

II. Work with Terminology

Did you realize that by developing your vocabulary, you can improve your image, career prospects, earning potential, and social status? It's a fact. The better your vocabulary, the better your quality of life. In fact, extensive research has proven: Top income earners typically have a rich, well-developed vocabulary.

Research Reveals: A Strong Vocabulary Affects Both Your Power And Wealth. Both Your "Social" Power And Earning Potential

Research studies have shown over and over that a **strong vocabulary** is the most noticeable performance characteristic shared by successful professionals. Earl Nightingale wrote of a **20-year study of college graduates**. He said, "Without a single exception, those who had scored highest on the vocabulary test given in college, were in the *top income group*, while those who had scored the lowest were in the bottom income group."

A **study by scientist Johnson O'Connor** helped quantify a direct correlation between vocabulary and **rank** on the corporate ladder. In the study a vocabulary test was given to executive and supervisory personnel in 39 large manufacturing companies. The test results were conclusive. "Presidents and vice presidents average 236 out of a possible 272 points; managers averaged 168; superintendents, 140; foremen, 114; floor bosses, 86. In virtually every case, **vocabulary correlated with executive level and income**."

As the above research demonstrates, everyday that you're without the right vocabulary words, you're letting opportunity, potentially more income, respect, and status *slip through your hands*.

When you learn the right vocabulary words and have them at the ready you will:

- Dramatically *improve* your communication skills.
- Communicate your message accurately.
- Effectively wield the English language to get what you want out of life.
- Amplify your **influence** and *command more respect*.
- Write more clearly, succinctly and with greater impact.
- Carry yourself with more poise and **self-confidence**.
- Gain the *upper hand* in negotiations.

How to choose our Power Words:

We carefully selected them from business documents such as various business plans, industry analyst reports, white papers, memos, e-mails, etc.

We recorded presentations of top executives in every industry.

We verified that all of these Power Words are consistently used throughout leading business and news publications such as the Wall Street Journal,

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Only vocabulary words that were conclusively **proven to get results** or command respect on a consistent basis were allowed into our treasury of Power Words.

Terms are the words having exact limited meanings in certain uses, which belong to a particular subject. It is of a great importance for the students to know and use special terms in their speech, which make it more professional,

| Term | – | Translation | – | Definition |
|------|---|-------------|---|------------|
|------|---|-------------|---|------------|

| | | |
|-----------------|-------|---|
| e.g. Batch..... | | quantity of things taken together. партія товару |
|-----------------|-------|---|

Definition is very significant for the student because it increases students' word stock and gives deeper understanding of the subject.

The following types of work are possible during mastering terminology.

a) **Situation with the given term.**

e.g. The above mentioned term **batch**.

*Recently we have decided to launch our new business. Before manufacturing the product our marketing division conducts a whole scale analysis using the following marketing tools: survey, creation the advertisement in the Internet, output the experimental **batch** of the products. This batch is distributed among our net of shops and we hope to see that our product will be in great demand.*

b) **Dialogs with the given term.**

e.g. The term **reduce (reduction) of interest rate.**

- *Thank you for your service, but I want to know what the interest rate in your bank is.*
- *It's 12% for the long-term credit.*
- *Well, I think the interest rate is overestimated. Can you **reduce** it?*
- *Sorry, but I'm not authorized to solve such important questions. I have to consult our manager.*

c) Devise the headline to the article in the newspaper or magazine using the given term and retell it in brief. (the group listens and asks questions).

The term **holiday** – пільга

The headline is "**Tax Holiday**"

My article deals with the organizing of a new company. The main objective of this company will be providing jobs for the disabled. Taking into account that our company will help many people to find their place in life the city authorities provided us with the tax holiday for the period of 5 years.

d) Develop the idea. (5-8 terms given together when one students starts speaking and the next develops his idea until the story comes to some logical ending)

Terms – **ability to pay, absolute advantage, access to market, account, accuracy.**

Student 1: *Though our country has an **absolute advantage** in producing agricultural products our people have a very low **ability to pay**, because of many reasons.*

Student 2: *May be the first reason is that our government can't find an **access to the lucrative markets**.*

Student 3: *The second reason, in my opinion, is that our government doesn't provide **budget account** for the farmers to buy new equipment for keeping the harvest safe.*

Student 4: *I'm not quite responsible for the **accuracy** of this information but I guess such things happen not only in agriculture but also in other branches of our economy.*

e) The student is given the term (e.g. perishable goods) and his group-mates ask him as many questions as they can.

1. *How do you understand this term?*
2. *What conditions should be created for such products to be kept?*
3. *What conditions should be created for such products to be transported?*
4. *What punishment should be applied for breaking the transportation rules?*
5. *Who solves the problem of arbitrage in such a case?*

How the checkup should be exercised

- Written test after every 30-50 terms. (Students have to give written explanations to the given terms and write down the situation with one of the terms.)
- Students should guess the meaning of the term according to the given definition.