehicle in front of you has applied his brakes and is slowing. Before you can apply your brakes, you hit the car in the rear. Other causes of rear-end collisions are following too close and misjudging the acceleration speed of the leading vehicle and lack of attention. The driver of the car that rear-ends a vehicle is usually considered by the police to be at fault. He has not allowed enough space between the vehicles to stop or he was distracted.

Side-impact collisions are sometimes called a "T-bone" collision. T-bone accidents occur when one automobile impacts the side of another vehicle. Side impacts occur at intersections, driveways, parking lots and when a vehicle is making a left turn coming out of a side street. Vehicle damage and occupant injury can be severe in these types of accidents because the side has less protection to the occupants as compared to the front of a vehicle.

Text 11. Collision Analysis

Source: <https://www.atlantaeng.com/collisionanalysis.html>

Professional engineers and traffic accident reconstructionists analyze collisions in a very analytical and systematic approach. They find answers to a number of questions in order to determine the following aspects of crashes: vehicle speed; calculation of the amount of force applied to vehicle, causing bodily injury; determination if headlights / turn signals were turned on or off at impact; angles of impact; seat belt usage; determination if there is any mechanical failure in critical areas such as: brake systems, tires, air bags, seat belts, and other safety equipment; accident scene mapping, which shows how the accident happened using drawings, animations, or 3-D simulation videos. The following 10 steps briefly summarize the procedure for investigating and reconstructing an automobile accident:

1. **Gathering Information:** Initially, a forensic engineer or accident reconstructionist will gather all of the facts together such as police reports, photographs of vehicles and the accident scene taken by third parties, witness statements, 911 recordings, autopsy reports and other pertinent information.

2. Scene Investigation: The scene of the accident is investigated in order to find evidence left at the roadway. Very often skid marks, yaw marks, fluid stains, vehicle debris, and gouge marks in pavement are left on the roadway and painted / flagged by police officers. Measurements are taken at the scene so that an accident scene diagram can be prepared showing site specific conditions. This information is imperative in determining the point of impact and point of final rest of the vehicles, which can be used to draw conclusions on how the accident happened and calculate the speed of the vehicles. Another significant part of the accident scene investigation is determining if the roadway contributed to the cause of the accident. The roadway is inspected for safety concerns such as a lack of traffic control devices and signage, lack of roadway maintenance, limited sight distance, lack of roadway maintenance, poor lighting, poor roadway design, poor stormwater drainage and other roadway defects.

3. Scene Mapping: The accident scene is measured / surveyed to provide a scaled drawing of the roadway evidence. This process is called scene mapping. Skid marks, yaw marks, fluid stains, vehicle debris, and gouge marks in pavement are often left on the roadway as a result of the accident. These pieces of information are put together and used in reconstructing the car accident. Other information such as signage, traffic signals, and traffic control devices can also be shown on the drawing.

4. Vehicle Inspection & Analysis: Vehicles are inspected and analyzed to determine how vehicles collided, determine vehicle speeds, and check for defects that might have contributed to the accident. Crush damage and paint transfer can be used to determine how the vehicles came in contact with one another. Furthermore, crush damage can be used to determine the amount of force applied to the vehicle and determine a change in velocity (ΔV).

5. Vehicle Black Box Downloads and Harvesting ECM Data: Most non-commercial vehicles today have a black box which records information such as speed, throttle position, braking, seat belt usage, etc. during a crash event. Whereas, commercial vehicles (i.e., tractor trailers) have an electronic control module (ECM) data which features much of the same data as a black box as well as diagnostic information for repairs and mechanical problems.

6. Review Witness Statements, Expert Testimony and Other Information: Witness statements and expert testimony can be used to assist the reconstructionist in determining how or why the accident happened. These documents are reviewed and taken into account when forming conclusions.

7. Calculations: In the process of reconstructing the accident, many physics and mathematical calculations are performed so that the engineer's opinions are scientifically supported. The most typical calculations we perform deal with calculating the speed of the vehicles. There are hundreds of calculations that our engineers are familiar with such as force, speed from skid marks, speed from crush damage, ΔV , momentum, rollover analysis, work, energy, motion, time-distance relationships, critical speed yaws, airborne analysis, vaults, throw distance, braking efficiency, closing speed, speed from RPM, etc.

8. 3-D Accident Simulations: These simulations are created using computer software programs that implement physics and mathematical calculations to simulate the car accident. A site-specific roadway environment is used along with the correct make and model vehicles. Preparing a simulation is an iterative process where multiple simulation trials are run in order to match the position of each vehicle with the corresponding evidence on the roadway such as the point of impact and point of rest. The end result is a video that can show any angle of perspective such as from the driver's view point to an eye witness view point. Simulation videos have proven to be very useful in court because it provides an accurate account of how the accident happened to the judge and jury.

9. Engineering Reports: A written engineering report provides a detailed explanation of the purpose of the report, procedures, data collection, analysis and conclusions.

10. Expert Witness Services: The engineers and accident reconstructionists provide expert witness services to attorneys to elaborate on technical issues for the benefit of the court. Our experts are very familiar with affidavits, Rule 26, depositions, court testimony, and preparing exhibits for presentation in court.

Text 12. Benefits of Using an Ecological Transport System

Source: <https://www.renovablesverdes.com/en/Ecological-transport/>

Due to the high rates of pollution, the impact on the environment is causing pain and setting off alarms around the world. One of the triggers is the use of urban transport systems, since some systems do not comply with the corresponding environmental measures. Faced with this problem, the national and regional governments have implemented some measures to help reduce the rate of pollution. For their part, people have already taken their own steps using the ecological transport and non-polluting vehicles.

In this article we are going to tell you everything you need to know about the ecological transport, its characteristics and importance.

Let's start with the description of the ecological transport. The purpose of creating green transport is to reduce pollution in big cities. One of the characteristics of these vehicles is that they can be electric or from renewable and sustainable energy sources that respect the environment. We can find: electric bicycle or motorcycle, electric car and skateboard or electric scooter.

One of the advantages of having ecological transport is that it reduces pollution that has a high impact on the environment and also helps urban transport. Let us remember that polluting gases put everyone's health at risk, so solutions must be sought to prevent the spread of respiratory diseases.

Climate change, the greenhouse effect, poor waste management and more, make the world more and more polluted. One of the latest remedies has focused on using green transport to mitigate the damage.

One of the many reasons to use this type of transport is based on improving the quality of the air we breathe. Another reason is that these vehicles and equipment do not require a lot of energy to run.

Electric skateboards require a small amount of light to charge and can last six to eight hours. It is a great ally for mobility in your city!

In case you didn't know, there are also some mobile applications that offer green transport services. Some offer bikes, skateboards, and even cars. Contributing to change is easy and you can do it from your smartphone.

Now let's talk about the benefits of using an ecological transport system. These are the main benefits obtained from using ecological transport in cities:

- It helps reduce high levels of pollution.
- You improve your health.
- Your economy will be favored.
- You will save travel time.
- You will be more comfortable.
- You promote environmental awareness among your friends and family.

Remember to use all safety tools before getting in the electric car, too. Check the traffic laws of your city and check what documents you must have on hand to travel safely.

Text 13. Types of Ecological Transport Vehicles

Source: <https://www.renovablesverdes.com/en/Ecological-transport/>

Green vehicles, i.e., clean vehicles, are road vehicles with a less harmful impact on the environment than comparable conventional internal combustion engine vehicles that run on gasoline or diesel or use some alternative fuels.

Currently, in some countries, the term is used for any vehicle that meets or exceeds the strictest European emission standards, such as Euro6. Also applies to California zero emission vehicle standards (e.g., ZEV, ULEV, SULEV, PZEV). Or coal fuel standards promulgated by various countries.

Now let's discuss different types of fuel used by the ecological transport vehicles. Green vehicles can use alternative fuels and advanced technology. They include hybrid electric vehicles, plug-in hybrid electric vehicles, battery electric vehicles, compressed air vehicles, hydrogen and fuel cell vehicles, clean ethanol vehicles, flexible fuel vehicles, natural gas vehicles and clean diesel vehicles. Some sources also include vehicles that use biodiesel and ethanol or gasoline-alcohol blends.

Some authors also include conventional motor vehicles with high fuel economy. They believe that improving fuel economy is the most cost-effective way to improve energy efficiency and reduce carbon emissions in the transportation sector in the short term. As part of their contribution to sustainable mobility, these vehicles reduce air pollution and greenhouse gas emissions. In addition, they contribute to energy independence by reducing oil imports.

Environmental analysis goes beyond operational efficiency and emissions. Life cycle assessments involve post-production and post-use considerations. Cradle-to-cradle design is more important than focusing on a single factor, such as energy efficiency.

Now let's move onto the types of the ecological transport vehicles. Green vehicles include types of vehicles that are fully or partially powered by alternative energy sources other than fossil fuels or that are less carbon intensive than gasoline or diesel. Another option is to use alternative fuel compositions in conventional fossil fuel-based vehicles, partly using renewable energy.

Other approaches include Personal Rapid Transit, a mass transit concept that provides automated, on-demand, seamless transportation on a dedicated network of guides. As to advantages of the ecological transport vehicles over traditional vehicles, vehicle emissions lead to higher concentrations of gases associated with climate change. Road transport is the third largest source of greenhouse gas emissions in the UK, accounting for over 20% of total emissions and 33% in the US. More than 85% of total GHG emissions from transport come from road vehicles. The transportation sector is the fastest growing source of greenhouse gases.

Vehicle pollutants have been linked to poor human health, including respiratory and cardiorespiratory illnesses, as well as incidences of lung cancer. A 1998 report estimated that up to 24.000 people in the UK die prematurely each year from air pollution.

According to the World Health Organisation, up to 13.000 children (0-4 years old) die each year in Europe as a direct consequence of outdoor pollution. The group estimates that contamination levels may be within EU limits again. In this case, more than 5.000 lives could be saved each year.

Text 14. How Improving Road Safety Can Help Tackle Climate Change

Source: <https://www.weforum.org/agenda/2023/01/davos23-improve-road-safety-tackle-climate-change/>

Traffic is one of the worst killers known to humankind. Road crashes wipe out the equivalent of the population of Dallas, Prague or Tangier every year: over 1.3 million peo-

ple. In low-income countries, they kill more people than tuberculosis or HIV/AIDS.

Climate change is a similarly underrated threat to human lives. Scientists predict with “high confidence” that its impacts “will significantly increase ill health and premature deaths”. The World Health Organization estimates that between 2030 and 2050, around 5 million people will lose their lives to climate-related health impacts. That does not even include future victims of floods, wildfires, storms and other effects of global warming.

Transport produces around 25% of man-made carbon emissions. Three-quarters of those come from cars, vans, trucks and buses – road traffic. Motorisation continues unabated: car registrations broke the 1 billion mark in 2017, and some projections see 2 billion cars on our roads by 2030. In China alone, 26 million cars were sold last year, up from 2 million in 2002. Electric vehicles (EVs) are selling well, but so are gas-guzzling SUVs, and they are eating up all the emissions reductions from EVs.

As to tackling emissions from road vehicles, it should be mentioned that without decarbonizing transport, there is no way we can keep global warming down to below 1.5C. Tackling emissions from road vehicles is a top task on the path to emissions-free mobility. Cars offer fantastic flexibility – they will long remain irreplaceable for many uses and users. Yet we have made ourselves overly dependent on them – and we haven’t fully confronted the negative costs of motorised individual mobility, including millions of road deaths and transport’s contribution to climate change.

Cities provide the test cases for moving in less carbon-intensive ways. Ideas like the “the 15-minute city” are gaining ground: avoid car trips by ensuring jobs, schools, shops, clinics, and other needs and opportunities are reachable on foot or by bicycle.

Increasing urban density is good for decarbonization because it means fewer and shorter trips. But high density can also make life more dangerous for pedestrians and cyclists. In the six cities of the ITF’s Safer City Streets network with more than 10,000 inhabitants per square kilometre, 81% of road fatalities between 2010-19 were vulnerable road users like pedestrians, cyclists or motorcyclists.

Text 15. Damaging Effects of Road Construction and Management

Source: <https://www.roadex.org/e-learning/lessons/environmental-considerations-for-low-volume-roads/environmental-issues-related-to-road-management/>

Roads can have both positive and negative influences on people and the environment. On the positive side roads provide the opportunity of mobility and transport for people and goods. On the negative side roads occupy land resources and form barriers to animals. They can also cause adverse impacts on natural water resources and discharge areas. The two most damaging effects of road construction and management are noise and vibrations. Noise mainly occurs during road construction phases but it can also occur to a lesser degree during maintenance operations. Vibration can be caused by uneven road surfaces and can pose significant impacts and problems to houses close to the source.

Let’s focus on the environmental effects of noise and vibrations and offer suggestions on how they can be mitigated. Noise is defined as a sound that is undesirable to the listener. The level of the disturbance caused by sound will depend on its extent and intensity, and on the sensitivity of the persons affected. Noise is not normally a major problem for roads in the Northern Periphery as the region is generally relatively sparsely populated and the road networks on the whole run through uninhabited or lightly populated areas. Most roadworks in the Northern Periphery (Europe) are usually carried out outside the built-up areas, with the result that the effect of noise on the local surroundings is not generally a special consideration. Standard working measures within the site must of course be observed.

The condition of roads has an effect on noise level. For example, if a road is in poor condition and cars are traveling fast, this can cause more noise than if the road is in good condition. Greater consideration must therefore be given if roadworks are likely to create noise. Noise disturbances may cause irritation as well as agitation and stress to livestock.

A simple but fairly effective measure to manage the effects of noise is to notify the persons likely to be affected that work is about to start. This can be done by delivering information leaflets through letterboxes and/or by posting notices on notice boards. For major work, it may be sensible to convene an information meeting. If people are notified, their acceptance of the disturbance is usually higher. It is wise to work within normal working hours as much as possible.

Where this is impossible, the persons affected should be given special notification. There are only limited ways of reducing the noise level. Noise can obviously be reduced by noise fences or similar structures, but these are often impracticable on roadwork sites, particularly for minor works of short duration.

A general piece of advice that applies to noise is to use modern equipment wherever possible. Such equipment normally has better noise and vibration attenuation than older machines. Modern machinery also offers other benefits, such as reduced emissions, etc. Vibrations disturb people close to roads but they may also cause damage to buildings and sensitive equipment. Vibrations, and also noise, can affect local fauna. Moreover, vibrations can cause damage to geological and archaeological objects.

A major source of vibrations to surrounding households is uneven roads with potholes and differential frost heave. Vibration levels can be different in winter when the ground is frozen compared to summer. Vibrations caused by poor road conditions can be also a risk to the health of drivers as ROADEX research has shown. If vibrations are likely to be caused by roadworks, greater consideration should be given to when the work should be done. As with the noise problems a simple and effective measure is to notify the persons about the planned roadworks so that they can be informed of their reason and expected duration., which can be transmitted to houses and inhabitants in the surroundings.

Unnecessary high vibration sources, such as compaction with heavy vibration rollers or bedrock blasting, should be avoided or minimized in built-up areas. Heavy vibrations can cause damage to buildings and installations, which can give rise to damage claims.

Methods and equipment that minimize vibrations should therefore be employed. This is often difficult in practice however, since roadworks demand specialized mechanical equipment such as diggers, heavy trucks, etc. Closer hole spacings and lighter charges should be used where possible in blasting operations to reduce induced vibration in the surroundings.

As already mentioned, road condition can also affect vibration. For example, heavy trucks passing over a road section with a large quantity of frost heave damages will create large vibrations. Keeping the road in a good and even condition will minimize the amount of vibration.

Text 16. Environmental Issues Related to Road Management

Source: <https://www.roadex.org/e-learning/lessons/environmental-considerations-for-low-volume-roads/environmental-issues-related-to-road-management/>

Let's focus on such environmental concern as dust and waste and offer suggestions on how they can be mitigated. Dust is created during the construction of gravel roads and unbound aggregate layers. Excess dust production can be treated by a range of means such as watering, the use of alternative materials, and by using dust binders near houses. Dust is an almost inevitable consequence of roadwork. Gravel and crushed gravel and hard rock

aggregates always contain a proportion of fines, and if the material is dry, a fairly heavy dust cloud can be raised when it is mobilized. The resulting dust can disturb both the population and the local environment.

Dust is not generally a major problem in the Northern Periphery (Europe). The Northern Periphery is a fairly sparsely populated region and dust from “clean” materials seldom represents a serious problem, even though it should not be ignored. Dust from local geological material should not be inherently environmentally harmful to the local landscape whether it is deposited either naturally or by the next rain shower. However, it should be kept in mind that if the dust is spread to watercourses and lakes, it may cause cloudiness in the water affecting aquatic life. Great care should therefore be taken in such cases.

Dust incidences can be treated by either watering, alternative material choices or using dust binders near houses. If dust binders are used, they should be used with care especially when they could affect the local groundwater.

Waste is defined as “any substance or object which the holder discards, intends to discard, or is required to discard”. Note that this may include unexpected materials, such as excavated soil that cannot be re-used. Waste may arise in different ways: packaging material, residual road structure material and dangerous waste, oil from machines, etc. Waste is also classified on how it can affect the environment:

- Inactive waste, i.e., material that will not be modified by any physical, chemical or biological reaction in a normal landfill site.

- Active waste, i.e., the opposite of an inactive waste. This may be, for example, oil residues and batteries. A special case is waste that is dangerous to life, e.g., explosive or flammable waste.

It always pays to reduce waste. Most countries, including the ROADEX partner countries, make a special charge or tax on waste that goes to landfill. In addition to these “landfill charges”, costs can also be involved in transporting the materials to and from the work site. Reduced transport leads to a reduced need for vehicles and personnel. Although reduced quantities of materials going to landfill reduce the revenues for the State, the result, from the viewpoint of national economies, will still be a net gain.

Good handling of materials can enable most residual materials to be put to use in one way or another. If the quality of material is too poor to use in the road structure, it can usually be employed as landscaping material, e.g., to level out steep slopes. Some waste will of course always occur, e.g., packaging material, oil residues and the like, but these should be minimized. All countries participating in the ROADEX project have requirements on how waste should be dealt with. It is particularly important that environmentally harmful waste should be transported to landfill or incineration plants intended for this purpose. Information on where such plants are located can be obtained from the local or regional supervisory authority. Another problem that may arise but is not common in the Northern Periphery is polluted soil, where it may be necessary to remove and dispose of such materials.

Dangerous, also known as hazardous, waste poses a great risk to the environment and also to human health. Hazardous wastes are controlled by strict regulations (by European Union and local authorities). These regulations mean additional record keeping, monitoring and control obligations are required for these products. Dangerous waste is classified as materials with following properties: flammable, caustic, oxidable, explosive, poisonous, harmful and irritating, dangerous to environment. Examples of dangerous wastes in roads operations are fuel, accumulators and accumulator acids, brake fluids, transmission oils, shock dampers, different acids, etc. The main sources of these dangerous goods are vehicles (both road users and maintenance). During road construction and maintenance all vehicles on the site need to be serviced appropriately to ensure that there are no leaks.

The economic cost of waste is an important reason why waste should be avoided. Poor waste management costs time and money. Examples are:

- Poor waste management at the start of the project. This can give rise to high costs at a later stage. Such costs can be avoided if the waste is managed correctly right from the start.
- Costs of storage, transport and disposal of waste.
- Time (costs) for handling the waste.
- Increases in costs due to usable material being scrapped.

These costs, when taken together, clearly demonstrate that it is beneficial to have a thoroughly thought-out strategy for waste management.

Text 17. Road Materials and Road Furniture as Source of Pollutants

Source: <https://www.roadex.org/e-learning/lessons/environmental-considerations-for-low-volume-roads/environmental-issues-related-to-road-management/>

Road materials and road furniture can also be source of pollutants. The environmental impacts and number of pollutants created depend on the type of materials involved. In addition, the type, condition and wear resistance of the surface layer, the influence of water and traffic and a range of other factors all have influences.

Recycled materials and industrial by-products can bring new environmental contamination risks. Examples of these typical recycled materials in roadworks include crushed asphalt, concrete and brick; rock or soil associated with mining activities; by-products from metallurgical processes (such as slag); pulverized and bottom fuel ash – particularly “fly ash” from coal burning electricity generation; and other industrial by-products such as bottom ash from municipal solid waste incineration. Recycled materials may contain a number of pollutants for example heavy metals, oil and organic micro-contaminants, and others. The use of these materials has to be considered very carefully therefore, and all have to be appropriately tested to assure that they are suitable as road materials.

In the ROADEX area Sweden has published guidelines for the use of alternative materials. These define, for example, the quality, specification, chemical and technical requirements for the materials as well as instructions for their testing. The guidelines also give advice on how to perform an environmental assessment, where the waste material can be used and where it cannot.

Modern types of bitumen used in asphalt pavements are designed to release very low levels of pollutants. A modern hazard that does arise from pavements is the wear of the pavement surface with studded tyres where they are allowed. This should not be an issue however on lightly trafficked low volume roads. Old pavements containing coal tar on the other hand will generally need special care due to the particular chemical constituents of coal tar.

Not all national waste legislations and environment assessments classify coal tar as a hazardous waste. If the particular legislation classifies coal tar as a hazardous waste recycling of the material will be more difficult. Some authorities prefer coal tar to be recycled rather than removal and treatment. For example, in Sweden, the Swedish Transport Administration has published special guidelines for dealing with coal tar. These offer several alternative options depending on the concentration of the compound 16-PAH. The practice that has been shown to be best is to leave the asphalt containing the tar in the road structure and not to touch it at all. If it does need to be excavated out, then the guidelines give advice on how it should be handled. Each case will need to be dealt with carefully in accordance with the environmental best-practice of the country involved. In Norway asphalt very seldom contains coal tar. This is because the road network in Norway is younger than, say, Sweden or Scotland. Roads in Norway have mainly been built after the Second World War when coal tar was not in general use.

The properties of natural aggregates are a consequence of their mineralogy and heavy metal content. A common problem with aggregates in low-volume roads is dust. Dust is generated from the unbound surface layers of gravel roads.

Examples of road furniture are road signs, crash barriers, sign-posts and lamp-posts. Usually these are made of galvanized steel but they are still subject to corrosion. Zinc can be released into the environment through the use of de-icing salts and in addition the older types of paints may contain heavy metals. However, compared to heavily trafficked roads, the environmental impacts of road furniture on rural road networks are relatively minor as road furniture.

Text 18. Mitigation of Road Impact on Environment

Source: <https://www.roadex.org/e-learning/lessons/environmental-considerations-for-low-volume-roads/environmental-issues-related-to-road-management/>

Every road produces some impact on the environment. The construction phase is potentially the most damaging phase in this respect and measures should be taken as necessary to mitigate any impacts caused. Before this can happen the sources and movement routes of pollutants should be identified. The rule of thumb in mitigation is “source – pathway – target”. These define the three major parameters in mitigation. Mitigation methods can be carried out both ex-situ and in-situ projects.

The options for dealing with the source of pollution are: prevention, avoidance and reduction. Prevention aims to stop the emissions of pollutants into the environment. A practical example of prevention is to forbid the use of de-icing agents in groundwater areas. Avoidance covers the special design procedures, such as re-routing the road alignment to avoid crossing an environmentally sensitive area. Reduction is the last resort and should only be considered when the emissions cannot be stopped or avoided. An example of this is the reduction in the number of dangerous goods transports passing through a sensitive area.

The mitigation options for pollution pathways are interception (the in-situ method) or reorientation (ex-situ). Interception means that the movement of the pollutant is contained such as in a detention pond or by a reactive barrier. Reorientation means that the pollution is redirected along a new pathway. An example of this could be a waterborne pollutant being redirected along a waterproof drainage system for collection and treatment.

If any pollutants reach the specified limit level the only possible mitigation measure is remediation (in-situ) or compensation (ex-situ). Compensation means economic or replacement measures. In practice compensation means, for example, that some form of payment is made to the landowner whose land has been polluted. Remediation is normally only used when deleterious or adverse effects impact an environmental area. In practice this means that the areas with contaminated materials are replaced with new, clean material.

The road operations which cause the most significant environmental impacts in the ROADDEX countries are (a) de-icing and snow clearing in winter, and (b) the use of dust binders on gravel roads in summer. These operations both aim to reduce slipperiness on the road to maintain its functionality.

Ice and snow removal can be carried out either mechanically or chemically. The most popular de-icing chemical is sodium chloride (NaCl). A minute quantity of potassium ferrocyanide is usually added to NaCl as an anti-caking agent to stop the salt grains binding together. Other de-icing chemicals that can be used are urea, calcium chloride and calcium acetate. In low volume roads in Nordic countries the most common way for snow removal is mechanical methods and salt is not used on these roads. be used as crystal or liquid.

The main disadvantages of de-icing chemicals are that they can contaminate soils, groundwater and surface water. De-icing salts can also increase the mobility of heavy met-

als which accumulate at the sides of roads. Salts make the road surface wet, which enables pollutants on the road surface to leak through any cracks down into the road structure and along road shoulders. Sodium chloride increases the solubility of many heavy metals.

Dusting and dust binding are common features on low-volume gravel roads where the wearing course material does not have enough fines to create suction. Dust binding is usually done chemically with salts like calcium chloride (CaCl₂) and magnesium chloride (MgCl₂). These salts have the same disadvantages as de-icing salts. The amount of dust bind binding chemical can be reduced by using enough good quality fines in the wearing course. For instance, in Finland crushed glacial moraine has been found to be a suitable wearing course with good dust properties.

Text 19. Protection Measures on roads in Groundwater Areas

Source: <https://www.roadex.org/e-learning/lessons/environmental-considerations-for-low-volume-roads/environmental-issues-related-to-road-management/>

Special protection measures may require to be taken on roads passing through important groundwater areas to protect the quality of the water. These may even be necessary on low volume roads if the pumping station is situated close to the road.

The Northern Periphery in Europe is recognised worldwide to be a “clean” region. The risk of finding previously polluted soil is not particularly high, although it is conceivable. A number of warning signals are however possible. Oily water in a ditch for example is a clear warning sign. The reason for the oil may be spillage from road operations, but it may also be due to existing old pollutants. The nose, or rather the sense of smell, is an excellent instrument for detecting pollutants. Care should be taken if the smell of oil, sulphur, etc. is detected. Pollutants can also be tangible, such as rubbish found in the ground. Soils may also be discoloured.

Human actions are controlled by strict environmental legislation. Damaging or destroying nature within environmental areas are criminal offences. Human activities such as constructing roads can create scars in the environment and for this reason actions that are likely to damage the environment need permission from the environmental authority. Materials used in roads operations must be closely controlled in order to prevent new pollutants. Likely sources of pollutants include solvents and oil products. Leakage from vehicles and other equipment is the simplest source of pollution but also the most insidious. This type of pollution can generally be avoided by regular servicing of vehicles and equipment, but some will remain. Site rubbish is normally easier to deal with. Rubbish is simple to collect and a sorting station can easily be arranged on site.

If there are concerns about possible contaminations in the road area a survey plan is the first and very important step. A survey plan can define what kind of field tests, samples and analyses might be required. Based on this, systematic sampling and testing program can be designed and carried out.

A range of different methods and equipment is available for taking samples from road materials, soils and groundwater. Samples can be taken from the runoff water from the site for example to document contaminant concentration and fluxes during and after storms, or after heavy rain or melting snow. Discharges can also be monitored from runoff water after accidents. Samples can also be taken from natural water bodies such as lakes and rivers. Sampling of groundwater is normally accessed through existing facilities such as wells or springs. Some measurements can be done in-situ; for example, pH, redox potential and electrical conductivity. Other tests have to be done in the laboratory. The most common laboratory tests are the leaching test, quantitative chemical analysis and eco-toxicity tests.

Specialist competence will have to be commissioned if polluted soil is found. These specialists know how materials should be treated, disposed of, etc. There are also good reasons for avoiding new pollution. Pollution can give rise to high cleanup costs and is generally the result of poor resource management.

If leakage cannot be avoided, care must be taken to collect it. Above all, it is vital to prevent it from further spreading, and importantly to groundwater supplies. Any collected pollutants should be handed over to a satisfactory collecting station. Liquid pollutants should also be handed over for disposal. Note that polluted water must be treated as waste, and should not be discharged into the ordinary sewage system.

Text 20. Future of Sustainable Transportation

Source: <https://www.ecomasteryproject.com/sustainable-transportation/>

When the world is so focused on sustainability, it can be hard to find transportation solutions that work for everyone. There are many considerations, including cost, eco-friendliness, and safety. We'll discuss sustainable transport options available today and the future of sustainable transportation. We'll explore how these new transport systems might help us solve some of our environmental problems while also improving our quality of life!

We consider the ongoing and escalating use of automobiles in relation to sustainable transportation. The social dilemma perspective views this trend as the outcome of an unfortunate habit that prioritizes short-term gains by car drivers over long-term losses for society. Approaches to measuring the quality of life are considered, along with their relevance to sustainable transportation alternatives and potential implications for future research.

The discussion addresses the concerns of sustainable transportation, such as pollution and traffic congestion, which are becoming significant issues in many large cities worldwide. To create a sustainable environment for humans (and other animals), we must reconsider how our society is run.

We believe that people should be able to get where they need without having to rely on cars or public transport systems that cause so much harm to residents who live near them due to air pollution and noise pollution from engines not only while driving but also when idling at bus stops or train stations. This convenience can come with significant consequences: smog has been proven by scientists all over the globe as being bad for human health because it causes respiratory diseases like asthma.

The future of sustainable transportation is very promising. Sustainable transport solutions for the future have been demonstrated with several initiatives and innovations, such as new bike lanes in Copenhagen that are designed to protect cyclists from poor weather conditions and accidents. Other examples include "Bike Share" programs which offer affordable rates across major North American cities like New York City, Washington D.C., Montreal, or Chicago. In these programs, people can find bikes at their convenience 24 hours a day on any street corner where there's an available docking station nearby. There are also electric cars – models like the Nissan Leaf use zero-emission technology, so they don't release harmful gases into our atmosphere without considering how much CO₂ gas emissions contribute to the environment that is harmful to our health and the environment.

The future of sustainable transportation is in electric cars, bikes, carpools, or public transit – these are all excellent alternatives that will help us keep moving faster without harming the earth's resources. We can make "walking" more social by improving community spaces with pedestrian-friendly features for parks and sidewalks such as benches, plants, and street art to create interesting places people want to visit instead of just walking through on their way somewhere else.

As we learn about how technology has changed many aspects of our lives, new inventions are being introduced every day which offer innovative ways for commuters to travel while preserving what makes cities so attractive: convenience and diversity.

Text 21. Benefits of Sustainable Transportation

Source: <https://www.ecomasteryproject.com/sustainable-transportation/>

Sustainable transport packaging has many advantages, including reduced impact on the environment. You can also save money and avoid the risk of having a vehicle accident or breaking down in remote areas.

A sustainable transport delivery offers many benefits, with some being greater than others depending on what you need as an individual. A few of these benefits include:

- Reducing your carbon footprint: One significant advantage is that by using sustainable transportation packaging, you can reduce your impact on the environment while reducing your carbon emissions and saving money at the same time!

- Avoiding vehicle breakdowns and accidents: Transport packages have also been proven to be more reliable when it comes to resisting damage from collisions because they don't require any fuel for operation; this means no chance for accidents.

- Minimize raw material consumption and disposal.

- Reduce the risk of injury to passengers.

- Sustainable transportation leads to less congestion on the roads.

- Reduce the risk of accidents

- Minimize noise pollution.

- Increased safety due to reduced risks and potentials for collisions.

To get started with sustainable transport, a person whether he/she is a driver, passenger, or pedestrian should understand his/her needs and find ways to meet them. For example, one-way transportation can be made sustainable for everyone is through carpooling; this strategy reduces congestion on roads, decreases emissions of greenhouse gases (GHGs) per person, and saves money. Other options include: cycling more often, using public transport if possible, and walking as much as possible when not driving.

- If you have found that these are no longer viable solutions, it may be time to start looking into electric cars. Electric cars emit fewer GHGs than their petrol counterparts. In addition, they are cheaper over the long term because electricity costs half of fuel, with an average range of 200 miles!

- Ride with friends when you can, tries carpooling with co-workers.

- Cycling or walking whenever possible is a great way to reduce your carbon footprint and help the environment. It also benefits you by reducing stress levels, lowering the risk of diabetes and heart disease.

Options for sustainable transportation are available now, but we will need new technologies in the future to make it truly sustainable. Transportation currently accounts for 25% of GHGs emitted globally; this number must be decreased if global warming is going to stop and other environmental disasters such as hurricanes from becoming worse. No matter what mode of transport you use, there are ways in which you can make it more environmentally-friendly while benefiting yourself too! One option is using electric cars.

Let's consider a showcase what life could be like if everyone was on a bike or in a car that runs on clean energy. The future of sustainable transportation starts with the people. What if everyone could bike to work? Or what if we all had electric cars that ran on clean energy, like wind or solar power? This post will explore how these changes might affect our lives for the better.

In this future-focused world, bicycles would be a popular form of transit. People who live in cities and other close-in areas would pedal their way around town. In contrast, those living in more rural areas would have access to low emission buses and trains powered by renewable sources like wind turbines or solar panels. Electric vehicles (EVs) running on renewable energy are predicted to be commonplace as well – they’ll help reduce greenhouse gas emissions just about everywhere! Low cost, clean energy is a future that we can’t wait for.

A world with fewer cars and more bikes will be healthier – not only because of the cleaner air but also because biking to work burns calories as well! Studies show that people who live in walkable communities are happier, too – there’s nothing like fresh morning air to help you get started on your day. It may seem far away now, but this sustainable transportation future feels right around the corner.

Text 22. Most Popular Sustainable Forms of Transport

Source: <https://www.ecomasteryproject.com/sustainable-transportation/>

The world is becoming more conscious of the importance of sustainable transportation. Every year, hundreds of millions of tons of CO₂ emissions are released into the atmosphere to power our modern society and economy. Choosing whether or not you want your future family to be affected by this pollution is a very important decision that needs to be made for us all to achieve sustainability goals. Fossil fuels will run out eventually, and we need an alternative energy source before then; renewable energies such as solar power can provide affordable solutions for today’s problems while also providing long-term benefits through decreased dependency on fossil fuels. In addition, the global community should implement eco-friendly initiatives at home like getting rid of gas-powered cars and air condition, and many more things.

The transportation sector is the largest and fastest-growing consumer of fossil fuels. The world consumes 98 million barrels per day, accounting for 26% of all energy resources consumed globally. Transportation causes around 90% of air pollution in urban centers, and 75% of global greenhouse gas emissions from personal vehicles are due to petroleum consumption (IEA). Switching over to renewable power sources such as solar panels or wind turbines can provide affordable solutions for today’s problems while also providing long-term benefits through decreased dependency on fossil fuels. Pollution caused by burning coal has been linked to cancer, asthma, stroke, heart disease, and a host of other ailments like dementia; we need sustainable transport options now more than ever because our future depends on sustainable, eco-friendly transportation.

For the longest time, human beings have been reliant on mechanized systems to get from one place to another. These days even with advances in technology such as public transportation and cars, fossil fuels are still a huge part of how we travel around our cities and towns.

Nowadays, though, there is an ever-growing number of people in North America looking for ways to reduce their environmental impact by leaving their car at home or taking the bus instead. So, to be more eco-friendly and a better person for the planet, try these sustainable transportation ideas:

- Ride your bike or walk short distances and save gas by not using the car as often.
- You can also get an environmentally friendly electric vehicle when you need a new one for yourself in the future, so make sure to consider that alternative next time around too!
- There are always public transportation options available if they’re feasible for where you live, which is another excellent way of saving on gas costs while still getting

from point A to point B no matter what mode of transport it may be through safety-wise (driving vs. walking). I like these three tips because people should try their best at all times possible just in case there will never be any more oil left out there.

Now let's consider the benefits for employers who encourage employees to use sustainable transportation. They are:

- Increased productivity: Research suggests that employees who walk, bike, or take transit to work are more productive than their peers.

- Reduced absenteeism and turnover rates: In surveys of employers, it is reported that they were facing increased absenteeism due to the lack of availability for public transportation. Studies have shown that if there is no viable alternative for getting to work, people will quit their jobs.

- Employers also benefit from reduced fuel costs which can be passed on to consumers as lower prices and improved economic performance through lowered gas consumption.

- Safer environment: Employers should consider promoting sustainable transport options because it benefits the company's bottom line and creates a safer workplace.

Text 23. Ways Transportation Industry Can Be More Sustainable

Source: <https://usgreentechnology.com/10-ways-the-transportation-industry-can-be-more-sustainable/>

The transportation industry is the leading source of CO₂ emissions in the United States. Improving sustainability standards within the transportation industry involves significant adjustments in how communities move around, how products and goods are shipped and how future transportation routes are designed. Increasing the efficiency of movement in the transportation industry is the ultimate goal, which will also reduce emissions and increase public awareness of sustainability issues. Sustainability in transportation includes constructing greenways to engage communities with their local environment, implementing alternative sources of transport and advancing shipping efficiency, especially in freighting and trucking. Here are 10 ways to make transportation greener:

1. Improve Freight Efficiency: Transportation sustainability depends on improving freight efficiency within supply chains. Increased consumption levels on the individual level and a more globalized economy have resulted in intricate distribution routes. For instance, a single product may be transported by plane, boat, truck and rail before arriving at its final destination.

2. Increase Public Transportation: In 2010, energy waste caused by traffic in the United States accounted for 87.2 billion dollars a year – now imagine that number today. While public transportation may be easily accessible in urban areas, such as New York City, many rural communities find themselves limited regarding public transit. Optimizing how people get to work every day will be a key in making transit more sustainable.

3. Enhance Electric Vehicle Infrastructure: Expanding infrastructure for charging electric vehicles will be vital as more consumers invest in EVs. The current rate of production for electric cars is outpacing the construction of charging stations, limiting consumers in how much they utilize this new technology. If companies increase the locations of charging stations, they can support and encourage investment in electric automobiles.

4. Utilize Green Construction: Using green materials is going to be a trend in the construction industry. Green construction includes the use of recycled materials, more efficient waste management and alternative design strategies, such as green concrete. The U.S. Green Building Council offers specific guidelines on how to reduce energy usage and environmental impact in transportation.

5. Maximize Smart Growth: Rampant development in the transportation sector creates unsustainable systems heavily dominated by vehicle use. Entire neighborhoods are designed around the automobile, making alternative transportation options to grocery stores or businesses nearly impossible. According to the EPA, integrating transportation options that increase the ways people move around will be a necessity in reducing greenhouse gas emissions and improving the overall quality of life.

6. Advance Truck Routes: Modern highway designs lag in terms of accommodating trucks that transport most of our products and goods. Many highway corridors see high amounts of truck congestion, and routes can be extremely inefficient. This traffic is especially concerning when considering how much waste trucks transport daily.

7. Integrate Land Use: Land use and transportation require considerable strategic planning. Increasing land accessibility will improve the efficiency of transportation networks. Practical land-use strategies include transit-oriented development and sustainable street design. Land-use policies enhance communities, protect the environment and support local economies.

8. Promote Green Highways: Many states promote a model known as the Green Highway Partnership, which is a voluntary program sponsored by the Green Highway Forum. The initiative includes using permeable construction materials to prevent toxic environmental runoff, incorporating native plant species and increasing volunteer participation in highway management, as opposed to regulated support.

9. Support Bike-Friendly Communities: In some parts of the world, like the Netherlands, cycling is the main transportation style. Urban areas integrate cycling traffic with vehicle traffic, and transportation design accounts for both modes of transport. Bicycling is a much more sustainable travel method than single-passenger cars and has a significantly lighter carbon footprint. Supporting the construction of bike-friendly routes and improving policies around bike safety are integral factors in bolstering biking communities.

10. Build Greenways: By definition, a greenway is a land corridor that connects communities with their environment. This stretch of land may run through an unpaved or paved route along a stream or a walkable path through a crowded city. Some benefits of greenways include improving pedestrian transportation, protecting local ecosystems and promoting healthy living.

Summing up, the solution to a more sustainable transportation industry is not necessarily less movement or limits on growth. Instead, the sector should focus on increasing efficiency, from daily commutes to the shipment of manufactured goods. Upgrading transportation options, including biking and pedestrian walkways, will also influence how future communities are designed. Effectively reducing the transportation sector's carbon footprint will require changes to developmental policies, land use planning and community initiatives.

Text 24. Environment-friendly Means of Transportation

Source: <https://ecobnb.com/blog/2021/01/environment-friendly-means-transportation/>

Normal cars are bad for the health of our environment. These vehicles consume a lot of energy in tons from production to usage. The process of production uses materials such as steel, glass, plastic, rubber, and paint. Each of these needs to be refined perfectly for quality assurance. Once the machines are on for the assembly of the parts, the dangerous emission of toxic gas gets worse.

Vehicles are one of the major air pollutants. It produces about one-third of the air pollution all over the world. All of the smog you see and the other toxins you smell were emitted by vehicles. Humans breathe the polluted air instantly into the lungs. It is bad for

the atmosphere and plants as well. Other health concerns are likely to arise in the sky with the continuous demand for car production.

Do you think pollution ends when the vehicle is not useful anymore? No. It is more of a burden in general. Well, some cars can be recycled into something useful but most end up as a total wastage. Think about those toxic battery acids, plastics, rubber, and all. Every part of the car remains to intoxicate our whole environment.

The great news is that you can do your part to control these events. It is more of your personal decision to become more connected to the environment. You can use the recommended vegan multivitamins to keep your immune system stronger when outdoors. You can choose to live a healthier life and become more active in biking or walking.

Below are the best eco-friendly alternatives for transportation:

– Bicycle: Bicycle is the best eco-friendly option for transportation. It is cost-effective and more practical compared to others. They release no dangerous emissions. You don't need to pay any insurance and it requires very little maintenance. Also, using a bicycle doesn't need expensive parking at all.

– Electric Scooter: Electric scooters are designed to save energy. Its technology is structured for the safety of our environment. The electric scooter is battery-powered, easy to charge, and emits clean energy. It is compact and comfortable, perfect for city roads. You can literally bring it anywhere with its lightweight material.

– Walking: Whether you are living in a rural or urban area, walking is one of the best ways to go from one place to another. This is applicable when your house, job, grocery stores, and other necessity shops are within a few kilometers away. Walking does not only save some of your money. It saves the environment and your health as well.

– Carpooling: It is a great way to reduce your dependence on multiple cars. Just organize your family's routine and you're on an eco-friendly track.

Are you ready to make a life-changing decision? Get rid of those gas-guzzlers today and make a greener form of transportation. Remember that the adjustments will always depend on your needs. There are many practical options out there. This is not limited to transportation alone. There are many eco-friendly things you can do. Check them out and see which ones work best for you.

Text 25. Route Driver Certification

Source: <https://resumecat.com/blog/route-driver-certifications>

Certifications for route drivers are important for several reasons. They demonstrate a driver's knowledge, skills and commitment to safety, which is critical in the transportation industry. Certifications also help drivers stand out from other applicants when seeking employment. Employers often look for certified drivers as they can be trusted to follow all safety regulations and drive professionally. Additionally, certifications may qualify drivers for higher salaries or better job opportunities. Finally, certifications provide an opportunity for professional growth and development as they require continuing education and training that keeps drivers up-to-date on industry standards and best practices.

A route driver certification is an official recognition of the professional qualifications and experience of a person to operate motor vehicles on public roads. It is issued by the relevant road transport authority in each state or territory. Route driver certification is a form of training and certification that is designed to help drivers become better prepared for the unique challenges that come with driving a route. Route drivers are responsible for delivering goods and services to customers in an efficient and timely manner, making sure that they adhere to all relevant laws and regulations while on the road.

Route driver certification helps drivers gain the skills, knowledge and experience needed to effectively manage their routes, including proper vehicle maintenance and safety checks, route planning, customer service, time management, defensive driving techniques, fuel efficiency strategies, navigation methods and more. It also teaches them how to identify potential risks or hazards associated with their route driving activities so they can take steps to avoid them. By obtaining route driver certification, drivers can be more confident in their ability to safely deliver goods and services on time while following all applicable laws and regulations.

Pro tip: Always double-check your route driver certification requirements before beginning a new job. Most states require route drivers to have a valid commercial driver's license and additional certifications may be needed depending on the type of cargo being transported. Additionally, some companies may require additional training or qualifications in order to be eligible for a route driver position.

Do you really need a route driver certificate? The answer to this question depends on the type of job you are applying for. Some jobs, such as those in the transportation industry, may require you to have a route driver certificate. This certification is issued by the Department of Transportation and is required for all drivers who operate commercial motor vehicles. It ensures that drivers are knowledgeable about traffic laws and regulations, as well as safety procedures.

If you are applying for a job that requires a route driver certificate, then it is essential that you obtain one before beginning your job search. Although there are some exceptions, most employers will not consider candidates without the appropriate certification. Additionally, having a route driver certificate can be beneficial in other ways. It can help demonstrate your knowledge and dedication to safety and professionalism when applying for other jobs in the transportation industry.

How do I obtain a route driver certification? Applicants must meet certain criteria before they can be certified as a route driver, including minimum age requirements and passing a written test. The specific requirements vary from state to state and may include holding a valid license for at least two years, completing an approved training course, undergoing medical tests, and providing proof of insurance coverage.

What are the benefits of having a route driver certification? Having a route driver certification demonstrates that you have been professionally trained and are competent to drive safely on public roads. This can help improve your chances of getting hired for driving jobs, especially those that involve long-distance trips or special routes with extra safety considerations.

How often do I need to renew my route driver certification? In most states, route driver certifications need to be renewed every three years in order to remain valid. This involves taking additional tests or courses as required by the relevant road transport authority in your area.

Are there any restrictions on who can obtain a route driver certification? Yes, applicants must meet certain minimum age requirements (usually 18 or 21 years old) and have held their license for at least two years before they can apply for a route driver certification. Additionally, some states may also require applicants to have taken an approved training course before being certified as a route driver.

In summary, whether or not you need a route driver certificate ultimately depends on what type of job you're applying for. If it is required for your particular position, then obtaining one should be a priority before beginning any job search.

Text 26. Top Certifications for Route Drivers. Part 1

Source: <https://resumecat.com/blog/route-driver-certifications>

The purpose of this article is to provide an overview of the best certifications available for route drivers in the USA, including the requirements and benefits of each, and how they can help to enhance a route driver's career.

1. Commercial Driver's License (CDL): A CDL is a special license issued by the Department of Motor Vehicles (DMV) that allows a person to operate certain types of commercial vehicles. This includes large trucks, buses, and other vehicles used for transporting goods or passengers. To obtain a CDL, an individual must pass a written and skills test as well as meet other requirements set by the state.

The process of obtaining a CDL can take anywhere from a few weeks to several months depending on the individual's experience and the state they are applying in. Generally speaking, it takes about three to four weeks to complete the process from start to finish. The first step is to complete an application with the DMV and provide proof of identity such as a driver's license or passport. The applicant will then need to pass both the written and skills tests in order to be eligible for their CDL.

The cost of obtaining a CDL varies from state to state but typically ranges from \$50-\$200 depending on what type of license is needed and any additional fees associated with taking the tests. In addition, some states may require that applicants take additional classes or training courses before they can receive their license which may add additional costs.

Overall, obtaining a CDL is an important step for anyone who wants to drive certain commercial vehicles legally and safely on public roads. It requires dedication and hard work but can open up many new job opportunities for those willing to put in the effort.

2. National Safety Council Defensive Driving Course: It is a comprehensive course designed to help drivers become more aware of their surroundings and develop better driving skills. The course covers topics such as defensive driving techniques, traffic laws, accident prevention, and safe driving habits. It is available in both classroom and online formats.

The length of the course varies depending on the format you choose; the online version typically takes 8 hours to complete while the classroom version can take up to 12 hours. To get the National Safety Council Defensive Driving Course, you can either find an approved provider in your area or enroll in an online version through the National Safety Council website.

The cost of the course also varies depending on where you take it; typically, it ranges from \$25-\$50 for an online version and \$60-\$100 for a classroom version.

3. Professional Truck Driver Institute (PTDI) Certification: It is a certification program that ensures the safety and professionalism of commercial truck drivers. It is designed to promote the highest standards of safety, knowledge, and skill in the trucking industry. The certification requires drivers to complete a comprehensive training course and pass an exam.

The training course typically takes between two and four weeks to complete, depending on the complexity of the material. The curriculum covers topics such as defensive driving techniques, vehicle maintenance, cargo handling, hours-of-service regulations, hazardous materials transportation, and customer service.

To get PTDI Certification, you must first enroll in an approved training program. These programs are offered by various organizations including private companies, community colleges, trade schools, and online providers. Once you have completed the coursework and passed the exam with a score of 80% or higher, you will be awarded your PTDI Certification.

The cost of obtaining PTDI Certification varies depending on where you take the course and what type of provider you use. Generally speaking, courses range from \$500-

\$2,000 USD for tuition fees alone. Additional costs may include books or other materials required for completion of the program.

4. National Registry of Certified Medical Examiners (NRCME): It is a program established by the Federal Motor Carrier Safety Administration (FMCSA) to ensure that medical examiners who conduct physical examinations for commercial motor vehicle drivers are qualified and trained in accordance with federal regulations. The NRCME program provides a standardized training and testing process for medical examiners to become certified, as well as an online system for tracking their certification status.

It typically takes between 6-8 weeks to complete the NRCME certification process. To get certified, applicants must first register on the FMCSA website, then take the NRCME Knowledge Test. After passing the test, applicants must complete a hands-on clinical skills evaluation and submit all required documentation to the FMCSA for review and approval.

The cost of becoming certified varies depending on the type of training and testing needed. In general, it costs around \$500-\$1,000 to become certified through the NRCME program.

5. Hazardous Materials Transportation Training: It is a course designed to educate workers who transport hazardous materials by air, land, or sea. The training covers the regulations and safety requirements of transporting hazardous materials as outlined in the U.S. Department of Transportation's Hazardous Materials Regulations (HMR). This training is required for any employee who transports hazardous materials in commerce.

The length of time it takes to complete the training depends on the type of course you choose. Online courses typically take between 4-8 hours to complete, while classroom courses can take up to two days.

To get certified in Hazardous Materials Transportation Training, you must successfully complete an approved course from a qualified instructor or provider. You can find these courses online or through your local community college or vocational school.

The cost of Hazardous Materials Transportation Training varies depending on the provider and type of course you choose. Online courses typically range from \$50-\$100, while classroom courses may cost up to \$200 per student.

Text 27. Top Certifications for Route Drivers. Part 2

Source: <https://resumecat.com/blog/route-driver-certifications>

Let's continue an overview of the best certifications available for route drivers in the USA.

1. Passenger Transport Endorsement (PTE): It is a special type of driver's license endorsement issued by the Department of Motor Vehicles. It allows drivers to transport passengers for hire, such as taxi and bus drivers. PTE holders must meet additional qualifications, such as passing a background check and having a clean driving record, in order to obtain this endorsement.

The process of obtaining a PTE can vary from state to state, but generally it involves submitting an application form along with proof of identity and other documentation. The DMV will then review the application and may require additional tests or screenings before issuing the endorsement.

The amount of time it takes to get a PTE depends on the state you live in and how quickly you submit your paperwork. Generally, it takes anywhere from 2-4 weeks for the DMV to process your application and issue your endorsement.

The cost of obtaining a PTE varies from state to state, but typically ranges between \$50-\$100 depending on where you live. In some states, there may be additional fees for background checks or other tests that are required for the endorsement.

Overall, obtaining a Passenger Transport Endorsement is an important step for those looking to become professional drivers in their respective states.

2. School Bus Driver Certification: It is a certification process that requires drivers to demonstrate the knowledge and skills necessary to safely operate a school bus. The certification process is administered by the state in which the driver will be operating the school bus.

In order to receive School Bus Driver Certification, drivers must complete an approved training program. This training program typically consists of classroom instruction and behind-the-wheel training. Drivers must also pass a written examination as well as a driving test in order to obtain their certification. Depending on the state, this process can take anywhere from two days to several weeks.

To get started with the certification process, potential drivers should contact their local school district or state licensing agency for more information about how to become certified. Drivers may also need to submit an application and provide proof of identity, such as a driver's license or passport.

The cost of obtaining School Bus Driver Certification varies depending on the state and type of certification required. Generally speaking, it can range from \$50-\$200 for initial certification and then additional fees for renewal every few years.

3. Air Brake Endorsement: It is a certification that allows drivers to operate vehicles equipped with air brakes. This endorsement is required for any vehicle that has an air brake system, including buses, trucks, and trailers.

It typically takes about two hours to complete the training and testing necessary to get an Air Brake Endorsement. The training covers topics such as system components, inspections, maintenance, and emergency procedures. After completing the training and passing the test, drivers receive their endorsement from their state's Department of Motor Vehicles (DMV).

To obtain an Air Brake Endorsement, drivers must first pass a written knowledge test at their local DMV office. They must also provide proof of identity and residency in their state. In some states, they may also need to take a vision or physical exam before taking the written test.

The cost of obtaining an Air Brake Endorsement varies by state but generally ranges from \$20-\$50. Some states may require additional fees for taking the knowledge test or other related services.

4. Tanker Vehicle Endorsement: It is a special endorsement issued by the Department of Motor Vehicles (DMV) that allows drivers to operate vehicles that transport hazardous materials. This endorsement is required for any driver who operates a vehicle with a capacity of more than 1,000 gallons or more of hazardous materials. The endorsement is valid for three years and must be renewed every three years.

To obtain the Tanker Vehicle Endorsement, applicants must first pass a written knowledge test at their local DMV office. The test covers topics such as safety precautions when transporting hazardous materials, proper loading and unloading procedures, and emergency response procedures. After passing the test, applicants must provide proof of identity and residency, pay the applicable fees, and submit an application form to the DMV.

The cost of obtaining a Tanker Vehicle Endorsement varies from state to state but typically ranges from \$25 to \$50. It usually takes about two weeks for the DMV to process applications and issue endorsements.

5. Cargo Securement Certification: It is a certification program designed to ensure that cargo is properly secured and transported in a safe and secure manner. It is intended for individuals who are responsible for the safe transport of cargo, such as truck drivers, warehouse workers, and other personnel involved in the transportation of goods.

The certification program consists of an online course that covers topics such as proper securement techniques, safety regulations, and best practices. The course takes approximately four hours to complete and includes a final exam. Upon successful completion of the course, participants receive their Cargo Securement Certification card.

To get certified, individuals must first register for the online course on the Cargo Securement Certification website. Once registered, they can begin taking the course at any time. After completing the course and passing the final exam with a score of 80% or higher, they will receive their certification card via email within two weeks.

The cost of the Cargo Securement Certification program varies depending on whether you are taking it as an individual or as part of a group/organization. For individuals, it costs \$99 USD; for groups/organizations it costs \$299 USD per person.

6. Advanced Route Driving Techniques (ARDT): It is a system of driving that focuses on the most efficient and safe route for a driver to take. It involves using GPS navigation, traffic data, and other tools to plan the quickest route from point A to point B. ARDT takes into account factors such as speed limits, road conditions, construction zones, and even weather conditions. It also allows drivers to customize their routes by selecting preferred roads or avoiding certain areas.

It typically takes several hours of practice and study before a driver is able to effectively use ARDT. Drivers must become familiar with the various tools used in the system and understand how they work together in order to plan an optimal route. Additionally, drivers must be aware of local laws and regulations regarding speed limits and other traffic laws in order to ensure they are following them when planning their routes.

The cost of implementing ARDT depends on the type of equipment used and the size of the fleet being managed. Basic GPS systems can start at around \$50 per vehicle while more advanced systems can cost up to \$200 per vehicle. Additionally, there may be additional costs associated with software licenses or subscription fees for access to real-time traffic data or other services needed for effective route planning.

Overall, Advanced Route Driving Techniques provide drivers with an efficient way to get from point A to point B while minimizing time spent on the road and reducing fuel costs. With proper implementation, it can help fleets save money while ensuring safety on the roads for all drivers involved.

Text 28. Overview of Motor Carrier License Requirements

Source: <https://www.harborcompliance.com/transportation-license>

Whether you are a principal of a transportation corporation, a professional driver, or new to the field, you will face certification and licensing requirements at every level of your career. Adhering to licensing requirements is a key to maintaining your legal authority to transport goods. Beyond that, full compliance demonstrates that you have the transportation skills and judgement to ensure the safe movement of passengers and cargo. Failing to observe transportation industry requirements can result in state-imposed penalties and even denial, revocation, or suspension of your license.

The following guide contains an educational overview of transportation licensing requirements in the USA. Businesses that provide motor carrier or freight brokerage services are required to hold a number of registrations and licenses before operating. Licenses are issued at the federal and state level in most cases, but state requirements often vary. Before applying for a license, new carriers should register with the secretary of state. Depending on the desired type of business entity, either articles of incorporation or articles of organization should be filed.

– Federal Registration: Federal motor carrier registration requirements are carried out by the Federal Motor Carrier Safety Administration (FMCSA). The FMCSA oversees two separate carrier registrations: United States Department of Transportation (USDOT) number registration and authority to operate (MC Number) registration. In addition to this, carriers must designate process agents within 90 days after applying for operating authority.

– DOT Number Registration: Interstate carriers that transport passengers or commercial cargo are typically required to apply for a DOT number, and 32 states also require intrastate carriers to apply for a DOT number. Initial DOT number registration is processed online through the FMCSA's Unified Registration System (URS). After receiving a DOT number, carriers and brokers must perform routine updates to their registration when information changes. Biennial updates are also required of all registrants regardless of whether or not information changed.

– Operating Authority (MC Number): Carriers and brokers that transport or facilitate the transport of passengers or cargo across state lines are generally required to apply for FMCSA operating authority. Operating authority allows carriers and brokers to transport various cargos, and companies that provide service in more than one cargo classification may need to apply for additional operating authorities. The type of transportation Operating Authority will impact that type and level of insurance that is required by FMCSA.

– State Administered Registrations: Motor carriers are subject to a number of state level registrations, often involving multiple state agencies. All states require interstate/out-of-state carriers to hold a Unified Carrier Registration Agreement (UCRA) license, International Registration Plan (IRP) registration, International Fuel Tax Agreement (IFTA) registration, and a commercial driver's license (CDL). In addition to the standard requirements, some states also offer temporary permits or additional tax registrations for certain carrier types. Intrastate/in-state carrier requirements vary greatly, but most are not subject to the UCR, IRP, or IFTA.

– Unified Carrier Registration (UCR): It is an annual registration required for most interstate carriers. Although some states are not participating in the UCR, carriers from these states that operate in participating states must often carry a registration. Fees range from \$76 for up to two vehicles to \$73,346 for companies with more than 1,000 vehicles. State specific applications are available, but carriers from any state can use Indiana's online UCR registration system to apply.

– International Registration Plan (IRP) and International Fuel Tax Agreement (IFTA): IRP and IFTA are separate reciprocity agreements that consolidate registration and reporting requirements across member jurisdictions. These agreements mean that carriers only need to register and report in their base state, while fees and information are shared with other states where the carrier operates. IRP and IFTA generally apply to paid interstate transporters of passengers and property with a unit weight of 26,000 pounds or more.

– Commercial Driver's License (CDL): Before operating a commercial motor vehicle, drivers in all states are required to hold a commercial driver's license. Each driver must obtain a CDL in their home state with any special endorsements required for the vehicles that will be driven. Application and testing requirements vary by state, but most states require intrastate carriers to be at least 18 years old and interstate carriers to be at least 21. Common requirements for a CDL include: knowledge tests, skills tests, medical qualification, and a background check.

– Temporary permit: It is generally costly, but sometimes necessary, for short trips. A temporary permit will be needed for oversize (by dimensions or weight) vehicles. If you will be traveling to a state in which the vehicle is not registered under IRP, a Trip Permit is needed. Likewise, a Fuel Permit is needed when traveling to a state under which the vehicle does not have an IFTA decal and license.

– Other Permits and Registrations: In addition to the above listed registrations, some states also require motor carriers to apply for permits or supplemental tax registrations. California, for instance, requires for hire carriers to hold a motor carrier permit before conducting business in the state. Intrastate carriers in Pennsylvania must register for motor carriers' road tax before transporting within the state, and vehicles with a weight of 55,000 pounds or more must often register for heavy vehicle use tax.

Text 29. Transport Infrastructure

Source: https://ceopedia.org/index.php/Transport_infrastructure

The goal of transport infrastructure is to ensure the basic conditions for the development of socio-economic system, as well as other elements of the economy.

Accordingly, transport infrastructure involves man-made basic facilities of roads (linear infrastructure) and transport points (infrastructure point). It affects the economy and society by creating favourable conditions for the movement of people and goods (cargo) in direct and indirect form. From an economic point of view the most important feature of transport infrastructure is the public nature of the services it provides. Of course, there are exceptions, there is also private transport infrastructure, for example, within a company.

Transport is a set of actions involving the movement of material goods in time and space by using appropriate technical means. Transport infrastructure basically consist of three main groups: roads, transport points (airports, ports, etc.), and auxiliaries used for the maintenance of roads and transport points. Transport infrastructure consist of five main branches of transport: rail, car, pipeline, inland shipping and sea transport, and air.

Intermodal shipping (combined transport) involves moving goods on the different modes (means) of transport. This means that for the carriage of cargo, uses more than one branch of the transport, while at the same time using only one load unit, e.g., a container for the whole journey. Combined transport in practice usually consists of combining road transport and rail transport. Freight carriers provide loads of cars to rail transport. Successfully by rail cargo is now transported to the station of destination. To carry goods, companies use containers, interchangeable car bodies or semitrailers.

Intermodal transport has some advantages. It reduces transportation costs. It ensures a quick and timely delivery of cargo especially in international transport. It reduces the risk of damage to the goods. Intermodal transport increases the capacity of a single carriage of a larger batch of cargo. It increases the availability and quality of transport services. It also increases the number of possible ways of transport. It provides the ability to use different methods of loading and unloading.

The examples of transport infrastructure are:

– Roads: They are often the most visible form of transport infrastructure. They are the most commonly used form of transportation and are the foundation of many countries' economic development. Roads are built to connect cities, towns and villages and provide access to resources and services. Examples of road infrastructure include highways, expressways, bridges, tunnels, toll roads and cycle paths.

– Railways: They are an important component of a country's transport infrastructure. They are used to transport heavy cargo and passengers over long distances quickly and efficiently. Examples of railway infrastructure include tracks, stations, depots, signalling systems and rolling stock.

– Airports: They are vital to international trade and tourism. They are used to transport passengers and cargo over large distances quickly and safely. Examples of airport infrastructure include runways, terminals, control towers, navigation systems and hangars.

– Ports: They are an essential part of a country’s transport infrastructure. They are used to transport goods to and from foreign countries. Examples of port infrastructure include shipping docks, warehouses, berths, cranes and other loading equipment.

– Public Transit: It is an important element of a nation’s transport infrastructure. It is used to move people from one place to another in an efficient and cost-effective manner. Examples of public transit infrastructure include buses, metro systems, light rail systems, trams and ferries.

Transport infrastructure plays an important role in supporting the development of the socio-economic system, as well as other elements of the economy. Other approaches related to transport infrastructure include:

– Developing a comprehensive transport policy that takes into consideration all aspects of transport and its effects on the economy. This includes the development of a strategic plan for the transport system, as well as the establishment of measures to ensure the efficient use of resources.

– Ensuring the safety and security of passengers and goods through the implementation of appropriate regulations and controls. This includes the implementation of appropriate measures to prevent accidents and incidents, as well as the enforcement of traffic laws.

– Improving access to transport services, such as public transport and freight services. This includes the development of infrastructure to facilitate the movement of people and goods, as well as the development of policies to make transport services more accessible.

– Supporting the development of a sustainable transport system. This includes the implementation of measures to reduce emissions and pollution, as well as the promotion of alternative modes of transport, such as walking and cycling.

In summary, the development of an effective transport infrastructure is essential in order to ensure the development of the socio-economic system, as well as other elements of the economy. Other approaches related to transport infrastructure include developing a comprehensive policy, ensuring safety and security, improving access to transport services, and supporting the development of a sustainable transport system.

Text 30. Importance of Designing Effective Urban Transport Infrastructure

Source: <https://www.acbconsultingservices.com/construction-management-for-transportation/what-is-transport-infrastructure-and-what-types-of-transport-infrastructure-should-we-plan/>

What types of transportation infrastructure should we plan and build to create more sustainable cities in the future? Transport infrastructure is a key component in the success of any country. It is the backbone of any economy, and without it, countries would be left with no way to transport people and goods from one place to another. Transport infrastructure is a key element of any city. It allows people, goods, and services to travel from one place to another. Without effective transport systems and infrastructure, our cities would not function. However, transport is also a major cause of greenhouse gas emissions and air pollution.

With such a key role, it is vital that transport infrastructure is in good condition and effective for the future. Transport infrastructure is the fixed installations, structures, and networks that provide a framework for the movement of people and goods. Urban transport infrastructure can be collated under five broad headings: roads, bridges and tunnels, rail and trams, waterways as well as bike paths and walkways.

When planning our urban transport infrastructure, urban planners must consider the transportation needs of our urban population today and how those needs may evolve. Only

by doing so can they plan the infrastructure we need to deliver sustainable transport solutions in the future.

Roads are the most common transportation infrastructure that we use daily. They are used to connect separate places with each other and make it easier for people to travel. Roads can be classified into three categories: highways, arterial roads, and local roads. Highways are the largest type of road in terms of capacity and speed. They have limited access points and can be used by all types of vehicles, including trucks and buses. Arterial roads provide more access points than highways do but they have a lower capacity as well as slower speeds. Local roads provide less access than arterial and highways, serve smaller areas, and have lower speeds than both.

Bridges are structures that allow people to cross an obstacle like a river, valley, or road, on foot or by vehicle. There are two main types of bridges: suspension bridges and arch bridges. Suspension bridges use cables to support the weight of the bridge, while arch bridges use arches that form an opening in both ends of the bridge – this allows less weight on each side, which makes them more stable than suspension bridges. A tunnel is an underground passageway for pedestrians, vehicles, and/or trains. A tunnel can be either a subway or highway that runs beneath ground level.

Railways are built for freight and passenger transport. The most common use of rail transport is in urban areas where they provide quick and efficient access to places not connected by road. They provide a form of transportation that is more efficient and cleaner than many other forms of transportation. Transporting large numbers of people, railways help to relieve congestion on our roads and reduce noise and air pollution in our cities. Trams are a type of rail transport that is powered by electricity, and they can be found in many cities across the world. City trams fall into two categories: street trams, which run on rails in the middle of the street (like buses), and tramways, which run on rails along a set route.

Waterways have been used for transporting goods and people for centuries. They offer a unique way to get from one place to another. Some waterways are natural, and others are man-made. Natural waterways include rivers, streams, and brooks. Man-made waterways include canals, ditches, and trenches. Every type of waterway has its own set of pros and cons that make it desirable to use as a form of transportation infrastructure. For example, natural waterways often have more issues with flooding than man-made ones.

Bike paths and walkways make it easier for people who want to bike around the city to do so without having to worry about cars or pedestrians getting in their way. They also help cyclists stay safe by providing a clear path for them to ride on their bikes. Bike paths can be separated from the road, or they can be right next to it. However, they should always be separated from sidewalks to protect pedestrians.

Planning future transport infrastructure is a complex endeavor that requires decision-makers to consider many factors. There are many constraints, such as the availability of land, the cost of building and operating transport systems, and public opinion. Several tools have been developed to help planners make these decisions. These tools can address some of the complexities involved in planning future transport infrastructure by providing information on what has been done in other locations and what might work best in each situation.

Whatever tools an urban transport planner employs, they must overcome the most complex question of all: how do you plan for what we don't know? Other questions that transportation planning must address include: What kind of transportation system do we want? How do we make sure that it's sustainable? What are the costs associated with building this new system? Should we start from scratch or work with what we have now? These questions are difficult to answer but they must be answered before any progress can be made toward a better transportation system.

Text 31. Transport and Logistics: Definition and Importance

Source: <https://safetyculture.com/topics/transport-and-logistics/>

Both transport and logistics is a collection of processes involved in the production, storage, inventory, delivery, and distribution of specific goods or services. Sometimes referred to as transportation and logistics, it is an integral element of the whole supply chain and it involves proactive procedures to safely and efficiently move products from the manufacturers, to the sellers, and up to the end users or the consumers.

The primary goal of managing transport and logistics – especially for businesses and those in cargo consolidation – is to properly oversee the flow of supply from point A to point B, and for customers to receive products on time, damage-free, and according to expectations.

The logistics industry is responsible for moving products domestically and internationally and is therefore a huge contributor to economic development. According to a report released by Allied Market Research, the transport and logistics market is projected to grow at \$12,975.64 billion by the year of 2027.

As to importance of transport and logistics, companies utilize transportation and logistics for various reasons and optimizing them offers significant advantages not just for the company but for the supply chain in general. Transport and logistics' main role can also vary per business, but its importance and benefits generally include the following:

- It increases efficiency: Just like any other business practice that aims to simplify processes, optimizing transportation and logistics increases operational efficiency. Actively tracking the movement of products helps spot errors and discrepancies in the supply which in turn enables businesses to address them proactively.

- It lowers costs: Managing transport and logistics properly provides better visibility in the supply chain. This allows businesses to avoid unnecessary purchases, eliminate unproductive activities, implement recognized areas for improvement, and overall manage costs better.

- It improves production turn out: An optimized transport and logistics process helps streamline operations, reduce downtime, and generally improve business performance.

- It enhances inventory management: Greater supply chain visibility prevents material stockout and material overstock, avoids damages in products, and enables businesses to manage inventory more efficiently.

- It prevents disruption in the supply chain. As an integral unit of the supply chain, an organized transport and logistics system helps spot inefficiencies in the process. It also enables companies to address issues before they cause disruption and significantly affect business operations.

To summarize, when executed properly, an optimized transport and logistics system can improve customer experience and give businesses stronger industry reputation.

Text 32. Transport and Logistics: Main Difference and Top Challenges

Source: <https://safetyculture.com/topics/transport-and-logistics/>

Steps involved in the transportation and logistics may vary based on the industry the business is in and according to the actual product they produce. “Transportation” and “logistics” are also often used interchangeably, but what really is the main difference between transport and logistics?

As the name suggests, transportation is the operation involved in the actual physical delivery or movement of products from one place to another. It's part of the larger system of logistics and considers factors such as secured item packaging, best delivery route, and

the most appropriate mode of transport. Its functions are further divided into three areas that businesses must observe to ensure effective logistics operations:

- Operations management or the organization of processes involved in making goods and delivering services.
- Vehicle and fleet management or the coordination of delivery vehicles to ensure optimum and efficient use of resources.
- Infrastructure administration or securing all infrastructures involved in the logistics process such as roads, ports, airports, canals, rails, and pipeline networks, among others.

Logistics is a bigger business unit which refers to the procedures involved in the supply chain that intend to safely and timely deliver goods and services to consumers. Aside from transportation, the following processes can be considered under the umbrella of logistics: material sourcing, warehouse receiving, product storage, inventory managing, fulfilling orders, packaging, shipping, delivery and distribution.

Diverse industries encounter significant challenges for various reasons and the sector of transport and logistics also face them. Based on the report released by the International Finance Corporation (IFC), both small-to-medium and large logistics companies experienced setbacks caused by the Covid-19 pandemic. Other challenges faced by the industry include:

- Rising fuel prices: Although there can be several reasons for rising fuel prices, the most prominent as of the moment is the current conflict that has now impacted one of the largest oil producers. The effect is felt rather instantly on an international scale. Seasonal changes, global issues, and conflicts between major oil and gas producers significantly affect the transportation and logistics industry that is responsible for the flow of products and goods worldwide.

- Driver shortages: According to a report released by the American Trucking Association, the United States experienced a historic increase of 80,000 truck driver shortage in 2021. Aside from the pandemic and from the profession itself being a demanding job, a New York Times article also revealed that stress and loneliness are major reasons for the reduced numbers of truck drivers on the road. To combat the ongoing driver shortage, Representatives in the US Congress introduced a bipartisan bill titled “Strengthening Supply Chains Through Truck Driver Incentives Act” that aims to attract and retain new drivers through a set of short-term, fast, and straightforward incentives.

- Meeting customer satisfaction: Big retail services drastically changed the way customers experience product delivery in the last few years. As a result, the transportation and logistics industry needs to keep up with various consumer expectations such as fast delivery, easy tracking, and direct communication with delivery drivers. This can pose a visible impact if processes are not modified to be at par with customer demands.

- Sustainability concerns: It is revealed that a growing number of consumers prefer purchasing from companies that are actively engaging in sustainable practices. Integrating potential reduction of greenhouse gas and carbon emission is also becoming a priority to businesses. The transportation and logistics industry can implement various strategies to observe business sustainability such as utilizing alternative fuels, replacing engines for better performance, or tracking and properly reporting emissions. This entails financial commitment as it can be costly at first, but it also offers endless growth opportunities in the long run toward sustainable logistics. Aside from implementing the best industry practices, transportation and logistics companies can also utilize tools that can help monitor, track, and inspect processes to ensure that every step in the operation is done efficiently and effectively.

Text 33. Transport Logistics: Functions and Tasks

Source: <https://en.delachieve.com/what-is-transport-logistics/>

Logistics from an economic point of view is an activity for the organization, management and optimization of the movement of various kinds of flows from their source to the direct consumer. This science is divided into several types. One of them is transport logistics. This is a kind of system that is responsible for organizing the delivery. In other words, transport logistics is engaged in moving certain material flows from point A to point B. At the same time, the optimal route is chosen. The active application of this field of knowledge occurs in the sixties of the twentieth century. It is for this period that intensive development of production takes place. It became clear that knowledge of all the points of movement of raw materials makes it possible to identify losses. Thus, competent transport logistics reduces the cost of goods. An important role in the development of science was played by the achievements of the scientific and technological revolution, thanks to which communications at great distances became possible.

As to functions, it is accepted to distinguish operational and coordination functions of logistics. The former is connected with the management of the movement of values in the sphere of direct production and distribution. The latter are connected with the coordination of the level of supply and demand. This includes analysis and identification of the needs (mainly material) of the production process, planning and forecasting the development of markets, processing information about the needs of customers and much more. In other words, based on the data received, logistics connects the needs of customers with the capabilities of the enterprise.

Now let's consider the tasks. They can be divided into two large groups: general (global) and private. The first should be attributed to the achievement of the greatest possible result with minimal costs. The second group of tasks include the creation of a minimum level of stocks, a reduction in the time period necessary for transportation, and many others.

Next, we will talk about the transport and logistics system. This concept characterizes the entire set of customers and producers of goods, services, as well as the communication routes used for their interconnection, transport, buildings and structures, management systems and other resources. Transport logistics cannot exist without an appropriate infrastructure.

After all, the movement of objects, their storage, storage and maintenance of all processes by financial and information flows is impossible if there are no necessary technical means for this. Infrastructure ensures uninterrupted and accurate performance of all functions. The total volume of costs largely depends on the quality of the transportation carried out. Therefore, transport logistics in the enterprise should also take into account the following aspects: the efficiency of each mode of transport separately, the efficiency of the organization of transportation from the producer to the consumer, as well as the accounting of storage and handling of goods, which is especially important for the client.

To sum up, it is important to say that transport logistics plays a huge role in the activities of the enterprise. This is a necessary link in the system, since this science is responsible for managing all flows, and the management of material flow is impossible without the organization of its transportation. Thus, transport should not only be used effectively, but also be flexible. This will make it possible to realize the main objective of the transport and logistics system, even in the face of rapidly changing demand.

Text 34. Main Modes of Transport

Source: <https://wearedg.com/news/article/modes-of-transport-logistics>

In this article we will talk about main modes of transport (or types).

These are the four major modes of transport in the logistics industry – air, road, sea and rail. Which method you use will depend on what you’re shipping, where you’re shipping from and where you’re shipping to.

Even then, more than one method may be suitable. That’s why it’s important to understand the advantages and disadvantages for each mode of transport.

Depending on your requirements you will also need to determine which mode of transport has the largest carrying capacity.

– Road Freight: It is a popular choice for transporting for all manner of goods across the globe. It’s particularly suited to situations where products are being transported across borders and for final-mile delivery to customers’ doors. It’s a common choice in countries like the USA and Canada, where road freight accounts for the majority of transport, and it can be used in combination with every other mode of transport on this list.

There are some benefits of road freight. There are fewer restrictions on road freight compared to air or sea freight. Trucks are easier to track than ships or planes – GPS can let you know where they are at all times. It’s one of the most financially economical modes of transport. It’s highly accessible. Every country in the world has a road network. That can’t be said for sea or rail networks. It’s easy to organise specialist transportation based on your products. Road freight can accommodate hazardous materials, perishable goods and just about anything else. Door-to-door transport is possible when correctly planned. It’s easy to adjust routes and timings if necessary. Uncomplicated packing, shipping and offloading process.

There are also some drawbacks of road freight. Road freight can take longer than transportation by air or sea and can also be unpredictable due to unforeseen weather or road closures. It’s not suitable for trans-global transportation. It’s easier for criminals to target trucks compared to other transport modes. Size and weight limits apply. Issues with seasonality can make roads unsafe. Higher risk of accidents and breakdowns when compared to alternative modes of transport. It’s slower than other modes of transport.

– Sea Freight: It accounts for the vast majority of the world’s trade. More than 90% of all goods are transported by ships. For an idea of scale: Statista report the 10 largest container ports are responsible for more than 247m TEU throughput in 2021. That’s because ships can carry significantly heavier loads than air freight at a fraction of the cost. As a result, it’s the preferred choice for transporting bulk materials like agricultural produce and raw materials. Furthermore, it’s worth noting ocean shipping is the most integral part of the supply chain for most of the world’s industries, cited in this Statista report, making it a backbone of global trade. Between 2013 and 2019, both the capacity of the global merchant fleet and the volume of seaborne trade increased significantly. During this time span, the volume of goods carried by ships rose by almost 35 percent, while the combined capacity of merchant ships grew by around 17 percent.

There are some benefits of sea freight. It’s the best way to transport large and heavy goods. Cargo ships can carry thousands of tons, making them perfect for oversized or bulk products. It’s cheaper than air transportation. And also it’s more environmentally friendly. Minimal handling is required. Slow-moving vessels mean goods are less likely to be damaged. Shipping is rarely impacted by weather conditions. It has the highest carrying capacity of all freight options. Sea freight has the largest carrying capacity.

There are also some drawbacks of sea freight. It is not always the most financially economical choice. It can be inaccessible depending on origin or end destination. Long transit times make it unsuitable for expedited deliveries. Any reputable freight forwarder should provide access to a global shipping network with a range of services including FCL and LCL shipments.

– Air Freight: It is a go-to choice for speedy delivery. It’s accessible all over the world and a convenient method to move smaller shipments long distances. Given that most major

cities have an airport, air freight also lets businesses ship to specific areas or regions.

There are some benefits of air freight. Speed is the biggest benefit of air freight. It's rare for flights to suffer more than a few hours delay and air freight allows for a much more direct route than road, sea or rail. The fixed schedule of air freight makes them a reliable choice. Security is much higher with air freight than other modes of transport, packages often receive the most rigorous protection measures. The reduced risk of air freight tends to mean lower insurance premiums.

There are also some drawbacks of air freight. Air freight is one of the most expensive transport methods owing to high fuel costs and additional expenses like security checks. The nature of air freight means there are restrictions on what can be transported. Size, weight and product types are all restricted. It can be risky, given that any crash can result in the complete loss of goods.

– Rail Freight: Trains are a vital part of logistics routes across the globe, particularly in Europe and North America, where rail networks are comprehensive. In North America, for instance, rail freight accounts for about 15% of all freight journeys. It's the ideal choice for organisations that require fast, scheduled and reliable freight in areas of the world where rail networks are strong.

There are some benefits of rail freight. Trains offer more carrying capacity than road freight. Less chance of delays owing to fixed schedules and the nature of rail journeys. Low environmental impact compared to any other mode of transport. It emits over three-quarters fewer emissions than road freight. A cost-effective solution for long journeys. Particularly good for inter-country transportation.

There are also some drawbacks of rail freight. Can be slower than other forms of transport. A lack of accessibility means rail freight isn't suitable in all locations. No door-to-door service owing to pre-defined routes. Usually requires additional transportation at the end of the journey.

Now let's turn our attention to multimodal shipping. It's rarely possible to use one method of freight transport for your cargo's entire journey. Where multiple methods are required, opting for a multimodal shipping service should always be the first choice. Multimodal shipping is where cargo is moved from origin to destination using multiple transportation methods. Unlike intermodal shipping, each transportation route is operated by the same carrier under a single contract. That carrier is responsible for the entire journey.

Multimodal shipping has several advantages over intermodal shipping. It's a much more streamlined service for one. With one company in charge of every leg of the journey, you can deal with a single point of contact who can provide updates and troubleshoot issues about the entire journey. It's much easier to track your shipment as a result and get realistic timelines. Delivery should also be more efficient because there is no handover process. Most freight forwarders specialise in multimodal shipping transportation across the globe.

Text 35. Rundown of Cargo Handling Equipment

Source: <https://dfreight.org/blog/top-5-cargo-handling-equipment/>

If you're in the business of shipping and handling cargo, you know how important it is to have the right equipment. The right cargo handling equipment can make all the difference in efficiency, safety, and cost-effectiveness. This blog post will look at the top five cargo handling equipment. We'll also discuss the benefits of cargo handling equipment, the different types of handling equipment, and the final say on this vital topic.

There is a wide range of cargo handling equipment available on the market to suit the needs of any business, from small businesses to large multinational corporations. The most common type of cargo handling equipment is the forklift, used to move heavy and

bulky items around a warehouse or other storage facility. Other common types of cargo handling equipment include cranes, conveyors, dollies and trolleys.

Forklifts are available in various sizes and specifications to suit the specific needs of a business. They can be powered by gasoline or diesel and fitted with various attachments such as forks, buckets, or winches. Forklifts can be used indoors or outdoors and are equipped with tires designed for either smooth or rough surfaces.

Cranes are another type of handling equipment commonly used in warehouses and other storage facilities. Cranes can be used to lift heavy items, such as pallets of goods, and move them to another location. They can also be used to load and unload trucks and other vehicles.

Conveyors are cargo handling equipment that moves items from one location to another. Conveyors can be either powered or gravity-powered and stationary or mobile. Mobile conveyors can be used to load and unload vehicles and can also be used to move items around a warehouse or other storage facility.

Another type of cargo handling equipment is a dolly. Dollies are very maneuverable and can be used to move various types of cargo. However, they are not always the best choice for every situation. For example, a dolly may not be the best option if you need to move very heavy cargo.

Trolleys are cargo handling equipment used to move items around a warehouse or storage facility. Trolleys can be either manual or powered, or fixed or mobile. Manual trolleys are pushed by hand, while an electric motor moves powered trolleys. Trolleys can move items such as boxes, crates, and pallets.

Other handling equipment, such as hand trucks and platform trucks, are available. These types of equipment are used to move smaller items and are often used in conjunction with other handling equipment.

No matter what business you operate, there is a type of handling equipment that will suit your needs. Whether you need a forklift to move heavy items, a crane to load and unload vehicles, or a conveyor to move items from one location to another, a piece of equipment will help you get the job done.

Much different handling equipment exist, but not all are created equal. When choosing the right equipment for your needs, it's essential to consider a few factors, such as cost, efficiency, and safety.

Each piece of equipment has unique advantages and disadvantages, so be sure to choose the one that's right for your particular needs. Now that we've gone over the top 5 handling equipment let's look at the benefits of this handling equipment. The main ones are:

- Handling equipment helps to improve the efficiency of the cargo handling process and can also help to improve safety and reduce the risk of injuries.

- Cargo handling equipment can help to improve the speed of the cargo handling process. This is because the equipment can move the cargo more quickly and efficiently around the docks and warehouses. This can help to reduce the amount of time that is needed to handle the cargo and can also help to improve the accuracy of the cargo handling process.

- Cargo handling equipment can also help to improve safety. This is because the equipment can reduce the risk of injuries to workers. The equipment can also improve the accuracy of the cargo handling process, which can help reduce the risk of accidents.

- The handling equipment can also help to improve the quality of the handling process. This is because the equipment can be used to improve the accuracy of the cargo handling process and can also help improve the cargo's quality. The equipment can also be used to improve the speed of the cargo handling process, which can help improve the cargo's quality.

In conclusion, there are many benefits to handling equipment. This type of equipment can help to improve the efficiency of the cargo handling process and can also help to improve safety and reduce the risk of injuries.

РАЗДЕЛ 4. ИНСТРУКЦИЯ ДЛЯ ПОДГОТОВКИ УСТНОЙ ПРЕЗЕНТАЦИИ ТЕКСТОВОГО МАТЕРИАЛА НА АНГЛИЙСКОМ ЯЗЫКЕ

4.1. Поэтапная инструкция по подготовке презентации текстового материала

Presentation Preparing Guide

STEPS

Step 1. Know the context of the presentation: Who are the audience, and what are their interests? How big will the audience be? How long is the presentation to be? What facilities are available for visual aids? What about time for questions?

Step 2. Decide on your topic. Think carefully about the main point or points that you want to communicate. You should be able to write these clearly in one or two sentences.

Step 3. Structure the content. Most people begin with an unordered collection of ideas and then put them into sequence. Then decide on the relative weight of each section of the talk.

Step 4. Think of ways of catching the listeners' interest: examples, anecdotes, impressive statistics, and interesting quotations.

Step 5. It is useful to 'rough-draft' visual aids at this stage because they can help you make the sequence of points clearer and more logical. Think about whether some information should be put into handouts.

Step 6. Check overall length, and the relative weight of sections. A little too short is better than even a little too long. As a rough guide, allow about 1 minute for every 100 words, plus time, if necessary, for changing transparencies. One A4 page, double-spaced, takes about 3 minutes of speaking time.

Step 7. Finish preparation of visual aids. If you are using PowerPoint data projection, having slides or transparencies is a useful back-up in case of last-minute technical problems.

Step 8. Prepare handouts, if you want them. Make copies.

Step 9. Plan the exact words you will use for the opening, the transition points, and the conclusion. Practice them again and again. If you are anxious, write on cards the introductory and concluding sentences. Make more notes if you need them.

Step 10. REHEARSE your presentation, as often as necessary. Do not omit this step! You can practice alone, or ask a friend or colleagues to listen to you. With practice, you will become more fluent and at ease. Make sure you speak simply, but in academic not conversational style. Project your voice across the room. You will find this slows your speech. Check the timing carefully and make adjustments if necessary. Mark a time reference at one or two points in the presentation.

Step 11. Think about the questions the audience may want to ask you. Plan how you will answer them.

Step 12. On the day of your presentation, be calm and organized. If you are unfamiliar with the location, go beforehand to plan where you will stand and where you will put your papers and to see how the projection works. Arrive in good time for your presentation. Remember to take all your visual aids, notes and papers.

If you feel nervous, do not worry. That's normal. Breathe slowly and deeply for a few minutes beforehand, and try to relax the muscles of your face, mouth and neck. This will make you look relaxed, and will improve the quality of your voice. Then remind

yourself how well prepared you are, and enjoy it. Concentrate not on yourself or your notes, but on the audience and making clear to them what you have to say.

Visual aids

If you are using an **overhead projector**, follow steps 1–4 below.

1. Before your presentation, check that the equipment works. Decide on the best place to stand, so that you do not obscure the view of the audience; decide where to put transparencies before and after use; decide whether you will point at the transparency or at the screen (or not at all).

2. If you point at the transparency, use a pen as a pointer.

3. Detach the transparencies from their backing paper to make things easier during your presentation. Interleave them with plain paper.

4. Number the transparencies in case you drop them.

If you are using **Power Point** data projection, follow steps 1–6 below.

1. Check beforehand whether you should bring your presentation on diskette or CD or DVD. If you are bringing a computer, check on the type of connection required for the data projector.

2. If possible, set up your presentation before your talk. This can take several minutes, even if all goes well.

3. Have a blank slide at the start and end of your presentation. This makes your start and finish smooth.

4. Power Point has an excellent online tutorial and help system. Use it when you are preparing your presentation so that you can make full use of its faculties (such as time monitoring, handouts and notes).

5. Don't be tempted, because of Power Point's capabilities, to make your slides too 'busy'. That will distract the audience's attention.

6. Even if you are giving your presentation in a well-equipped room, technology can go wrong. Print out your PowerPoint slides on to transparencies, so that you have an alternative.

Handouts

Handouts are useful in **three ways**.

1. They show data that are too detailed for a visual aid, such as transcript data from interviews, or mathematical calculations. If there is a lot of detail, the points you want to refer to in your presentation should be clearly highlighted in the handout. The handout is given immediately before the presentation, and then referred to.

2. They provide a 'signposting' framework to guide the audience through your talk. In this case, the handout will be a note-frame, which is given out before the presentation. Don't put too much into it, or the audience will read the handout instead of listening to you.

3. They act as a record of your presentation, which the audience can take away. This could be either a note-frame or a fuller text. For this 'record' type of handout, it's common practice to add your address and email address, so that people working in the same field can contact you later. Some presenters like to give out this type of handout at the end of their talk, so that the audience listens with full attention. Others give it out at the start, as a support to listening.

Keep your handout short – one page if possible.

Notes

Visual aids often provide sufficient support for your presentation. If you feel you need notes as well, remember that they will be more to cope with during the presentation: you will have to deal with the visual aids, the notes, and the audience.

1. Cards or A5 paper are often recommended because they are neater in the hand than big pages. Make sure you number them clearly!
2. A good alternative is to use photocopies of your visual aids, with notes written on them. It is then easier to coordinate your progress through notes and visual aids.
3. Write very large and clear, with plenty of space.
4. Use colour, so that you can quickly locate key points or words.

4.2. Технология создания электронной презентации текстового материала

4.2.1. Облако слов

«Облако слов» представляет собой визуальное представление ключевых слов текста. Это — графическая визуализация текста.

1. Зарегистрироваться на сайте <http://tagul.com/>
2. Нажать клавишу My clouds, затем клавишу CREATE NEW CLOUD и зайти во вкладку Tags source (Теги: источник) → URL (вводим адрес веб-страницы) и текст загружается в буфер.
3. Нажать клавишу Visualize, таким образом, текст появится справа.
4. Придать облаку желаемый вид с помощью меню:
 - Appearance — внешний вид
 - Font — шрифт
 - Color — цвет, раскраска слов в облаке
 - Background color — цвет фона (на экране)
 - Animation speed — скорость анимации
 - Roll over text color — развернуть цвет текста
 - Roll over box color — развернуть цвет рамки
 - Roll over stroke color — развернуть цвет шрифта
 - Grab and share — сохранить и поделиться
 - Save to local computer — сохранить на своем компьютере
 - Save graphic image — сохранить графическое изображение
 - Place on a web-page — разместить на веб-странице
 - Send link to a friend — отправить ссылку другу
5. Сохранить созданное облако, нажав на клавишу Save graphic image. После нажатия появляется окошко «Сохранить как», и вы выбираете место сохранения.
6. Отправить ссылку своим коллегам.

ИЛИ

1. Используя сайт <http://www.tagxedo.com/>, создать **облако слов** из текста.
2. Придать облаку желаемый вид с помощью меню:
 - Color — цвет
 - Theme — тема
 - Font — шрифт
 - Orientation — ориентация
 - Layout — расположение слов в облаке
 - All — всевозможный вариант
 - Shape — очертание/форма
 - Hide History — история выполненных действий
3. Сохранить, нажав клавишу Save, и выбрать необходимые параметры сохранения: размер и расширение. После нажатия клавиши сохранить изображение в любом месте на вашем компьютере.

4.2.2. Диаграмма связей / ассоциативная карта

«Диаграмма связей», известная также как «Интеллект-карта», «Карта мыслей» (англ. Mind map), «Ассоциативная карта», — способ изображения процесса общего системного мышления с помощью схем. Также может рассматриваться как удобная техника альтернативной записи.

1. Зайти на сайт <http://freemind.sourceforge.net/>. В пункте **See Download** нажать на **Download** (загрузка). Вы автоматически попадаете на страницу **Download**, где спускаетесь в пункт **Installing Free Mind**.

2. Если компонент Java уже установлен, то нужно нажать на **You can find a Free Mind installer including java here**. После чего начинается автоматическая загрузка файла Free Mind-Windows на ваш компьютер.

3. Установить программу в обычном режиме на компьютер.

4. На рабочем столе появляется значок, который вы запускаете как программу.

5. В центре поля щелкнуть на **Free Mind** / Новая карта и написать центральное понятие, например: «статья о программе Free Mind».

6. Нажать клавишу **Insert** / Вставка для вставки пункта первого уровня (например, «Введение»).

7. Нажать клавишу **Enter** для вставки второго пункта первого уровня (например, «Установка приложения»).

8. Основное редактирование необходимо производить с помощью клавиш **Insert** / Вставка, **Enter** / Ввод, **Escape** / Выход и **Delete** / Удаление.

9. Для редактирования текста внутри выбранного узла можно воспользоваться клавишей **F2**.

10. Можно перемещать карту целиком в любое место рабочего пространства методом обычного **drag'n'drop** / перетаскивание — нужно зажать мышью рисунок и перетаскивать его, не отпуская, в нужное место.

11. Попробуйте изменить размеры узлов. Все возможные формы работы с узлом вы найдете, щелкнув по узлу правой кнопкой мыши, в пункте «Формат».

12. Нажатием сочетания клавиш **Alt+I** откройте каталог с предустановленными иконками («Выберите пиктограмму»). Вы можете выбрать любую из них для добавления к узлу на вашей карте. Добавление иконок делает ее более читаемой и интуитивно понятной.

4.2.3. Шаги по созданию и работе с узлами ассоциативной карты

1. Щелчок мышью по «**Новой карте**» дает возможность внести ключевое слово. Нажав клавишу **Enter**, вы закрепляете данное ключевое слово.

2. «**Вставка → Новый смежный узел после текущего**» дает возможность создать узел с правой стороны.

3. «**Вставка → Новый смежный узел перед текущим**» дает возможность создать узел с левой стороны.

4. Щелчок **левой** кнопкой мыши по «**Новому смежному узлу**» дает возможность внести название для созданного узла.

5. Выполнение щелчка **правой** кнопкой мыши обычно приводит к отображению **списка доступных действий для работы с узлом**:

Редактировать F2	Изменение названия узла
Изменить текст в редакторе	Форматирование шрифта: цвет, курсив, жирный шрифт, подчеркивание, выравнивание, вставка таблицы, создание списка, создание нумерации

Редактировать атрибуты	Создание таблицы с атрибутами под названием узла
Удалить узел	Удаление узла
Вырезать	Удаление узла из данного места и вставка в другом месте
Копировать	Копирование узла и вставка в другом месте
Копировать только этот узел	Копирование только этого узла и вставка в другом месте
Вставить	Вставка узла
Новый подчиненный узел	Создание нового узла, подчиненного заданному узлу
Новый смежный узел после текущего	Создание нового смежного узла под существующим узлом
Новый смежный узел перед текущим	Создание нового смежного узла над существующим узлом
Развернуть/свернуть	Развёртывание и свёртывание подчиненного узла
Пиктограммы <i>здесь же:</i>	Вставка пиктограмм из предложенного списка
• Удаление последней пиктограммы	Удаление последней пиктограммы в данном узле
• Удаление всех пиктограмм	Удаление всех пиктограмм в данном узле
Экспортировать ветвь как новую карту Alt+Shift+A	Экспорт данной ветви в новую карту, т. е. перенос в новое окно, где с ней можно отдельно работать (в главной карте появляется ссылка на этот элемент ассоциограммы)
Формат	Работа с узлом Тип узла — овал, кривая Увеличить шрифт узла Уменьшить шрифт узла Курсив Жирный Цвет узла Высветлить узел Фоновый цвет узла Убрать фоновый цвет узла Цвет облака (облако создается в вставке) Цвет ребра (прямая, кривая, заостренная прямая, заостренная кривая) Толщина ребра (как у родительского узла, тонкое ребро, 1, 2, 4, 8)
Вставка	Облако Изображение из файла (Alt+K) Ссылка (выбор файла) – вставка файла через ссылку Ссылка (текстовое поле) Создать связь (выделив минимум два узла) / между узлами
Стиль	Изменение стиля текста в рамках узла

6. Если подвести курсор к узлу — появится значок на повороте узла, и **узел** можно **перенести** в другое место, потянув в нужном направлении.

7. Файл — экспортировать — как... (выбираем формат, в нашем случае PDF). Сохранить созданную ассоциативную карту связей.

4.2.4. Ментальная карта

1. Зайти на сайт <http://www.spiderscribe.net/> (предварительно зарегистрировавшись).

2. Создать новую ментальную карту – **Create New Map**.

3. Задать имя папки – **Map name**.

4. Добавить описание данной папки – **Description**.

5. Кликнуть по иконке «**Текст**» и, удерживая кнопку мыши, перетащить на поле. Ввести текст.

6. Отформатировать текст по желанию: справа на экране панель форматирования текста. Изменить фон окна, шрифт, кегль текста (размер шрифта).

7. Щелкнуть по знаку «+» и создать новую ветвь.

8. Кликнуть по иконке «**Изображение**» и, удерживая кнопку мыши, перетащить на поле.

9. Щелкнуть на кнопку загрузки **Upload image** и загрузить изображение. Отформатировать изображение по желанию: справа на экране панель форматирования изображения.

10. Прodelать похожие шаги с картой, календарем, документом Word.

11. Внести дополнительные изменения в работу с ментальной картой: в верхней части экрана находится **Панель инструментов**: отмена последнего действия, центрирование карты, изменение размера, печать, экспортирование карты, удаление карты.

12. После окончания работы с картой нажать на **Share** (поделиться) – в правом верхнем углу экрана.

Private – Частные (по умолчанию) – карта видна только владельцу и тем, с кем автор поделился (указать электронные адреса).

Public with the link – Общедоступная со ссылкой – карта видна всем, кто имеет ссылку. Вход в аккаунт SpiderScribe.net не требуется.

Public on Internet – Опубликованная в Интернете – карта видна и доступна всем.

При выборе режима **Private** в левом поле ввести список людей, которым разрешен доступ к карте. Выбрать формат доступа: **readers** – только чтение, **editors** – редактирование. Нажать кнопку **Save** (сохранить). Сохранить. Предоставить доступ одному из участников. **Или**: выбрать режим **Public on Internet**, скопировать адрес карты и сохранить в отдельном документе. Нажать кнопку **Save** (сохранить).

Нажать в верхней части экрана на **Export Map** (экспортировать карту) и выбрать формат JPG.

РАЗДЕЛ 5. МЕТОДИЧЕСКИЕ РЕКОМЕНДАЦИИ ПО ОРГАНИЗАЦИИ САМОСТОЯТЕЛЬНОЙ РАБОТЫ INDEPENDENT WORK GUIDE

5.1. Рекомендации по организации работы с текстами для чтения

Чтобы научиться понимать и переводить иноязычный текст, необходимо в первую очередь научить студента выделять и понимать содержание на уровне *текста, абзаца и предложения*, а также дифференцировать основную и второстепенную информацию.

Основные признаки текста: 1) *связность*; 2) *тематичность* (все предложения объединены какой-либо одной темой); 3) *цельность* (использование средств связи между предложениями).

Тема текста. Текст представляет собой сложное суждение, в котором есть текстовый субъект (о чем говорится в тексте?) и текстовый предикат (что говорится в тексте?).

Текстовым **субъектом** является тема текста, которая находит словесное выражение чаще всего в заголовке или в самом начале текста.

Текстовый **предикат** представляет собой группу суждений, раскрывающих тему текста, т. е. сам текст.

Главное содержание текста. Понять содержание текста – значит уяснить его тему и идею.

Тема текста – это предмет данного описания, т. е. предмет, явление, событие, о которых идет речь в тексте.

Идея текста – это главная мысль о данном предмете, авторское отношение к описываемому предмету. Идея текста – это вывод, к которому должен прийти читающий после ознакомления с содержанием текста.

Тема часто сообщается в заголовке или в первом предложении текста. Понять идею можно лишь после прочтения всего текста. Иногда она не имеет словесного выражения, тогда читающий должен сам сделать определенные выводы.

Основное содержание текста. Для этой цели выделяются элементы, в которых заключена основная смысловая информация текста. Они называются «ключевыми фрагментами» (слово, словосочетание, предложение, группа предложений). Каждый абзац имеет ключевое предложение – «абзацную фразу», если их объединить, то можно получить основное содержание текста.

Ключевое предложение может находиться: а) в верхней части абзаца (*дедуктивная структура* – изложение мысли от общего к частному); б) в нижней части абзаца (*индуктивная структура* – изложение мысли от частного к общему); в) в верхней и в нижней части (*рамочная логическая структура*).

Другие предложения текста представляют собой способ логического развития мысли в абзаце.

Формы передачи информации. Существуют следующие формы передачи информации: *сообщение, описание, повествование и рассуждение*. Так, ядро самого простого типа информации – сообщения – составляют ответы на следующие вопросы: кто, что, когда, где, как, почему.

В текстах психолого-педагогического профиля преобладает тип информации о ситуации или положении дел, а также комбинированный тип информации (сообщение, передача высказывания, информация о событии или факте, о ситуации или положении дел, рассуждение).

Основные виды текстов для чтения

- 1) учебный;
- 2) художественный (*story* – рассказ, *play* – пьеса, *novel* – роман);
- 3) научный и научно-популярный (*research work* – научный труд, *theses* – диссертация; *monograph* – монография; *reference* – статья из справочной литературы; *article* – журнальная статья; *notes* – сообщение).

5.2. Методические рекомендации для студентов

5.2.1. Чтение с полным пониманием прочитанного

Цель – полностью понять содержание текста, выделить главную информацию, передать содержание, оценить его, сравнить с уже известным ранее.

Алгоритм

1. Перед чтением спрогнозируйте по заголовку содержание текста.
2. Читайте текст с полным пониманием, т.е. старайтесь как можно точнее понять содержание и смысл читаемого.
3. Проверьте, насколько хорошо вы поняли содержание и смысл текста. Для этого необходимо:
 - ответить на вопросы к тексту, позволяющие выделить детали;
 - самостоятельно поставить вопросы к тексту;
 - составить развернутый план прочитанного.
4. Для подготовки *пересказа* текста необходимо:
 - найти в тексте и выписать основные ключевые слова и выражения;
 - составить последовательность фактов и событий;
 - изложить содержание текста с опорой на ключевые слова и выражения.
5. Для *характеристики* какого-либо объекта текста необходимо:
 - определить объект характеристики;
 - выписать слова и выражения, относящиеся к определяемому объекту;
 - описать объект;
 - высказать свое мнение о нем.
6. Для подготовки *высказывания* по проблеме текста следует:
 - определить исходный тезис;
 - определить основной материал для аргументирования;
 - выписать ключевые слова и словосочетания;
 - аргументировать тезис;
 - привести примеры.
7. Для *обсуждения проблемы* текста следует:
 - выделить предмет обсуждения;
 - выделить информацию о предмете;
 - выписать ключевые слова и словосочетания;
 - выразить свое отношение к предмету;
 - аргументировать свою точку зрения.
8. Для *реферирования* текста необходимо:
 - зафиксировать основные опорные пункты;
 - распределить информацию по степени важности.
9. Для *аннотирования* текста следует:
 - зафиксировать тему и главную мысль;
 - выразить свое отношение.

5.2.2. Чтение с пониманием основного содержания

Цель – получить общую информацию о содержании текста, выделить главную мысль, высказать свое отношение к прочитанному.

Алгоритм

1. Перед чтением спрогнозируйте по заголовку содержание текста.
2. Читайте текст с пониманием основного содержания, то есть сконцентрируйтесь на основных фактах текста, опуская второстепенную информацию;
3. Старайтесь охватить взглядом все предложение или его часть;
4. Старайтесь догадаться о значении незнакомых слов или обратитесь к словарю;
5. Во время чтения подчеркивайте или выписывайте словосочетания и предложения, несущие основную информацию.
6. Проверьте, поняли ли вы основные факты текста, определите его основную мысль. Для этого необходимо:
 - выбрать заголовок из предлагаемых вариантов или сформулировать самому;
 - разделить текст на смысловые отрезки;
 - ответить на вопросы, выделяющие основную информацию.
7. Для подготовки высказывания следует:
 - сформулировать главную мысль текста;
 - сказать, что вы узнали нового;
 - кратко изложить основные идеи текста;

5.3. Рекомендации для написания рефератов, аннотаций

Реферат, составленный по одному источнику, называется *монографическим*. Структура реферата строго установлена. Он состоит из двух частей: *заголовочной* и *собственно реферативной*. В заголовочной части отражается название первоисточника, фамилия автора и библиографические данные (место издания, издательство, год издания).

Текст собственно реферативной части строится на основе выделенных при чтении ключевых слов и ключевых фрагментов, большинство из которых могут быть терминами в данной специальной области.

Реферат, составленный по нескольким работам на одну тему, называется *обзорным*.

5.3.1. Рекомендуемые клише для оформления реферата на английском языке

The Paper is called = The title of the Paper is... – Название реферата...

The theme of the Paper is... – Тема реферата...

It is spoken about... – Говорится о...

It is said in brief that... – Кратко говорится о...

Reader's attention is drawn to... – Внимание читателей привлекает...

The text gives information about... – Текст дает информацию о...

The following facts are stressed in the article... – В статье подчеркиваются следующие факты...

The content of the text includes... – Содержание текста охватывает...

The text is devoted to the problem... – Текст посвящен проблеме...

The articles are taken from... – Статьи взяты из...

In the article it is analyzed... – В статье анализируется...

The author characterises... – Автор характеризует...

The author emphasizes ... – Автор подчеркивает, что...

The author suggests... – Автор предлагает...

The author considers that... – Автор считает, что...

The main (sufficient) part of the research work contains... – Главная часть исследования содержит...

The text contains statistics about... – Текст содержит статистику о...

In the introductory part the author touches upon... – Во вступительной части автор касается...

At first it is depicted that... – Во-первых, изображается...

Secondly it is revealed that... – Во-вторых, обнаруживается, что...

First of all, it is stressed that... – Вначале ударение делается на...

The author underlines that... – Автор подчеркивает, что...

In concluding paragraphs, it is pointed out... – В заключительных параграфах указывается на...

Summing up the information... – Подводя итог...

5.3.2. Алгоритм составления реферата

1. Оформите заголовочную часть: запишите название первоисточника, фамилию и инициалы автора (авторов) и библиографические данные.
2. Пронумеруйте абзацы текста.
3. Просмотрите текст и определите его главную тему.
4. Внимательно читая текст по абзацам, определите тему и подтемы каждого абзаца и запишите их вместе с номером абзаца в виде ключевых слов и выражений.
5. Таким образом вы составите логический план текста.
6. Обдумайте последовательность расположения пунктов плана.
7. Выберите из каждого абзаца ключевые фрагменты (отдельные слова или словосочетания), которые характеризуют выделенные вами темы и подтемы, запишите их. Так выявляются смысловые ряды.
8. На материале смысловых рядов составьте текст реферата, используя связующие специфические выражения и языковые клише.
9. Прочитайте составленный текст реферата и отредактируйте его.
10. Укажите свою фамилию и инициалы, факультет, курс, номер группы и дату.

5.3.3. Клише для обсуждения реферата

To my mind the Paper is... – По моему мнению, реферат...

From my point of view... – С моей точки зрения...

It seems to me that... – Мне кажется, что...

I would like to express my own opinion on the problem... – Хотелось бы высказать свое мнение по проблеме...

I would like to clarify... – Я хотел бы кое-что прояснить...

I would like to tell something else... – Я хотел бы сказать следующее...

I would like to add... – Я хотел бы добавить...

An example of this would be... – Примером этого будет...

For example, ... – Например...

The point is that... – Смысл в том, что...

Обсуждение

I disagree with the position of the author. – Я не согласен с позицией автора.

I do not share the author's point of view. – Я не разделяю точку зрения автора.

I have just the opposite idea. – У меня противоположное мнение.

I can't agree with the author's opinion. – Я не могу разделить мнение автора.

Согласие

I do share the author's opinion that... – Я разделяю мнение автора в том, что...

I agree with your point of view that... – Я согласен с вашей точкой зрения, что...

You are definitely right that... – Несомненно, вы правы, что...

I find this Paper interesting / important. – Я нахожу данный реферат интересным / важным.

There is no doubt that... – Нет сомнений в том, что...

It goes without saying... – Без сомнений, ...

Сомнение

I am not quite sure that... – Я не вполне уверен, в том что...

It seems to me doubtless because... – Это кажется мне сомнительным, потому что...

I agree to the point but... – Я согласен с этим, но...

I suppose you are right but... – Предполагаю, что вы правы, но...

I would like to mention that... – Хотелось бы упомянуть, что...

Требование, просьба

I would like to ask a question... – Я хотел бы задать вопрос...

Could you tell me more about... – Не могли бы вы рассказать о...

Do you know anything else about... – Знаете ли вы еще что-нибудь о...

Can you confirm the fact? – Вы можете подтвердить... ?

I would like to ask you to tell your opinion about... – Я хотел бы вас попросить высказать свое мнение о...

5.3.4. Аннотирование текста

Аннотация – короткая справка о печатном произведении, излагающая содержание в виде перечня его основных вопросов. Аннотация дает представление только о характере оригинала (книга, статья и т. д.), о его строении (перечень вопросов), о его назначении (на кого оригинал рассчитан), а также об объеме оригинала (количество страниц). Аннотации пишутся как на языке оригинала, так и на родном языке. При составлении аннотации используются языковые клише. Объем аннотации составляет 0,5 страницы.

Структура аннотации стабильна. Она состоит из заголовочной части (название оригинала, фамилия автора, издательство, место и дата издания и др.). Написание собственно аннотации начинается с чтения текста и нумерации абзацев, определяется ведущая тема текста, темы и подтемы каждого абзаца, составление логического плана текста в виде перечня тем и подтем текста.

Клише, используемые при составлении аннотации:

а) клише, начинающие аннотацию и вводящие в главную тему:

The article (text) is called...

The title of the article (text) is...

The article (text) is published in...

The article is printed in...

The article consists of...

The article is devoted to...

The text touches upon the probleme...

In the introductory part the author points out...

б) *клише, оформляющие основную мысль произведения:*

The author raises the problem of...

The main part of the text informs about...

The article contains statistics about...

с) *клише, оформляющие выводы автора оригинала:*

In the concluding paragraphs it is pointed out...

Summing up the information it is important to say that...

Generalizing the information, it is necessary to say that...

В конце аннотации указывают фамилию, инициалы составителя, факультет, курс, группу, дату составления.

Например:

Summary

The article is called 'English for Specific Purposes in Russia: a Historical Perspective'. The article is published in Journal 'ESP Russia' in January, 1996. Volume 1. It is written by Tamara Nazarova, Professor of Moscow State University. The article is devoted to historical development of an approach of language teaching which is directed by specific and apparent reasons for learning.

The author raises two problems for identification. The 1st is: What is the meaning of the word ESP? And the 2nd: How to use it?

In the concluding paragraphs it is pointed out that ESP methodology has been consistently applied to intellectual communication at large. Summing up the information it is important to say that as it is shown, terminologies of usage differ in various sciences, but the category of reproduction allows the learner to acquire proficiency in the use of neutral 'prefabricated units'.

5.4. Рекомендации для разработки проектов

Проектное обучение представляет собой технологию активной познавательной деятельности студентов, в основе которой лежит разработка в ходе самостоятельной (групповой или индивидуальной) исследовательской деятельности различных типов проектов – перспективных заданий, направленных на решение задач практики.

Участники проектной деятельности должны ответить на вопросы:

1. Что является целью проектной деятельности?
2. В чем актуальность (оригинальность, ценность) идеи проекта?
3. На решение каких задач практики он будет направлен?
4. Каков будет результат (продукт)?
5. Где он может быть применен?
6. Как он может изменить ситуацию?

Типы проектов в вузе:

- *исследовательские* проекты, подчиненные логике исследования и имеющие структуру, приближенную или полностью совпадающую с научным исследованием;
- *информационные* проекты (модуль исследовательского), направленные на поиск, знакомство и представление информации;
- *практикоориентированные* проекты, имеющие профессиональную направленность, результат которых ориентирован на социальные интересы самих студентов.

Процесс работы над проектом многоступенчатый. В таблице представлены этапы и содержание проектной деятельности.

Этапы работы над проектом	Содержание работы	Деятельность студентов
<i>Подготовка</i>	Определение реальной ситуации, ее осмысление, рождение задачи (проблемы) из описания ситуации, постановка вопросов	Анализируют ситуацию, выявляют проблему, рассматривают актуальность ее решения
<i>Прогнозирование и целеполагание</i>	Прогноз изменения ситуации, постановка личностных и коллективных целей, их осознание	Обсуждают. Прогнозируют. Определяют цели
<i>Планирование</i>	Определение источников, способов сбора и анализа информации, форм представления результатов. Установление критериев оценки процесса и результатов. Распределение задач между членами групп	Разрабатывают план действий. Определяют и распределяют задачи. Вырабатывают критерии оценки результатов
<i>Реализация</i>	Сбор информации. Работа над проектом. Решение промежуточных задач. Получение запланированных результатов	Выполняют свою часть проекта. Промежуточное обсуждение хода реализации проекта
<i>Оформление и представление</i>	Формы представления устного и письменного отчета. Оппонирование	Отчитываются, обсуждают, представляют результаты для внедрения в практику
<i>Мониторинг и рефлексия</i>	Интерпретация и анализ процесса и результата. Внешняя оценка. Рефлексия студентов по поводу авторства в проекте. Формулирование выводов. Новое целеполагание	Анализируют, интерпретируют, оценивают в ходе коллективного обсуждения и самооценок

Параметры внешней оценки проекта:

- значимость и актуальность проблемы;
- корректность используемых методов исследования и обработки полученных результатов;
- активность каждого члена проектной группы в соответствии с его индивидуальными возможностями;
- характер принимаемых решений, общения, взаимопомощи;
- глубина проникновения в проблему, привлечение знаний из других областей;
- эстетика оформления результатов проекта;
- умение аргументировать, доказывать, делать выводы и заключения, отвечать на вопросы.

5.5. Общие практические рекомендации для изучающих иностранный язык

Владение иностранным языком на современном этапе развития общества играет важную роль в формировании личности человека, свидетельствует о его высоком образовательном и культурном уровне. Изучение иностранного языка, с одной стороны, занятие довольно увлекательное, а с другой – очень непростое. Помимо интереса и желания оно требует больших усилий и терпения, значительных временных затрат, постоянной систематической работы.

Для организации успешной самостоятельной работы по овладению иностранным языком предлагаем вам несколько практических советов:

1. Регулярно занимайтесь языком. Не допускайте длительных перерывов, так как процесс забывания иноязычной информации происходит быстрее, чем в родном языке.

2. Составляйте собственный план работы над языком на день, неделю, месяц и старайтесь его выполнять.

3. Фиксируйте свои достижения в изучении иностранного языка. Помните, язык – беспредметен и безграничен, и каждое усвоенное слово или явление языка обогащает ваши знания.

4. Старайтесь сделать свои занятия разнообразными и интересными, используя различные виды деятельности: работу над произношением, выполнение грамматических упражнений, перевод, чтение вслух, прослушивание аудиокассет, просмотр телепрограмм, видеокассет или дисков с повторением и имитацией диктора, составление небольших ситуаций и рассказов, исполнение песен на иностранном языке и др.

5. Старайтесь больше учить наизусть стихов, песен, считалок, поговорок, диалогов, выражений речевого этикета, фрагментов текстов. Все это тренирует вашу память, расширяет ваши знания иностранного языка.

6. Будьте настойчивы и терпеливы в изучении языка. Здесь, как нигде, действует принцип перехода количественных изменений в качественные. Будьте активны, участвуйте во всех мероприятиях на иностранном языке, настраивайтесь на успех и добивайтесь его.

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