



Harnos László

Szakmai témakörrel összefüggő,
autentikus dokumentumok
értelmezése



A követelménymodul megnevezése:

Informatikai és gazdasági szakmai idegen nyelv használata

A követelménymodul száma: 2657-06 A tartalomlelem azonosító száma és célcsoportja: SzT-a15-55



LET'S READ JOURNALS

WORKING SITUATION

If you work in any field of economy, it is very important to be well-informed about business news, about more considerable events, characteristic data and trends related to your specialization. A couple of years ago most companies took 2-3 dailies and trade journals, in Hungarian of course. At that time, any professional literature written in a foreign language was not easy to reach.

Nowadays, the Internet opens a window onto the world for everyone. We can read genuine articles of the most famous economic periodicals through the Internet immediately, besides it costs generally nothing. Moreover, reading texts written in English is a good opportunity to improve your specific reading skills and to extend your vocabulary.

PROFESSIONAL INFORMATION CONTENT

STOCK MARKET NEWS

Reading real life English texts can be a good way to use special reading skills such as ignoring the parts that are not important, guessing the meaning of words from context, skimming and scanning quickly for the important parts, reading for general understanding, and increasing reading speed. If you read the usual textbook texts for your level it is probably possible to understand it within the time limit without using any of these useful skills, so a more difficult text is useful as training in the same way as a marathon runner sometimes doing sprints.

Then let's read a short article from the Budapest Business Journal:



1. ábra¹

„Blue chip treasury share stock little changed in October

Treasury share stock of the Budapest Stock Exchange's four blue chips was practically unchanged at the end of October from one month earlier, data published by the companies shows.

Richter had 32,893 treasury shares, or 0.18 % of registered capital, at the end of October, almost unchanged from 32,784 at the end of September.

OTP Bank had 4,251,300 treasury shares, or 1.52 % of registered capital, at the end of October, little changed from the end of September.



2. ábra²

Magyar Telekom had 1,503,541 treasury shares, or 0.14 % of registered capital, at the end of October, unchanged from the end of September.

Oil and gas company MOL's treasury share stock was also unchanged at 7,434,737 or 7.11 % of registered capital. (MTI Econews)”

¹ Source: <http://www.bbj.hu>

² Source: <http://www.bbj.hu>

USEFUL WORDS AND EXPRESSIONS	
Blue chip	a tőzsdeindex meghatározó részvénye
stock exchange	értéktőzsde
treasury share stock	saját részvény állomány
registered capital	jegyzett tőke

BUSINESS & FINANCE NEWS

The next pieces of news were published in The Economist:



3. ábra³

“American firms start hiring

Unexpectedly strong hiring by companies more than offset a fall in government employment in America last month; overall, 151,000 non-farm jobs were created, though the official unemployment rate stuck at 9.6%.

HSBC, Europe's largest bank, reported a slowing of profit growth, and gave warning of possible "bumps in the road ahead" as the recovery in emerging markets faltered.

A New York jury threw out a multi-billion-dollar lawsuit brought by Guy Hands's Terra Firma in which the private-equity investor claimed Citigroup had tricked it into overpaying for EMI, a struggling music company.”

³ Source: <http://www.economist.com>

USEFUL WORDS AND EXPRESSIONS	
hiring	munkaerő felvétel
offset	kontraszt, ellentét
employment	foglalkoztatás
overall	átlagosan
employment	foglalkoztatás
stuck	stagnál
bumps in the road	buktató (nehézség)
emerging market	feltörekvő piac
falter	ingadozik
jury	esküdtszék
lawsuit	per
claim	állít (vádol), követel

TOURIST INDUSTRY

Now let's read a little bit longer article from the TOURISM-REVIEW, that a famous online magazine is.

„South Africa: Fair Trade in Tourism

Tourism is the world's largest industry, employing some 240 million people worldwide and contributing nearly ten percent to the global domestic product (GDP). Africa's share of the global tourism market currently stands at less than five percent (UN-WTO, 2008), leading many in the continent to call for a more aggressive approach to tourism development as a means of spurring revenue, employment and investment.

South Africa is no exception: international arrivals to the country reached 9.07 million in 2007, up by 8.3% on the previous year. This compares to less than 3 million international arrivals in 1992. Continued growth in the range of ten percent per annum is projected for the next decade.



4. ábra⁴

With the growth in tourism, there are benefits to be gained and costs that have to be borne. Benefits include more employment, foreign exchange earnings, and the like; while the costs include such things as environmental degradation, social exploitation, etc. Faced with such gains and losses associated with tourism development, issues of responsibility must be incorporated into the tourism industry.



5. ábra⁵

Responsible tourism has thus emerged in recent years as a strategy that gives due weight to economic, social as well as environmental impacts and seeks to maximise the benefits for local destination stakeholders. And across the globe there has been a growing interest in making tourism as responsible as it can be.

In South Africa, efforts towards responsible tourism started to appear in government policy with the advent of the 1996 White Paper on the “Development and Promotion of Tourism in South Africa”. This White Paper explicitly recognised and promoted the concept of responsible tourism. Then, there was a multi-stakeholder process in 2001–2002 aimed at producing national policy Guidelines for Responsible Tourism. The South African Department of Environmental Affairs and Tourism (DEAT) coordinated this effort, and the UK Department for International Development (DFID) provided the funding. Most recently, in 2003, a Responsible Tourism Handbook was released, published by IUCN–South Africa on behalf of DEAT, which is a manifestation of the rising interest in responsible tourism in South Africa.”

Fair Trade in Tourism is about ensuring that the people whose land, natural resources, labour, knowledge and culture are used for tourism activities, actually benefit from tourism.

⁴ Source: <http://www.tourism-review.com>

⁵ Source: <http://www.tourism-review.com>

In 1999 Tourism Concern, a London based advocacy organisation, initiated an International Network on Fair Trade in Tourism which focused mainly on research, advocacy, and information sharing. At the same time, a Swiss NGO, Arbeitskreis Tourismus & Entwicklung (AKTE), a tourism and development working group, began to investigate the principles and modalities that would underpin Fair Trade in tourism.



6. ábra⁶

On 13 June 2002, the Fair Trade in Tourism South Africa certification programme was officially launched in South Africa, marking the first time in the history of the fair trade movement that a trademark or label for the tourism sector had been created.”

USEFUL WORDS AND EXPRESSIONS	
spurring	ösztönzés
per annum	évente
exploitation	kizsákmányolás
stakeholders	(egy vállalkozás) érintettjei
thus	így (csak írásban!)
effort	erőfeszítés
White Paper	Fehér Könyv (politikában!)
on behalf of közreműködésével
manifestation	megnyilvánulás
advocacy organisation	támogató szervezet
NGO (non-governmental organisation)	civilszervezet
principle	alapelv
modality	körülmény
underpin	megerősít

⁶ Source: <http://www.tourism-review.com>

SCHEDULED PROJECTS

A piece of news was published in the Budapest Business Journal:

„Investors to build new airport in Fehérvár

An airport near Székesfehérvár that Hungarian property developer Biggeorge's is set to build will cost Ft 20 billion – Ft 25 billion, business daily Napi Gazdaság reported.

Biggeorge's told MTI on Monday building authorities gave the green light for the start of construction at the Alba Airport. The airport, to start serving international low-fare and charter flights in H1 2010, will be the country's second-biggest airport after Ferihegy, in the capital.

Biggeorge's also plans to build a business and industrial park at the site.

Biggeorge's will build a two-kilometer runway and a 5,000-square-metre terminal at the airport, Napi Gazdaság wrote. The airport is expected to draw 150,000 passengers in its first year and an annual 1.5 million by 2017.

Alba Airport sales director Robert Stalmayer, who earlier managed low-fare airline WizzAir, told the paper talks with potential partner airlines have already started.

The possible partners are mostly low-fare airlines, though Napi Gazdaság wrote other industry sources said Hungary's national carrier Malév is also interested in using the airport. (MTI – Econews)”

USEFUL WORDS AND EXPRESSIONS	
property developer	ingatlanfejlesztő
set oneself to do sg.	hozzákezd valamihez
building authority	építési hatóság
site	helyszín, telek
runway	kifutópálya

STUDY GUIDE

First read the above articles carefully. The given special words and expressions will help you.

Reading an authentic text can show you how much you still have to learn in order to understand it more fully, and so push you to study harder to reach that level. Some readings with difficult vocabulary can be much easier than you would think because they are about a story in the news that you know well already. Talk the given articles with your classmates out.

Choose some international journal for yourself and visit their websites. The given sources will help you (see further reading at the end of this workbook). Look for shorter or longer articles you are interested in.

After reading an article, summarize what you have learnt in a few sentences.

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CHECK YOURSELF

Exercise 1.

Read the next article and answer the questions.

“Google Limits Facebook Access to Gmail Contacts

Google Inc. is launching a salvo against Facebook Inc., saying it will no longer allow the social network to grab information about Google users' social and professional contacts in Gmail, Google's email service.

Google has always allowed Google users to transfer data, including their contacts, to other websites. Until now, new Facebook users could find out whether their contacts on Gmail also had Facebook accounts, simply by typing in their Gmail user name and password as part of the Facebook signup process.”

a) What did Google Inc. against Facebook Inc.?

b) What has always allowed Google users to do?

c) How could Facebook users find out in the past whether their contacts on Gmail had Facebook accounts?

Exercise 2.

The next articles are from TOURISM-REVIEW and are about the most popular streets in the world. Read them and find the names of cities and streets out. Complete the text.

„.....(1) is by no mistake a jewel among European capitals and its(2) is one of the best world known promenades. The street begins at the Place de la Concorde and stretches to the Place Charles de Gaulle with Arc de Triomphe as its most famous feature. In 1616, when Marie de Medicis decided to build a long three lined path going from the Tuileries, she originally intended to create a quiet environment and that is why she used the Greek word Elusia – a place where heroes can relax. Today however the street gets very busy especially with New Year´s celebrations or national military parades.

.....(3) is the capital of vibrant(4) region in the north east of Spain. The city is best known for Gaudi´s architecture and one of the best football teams in the world. Visitors are also fascinated by the famous street called(5). This boulevard connects the Plaça de Catalunya and the Monument a Colom, a huge monument celebrating Spanish discoverer Christopher Columbus. There is always so much to see there – all sorts of small shops, beautiful flower stalls and amusing artistic street performers. According to the visitors, it is a place of unforgettable atmosphere – a beating heart of stunning(6).

.....(7) in(8) is the finest piece of historical architecture. It was built in 312 BC and the purpose was to join the city of(9) with the city of Brindisi on Italy´s southeast coast. The most striking features are the gravestones and tombs along the road – a typical Roman way of burying their dead. The most impressive is the tomb of Cecilia Medulla; the wife of one of Julius Caesar´s generals. Everybody visiting(10) should definitely not miss this “step to the past” and those of you who like history and well preserved architecture – the(11) is undoubtedly the best choice for you!

There are few streets in the world where you can watch history being written.(12) in(13) is one of them. The name symbolizes a real wall which the Dutch erected to mark the northern part of the colony after purchasing the land from the natives in the 17th century.(14) has been recognized as the world capital of finance since about a hundred years ago when various financial institutions and the stock exchange started their businesses there. The infamous Great Depression also began here – with the Stock Market Crash in 1929 and the recent economic downturn of 2008–2009 has not started anywhere else but there. The history is being written there again – don´t miss it out.

.....(15) is the most famous street in(16) and it is known, for a change, mostly for its shopping possibilities. It is the place where(17) has been spending their money for centuries. The Street starts from(18) Square and leads to the Great Market Hall. The atmosphere is cozy and friendly at any time of the year. Apart from smiling people's faces you can also enjoy magnificent architecture from the end of the 19th and the beginning of the 20th century.(19) is easily reachable from many European countries and is always worth visiting."

MUNKANYAG

KEY TO THE EXERCISES

Exercise 1.

- a) Google Inc. no longer allows the Facebook social network to grab information about Google users' social and professional contacts in Gmail.
- b) Google has always allowed Google users to transfer data, including their contacts, to other websites.
- c) By typing in their Gmail user name and password as part of the Facebook signup process.

Exercise 2.

- | | | | |
|----------------|-------------------|----------------|-----------------|
| 1. Paris | 2. Champs Elysées | 3. Barcelona | 4. Catalonia |
| 5. La Rambla | 6. Catalonia | 7. Appian Way | 8. Rome |
| 9. Rome | 10. Rome | 11. Appian Way | 12. Wall Street |
| 13. New York | 14. Wall Street | 15. Váci utca | 16. Budapest |
| 17. Hungarians | 18. Vörösmarty | 19. Budapest | |

USERS INSTRUCTIONS

WORKING SITUATION

You can read the next sentences on the cover of the most user's manual:

**„This User Manual is important to you.
Please read it before using your machine.”**

Office workers use different machines, e.g. computers, copiers, telephones, fax machines, printers, etc. If you use one of them for a long time, it seems easy to handle it, but if you buy or get a new one, you have to learn its usage from the basic steps.

A user's guide is a technical communication document intended to give assistance to people using a particular system.

PROFESSIONAL INFORMATION CONTENT

A user guide or user's guide, also commonly known as a manual, is a technical communication document intended to give assistance to people using a particular system. It is usually written by a technical writer, although user guides are written by programmers, product or project managers, or other technical staff, particularly in smaller companies.

User guides are most commonly associated with electronic goods, computer hardware and software.

Most user guides contain both a written guide and the associated images. In the case of computer applications, it is usual to include screenshots of how the program should look, and hardware manuals often include clear, simplified diagrams. The language used is matched to the intended audience, with jargon kept to a minimum or explained thoroughly.

The sections of a user manual often include:

- A cover page
- A title page and copyright page
- A preface, containing details of related documents and information on how to navigate the user guide
- A contents page
- A guide on how to use at least the main functions of the system

- A troubleshooting section detailing possible errors or problems that may occur, along with how to fix them
- A FAQ (Frequently Asked Questions)
- Where to find further help, and contact details
- A glossary and, for larger documents, an index

This is an extract from the user's manual of a copier:

„Copying from the document glass

1. Open the document cover, and place the original. Place the original face down on the document glass. Align it with the original size scale.
2. Close the document cover.
3. Press the [ORIGINAL SIZE ENTER] key and select the original size. When the original size is selected, the tray with the same size of paper is automatically selected.
 - Make sure that the PAPER SIZE indicator lights up.
 - If the indicator is not lit, no tray has the same size of paper as the original. Load paper of the required size in a tray, or select the bypass tray with the [TRAY SELECT] key and copy from the bypass tray.
 - The bypass tray must be manually selected.
 - To copy on paper of a different size than the original, select the paper with the [TRAY SELECT] key.
4. Set the number of copies.
5. Press the [START] key to begin copying. The copy is delivered to the paper output tray.

7. ábra⁷*Note:*

The paper output tray can hold up to 250 sheets of paper.

About one minute after copying ends, "Auto clear timer" activates and restores the copy settings to the initial settings. The setting for "Auto clear time" can be changed in the user programs.

Press the [CLEAR] key to stop copying in the middle of a run."

USEFUL WORDS AND EXPRESSIONS	
to align	igazítani
tray	papír adagoló tálca
indicator	jelzőlámpa
bypass tray	a másik tálca

Finally, let's read this extract from the user's manual of a fax machine:

„Receiving a fax

How faxes are received depends on how the Answer Mode is set.

⁷ Source: <http://rentit.hu>

TEL Answer Mode

If the Answer Mode is set to TEL, you must manually receive faxes.

- Answer the telephone.
- If you hear fax tones, press the Start/Copy button.
- Once you hear fax tones from both machines (this may take several seconds), you may hang up the telephone.

FAX or TAM/FAX Answer Mode

If the Answer Mode is set to FAX or TAM/FAX, the fax machine will answer the telephone, automatically detect fax tones, and receive a fax.

Tip! If you answer the telephone and hear fax tones, press the Start/Copy button to receive the fax.



8. ábra⁸

Sending a fax

You can send a fax in one of two ways:

- The standard method scans and sends each page.
- The Scan & Fax button scans all of the pages before starting to send.

This is very useful for multiple page faxes so that you can ensure all the pages are scanned properly before dialing.

Standard faxing

1. Place the document (up to 20 pages) to be sent face down in the document tray.
2. Dial the number by using one of these methods:

⁸ Source: <http://life123.com>

- Entering the number and pressing Start/Copy.
- Pressing a One Touch button.
- Pressing the Speed Dial button, entering a speed dial code and pressing Start/Copy. See "Using Speed Dialing and Broadcasting" on page ...

Note: One touch buttons and speed dial codes must have been previously programmed.

Scan & Fax

1. Place the document to be sent face down in the document tray.
2. Press Scan & Fax.
3. Dial the number by using one of these methods:
 - Entering the number and pressing Start/Copy.
 - Pressing a One Touch button.
 - Pressing the Speed Dial button, entering a speed dial code and pressing Start/Copy. See "Using Speed Dialing and Broadcasting" on page ...

Note: One touch buttons and speed dial codes must have been previously programmed."

USEFUL WORDS AND EXPRESSIONS	
fax tones	fax hang
to hang up	felfüggeszteni
to scan	beolvasni
One Touch button	gyorsbillentyű (-gomb)
broadcasting	átvitel, adat-továbbítás

STUDY GUIDE

First read this chapter again carefully. Above all, you should study and commit to memory the given special words and expressions.

Take out the user's manuals of the electronic products you have at your office or at home. Study the directions written in English and try their executions.

Ask each other with your teacher or your classmates about using of different devices, e.g. a mobile phone, a notebook or a DVD player, etc.

CHECK YOURSELF

Exercise 1.

Put the steps of receiving a fax on a multi-function printer in the correct order.

- a) Connect the multi-function printer to a phone line. Most printers with fax capability have more than one phone jack, so make sure you are plugged into the right one.
- b) Choose the automatic mode if you expect a lot of faxes or have a dedicated fax line. In automatic mode, the printer listens to incoming calls and determines whether they are faxes or voice calls. Voice calls get sent on to your phone, and faxes are picked up by the printer.
- c) Turn the printer on and access the start-up menu. Pick an answering mode based on your expected usage of the fax capabilities of your machine (see the next steps for more information about this).
- d) Load paper into the paper tray. Check on the paper level frequently if you receive a lot of faxes.
- e) Put the printer in manual mode if you expect little fax traffic. The manual mode usually requires you to pick up every call that comes to the machine. If you hear the signal for a fax, you push the start button and hang up.
- f) Set the desired print quality, and you are ready to receive faxes.
- g) Select the number of rings you want your multi-function printer to give you before dropping a call. If you are using the manual mode you may want to go with four or more rings. Two rings should be sufficient in the automatic mode.

Exercise 2.

Put the steps of using a multimedia projector in the correct order.

- a) Make your multimedia projector a teaching aid. It is great for classrooms from kindergarten to college, and the multimedia projector is phasing out the more archaic overhead projector. You can use PowerPoint and Word to demonstrate principles for the class on the projector.
- b) Present your business presentations with a multimedia projector. You can add interactivity such as video, music, moving graphics, changeable charts and much more by using a multimedia projector instead of the standard presentation methods.
- c) Play video games and watch movies on your multimedia projector. A media projector can provide entertainment for you home or for parties.

d) Use your multimedia projector for teleconferences. If you have teleconference software on your computer, you can most likely run your computer through the multimedia projector so that others can participate. This is great for a small business or training session.

e) Display announcements, reminders, itineraries and other important information at church, public meetings and conferences with your multimedia projector.

f) View websites and Internet content on your multimedia projector. This can be helpful in a classroom, in business and for other group meetings and presentations to check out helpful resources or competition.

g) Show off your family pictures and home movies. Anything you have on your computer you should be able to show on your multimedia projector, so a projector paired with a digital camera can give you a modern slide projector with more options and better quality.

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KEY TO THE EXERCISES

Exercise 1.

1. a) 2. c) 3. e) 4. b) 5. g) 6. d) 7. f)

Exercise 2.

1. b) 2. d) 3. a) 4. f) 5. g) 6. e) 7. c)

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FURTHER READING

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<http://www.tourism-review.com>

<http://www.economist.com>

<http://online.wsj.com>

<http://office.manualsonline.com>

<http://www.ehow.com>

A(z) 2657-06 modul a15-ös szakmai tankönyvi tartalomeleme felhasználható az alábbi szakképesítésekhez:

A szakképesítés OKJ azonosító száma:	A szakképesítés megnevezése
55 812 01 0010 55 01	Idegenforgalmi szakmenedzser
55 812 01 0010 55 02	Vendéglátó szakmenedzser
55 345 01 0010 55 01	Európai uniós üzleti szakügyintéző
55 345 01 0010 55 02	Kereskedelmi szakmenedzser
55 345 01 0010 55 03	Kis- és középvállalkozási menedzser
55 345 01 0010 55 04	Külgazdasági üzletkötő
55 345 01 0010 55 05	Nemzetközi szállítmányozási és logisztikai szakügyintéző
55 345 01 0010 55 06	Reklámszervező szakmenedzser
55 345 01 0010 55 07	Üzleti szakmenedzser

A szakmai tankönyvi tartalomelem feldolgozásához ajánlott óraszám:

10 óra

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Kiadja a Nemzeti Szakképzési és Felnőttképzési Intézet
1085 Budapest, Baross u. 52.

Telefon: (1) 210–1065, Fax: (1) 210–1063

Felelős kiadó:
Nagy László főigazgató