

UNIVERSITY OF MONTENEGRO

THE FACULTY OF ECONOMICS

ENGLISH FOR SPECIFIC PURPOSES

Podgorica, 15.03.2016.

Reading

1 The text is about an offshore investment account with Jyske Bank. Why do people choose offshore accounts?

Treat yourself to a euro deposit



- 1 If you want to send your money offshore, you need the best account available, with the flexibility to meet your investment goals. You need our No. 1 Account. So why not give yourself a present – send your money offshore and let Jyske Bank help you take care of it.

2 **Benefits that can't be beaten**

Why do we say our accounts are more flexible? Well, for a start you'll get an on-demand, interest-bearing account offered in more than 25 different currencies. Plus, you can switch between currencies free of charge to take full advantage of interest and exchange-rate benefits, regardless of the currency of your deposit. You can even have a VISA card.

3 **No. 1 – in more than one sense**

The No. 1 Account offers so many advantages that it is the only

proper name for it. But we are also No. 1 in other areas. Our professional account managers are well-informed as to current market developments, and would be pleased to draw up a proposal which matches your requirements.

4 **Personal, quality service**

You can open an account in Gibraltar or Copenhagen and you'll always receive a high level of friendly, personal service.

That's our promise. To receive the maximum benefit from the investment opportunities, we recommend a deposit of minimum £10,000.

5 **Interested?**

Don't wait a minute longer to begin reaching your investment goals. Contact Jyske Bank today for further information about our No. 1 Account and other opportunities.

3 Read paragraphs 2–5 quickly, then match them to these summary sentences.

- | | |
|--|------------------------------------|
| a Our customer care is excellent. | paragraph <input type="checkbox"/> |
| b Our staff are top finance people. | paragraph <input type="checkbox"/> |
| c What you should do next. | paragraph <input type="checkbox"/> |
| d The account is flexible and offers several benefits. | paragraph <input type="checkbox"/> |

3 KEY:

a = para. 4

b = para. 3

c = para. 5

d = para. 2

1 Read this summary of the text and notice how the **connectors** are used.

The proposition

Send your money offshore and put it in our flexible No. 1 Account. We will help you take care of it.

The Benefits

Our accounts are very flexible. **For example**, you can open an interest-bearing account in more than 25 currencies. There are other benefits too; you can switch between currencies free of charge, and you can have a VISA card.

The leading bank account

The account has so many advantages that No. 1 is the only proper name for it, **in other words** it is really a leader. We are also leaders in other areas, **such as** account management. Our account managers are well-informed about the market and can draw up proposals for you.

The service

It is possible to open an account in two countries; Copenhagen or Gibraltar. **That means** you can choose the location that suits you. We'll always offer you a friendly service. We recommend a minimum deposit to get the maximum benefits from the account, **i.e.** £10,000.

The next step

Contact Jyske Bank now for further information.

2 Which connectors in the box below show that two pieces of information are the same and which ones present an example?

in other words	that is to say (i.e.)	that means
such as	for example (e.g.)	

3 KEY:

Same information:
in other words
that is to say (i.e.)
that means

To present an example:
such as
for example (e.g.)

Connectors for rephrasing and giving examples

Rephrasing

It is sometimes useful to say the same thing in two different ways. We can use the following expressions to introduce explanations.

in other words
that is to say
i.e. (in writing only)

SPEAKING ACTIVITY

in other words

We use *in other words* to introduce a simpler explanation of the previous clause or sentence.

We use it at the start of a sentence or clause.

Profit is 10% above the figure at the same time last year.

In other words, we're doing well.

i.e.

We use *i.e.* or *that is to say* to explain the exact meaning of the previous clause.

There is a limit on the amount of money you can invest

i.e. \$100,000.

SPEAKING ACTIVITY

Giving examples

It can be useful to give examples to make your point clear.

for example e.g. such as

for example

This is sometimes written e.g.

Word order

We usually put *for example* before the example:

*The euro replaces many currencies, **for example**, the Deutschmark, the franc, and the lira.*

We can put *for example* after the example.

*The euro replaces many European currencies – the Deutschmark, **for example**.*

Such as always introduces a noun and comes before the noun.

*It shows important information **such as** turnover, operating profit, etc.*

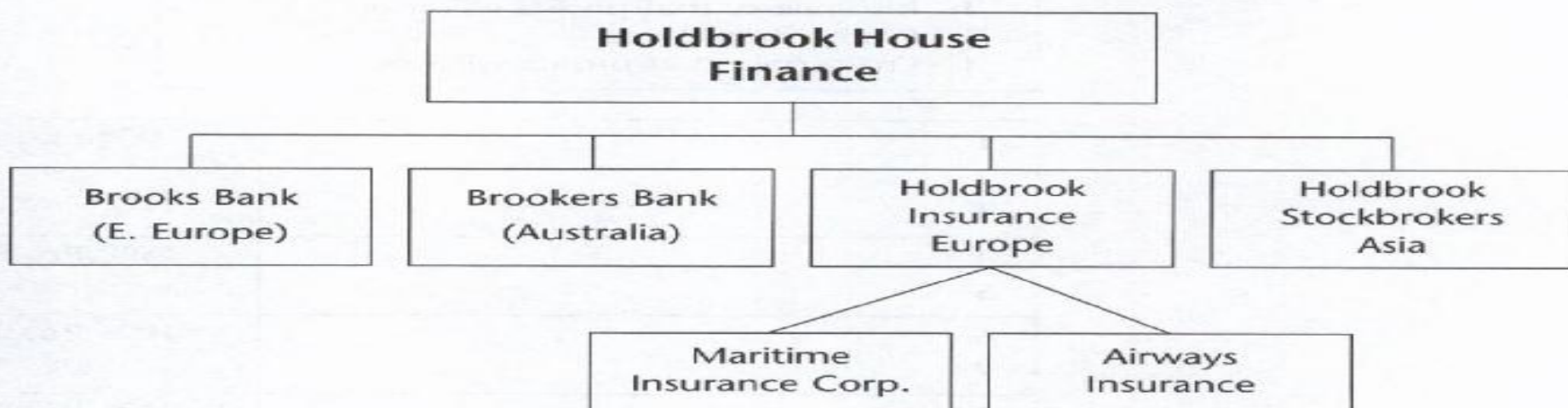
3 Choose a connector to complete the gaps.

- 1 There are several advantages to offshore banking, *for example* you don't have to pay tax.
- 2 There are a number of different accounts, _____ a high interest account, or an instant access account.
- 3 All investment carries some risk _____ your investment may go down as well as up.
- 4 It's important to make sure that you get a good return on your investment _____ that you make money.
- 5 Interest rates don't always rise, they may fall, _____ they are variable.
- 6 All businesses have assets _____ buildings, land, machinery, investments, cash, stock, etc.

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2 Look at this information about a company's structure and use it to help you match each beginning statement (1–7) with an ending (a–g).

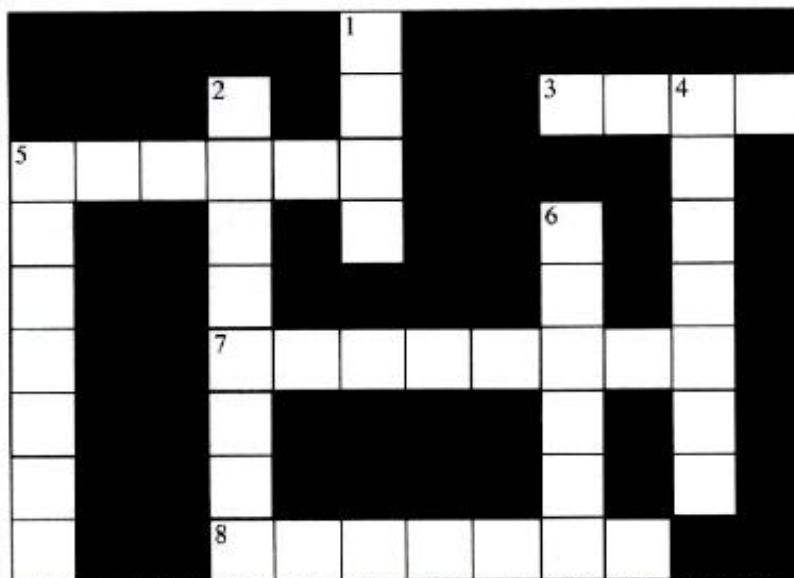


- | | |
|---|---|
| 1 Holdbrook House operates in many different parts of the world, for example | a Brookers Bank operates in Australia. |
| 2 Holdbrook House provides many different services, for example | b Australia, Europe and Asia. |
| 3 Holdbrook House operates in three continents, that is to say | c it is a multinational company. |
| 4 Holdbrook House offers insurance, banking and stockbroking* services. In other words | d a total of six are published. |
| 5 Each of Holdbrook House's companies produces an annual report. That means | e does not own an American company. |
| 6 Each of Holdbrook House's main subsidiaries operates in a different region. For example | f banking, stockbroking* and insurance. |
| 7 Although Holdbrook House is a multinational, it does not operate everywhere. For example, | g it provides a full range of financial services. |

* stockbroking: the business of buying and selling shares for other people

Vocabulary

Complete this crossword.



CLUES

Across

- 3 The interest _____ is the percentage a bank charges customers who borrow money, or the amount it pays people who deposit money.
- 5 Word meaning *each year*.
- 7 Tax-free type of bank account.
- 8 Financial _____ are published every year.

Down

- 1 Opposite of *rise*.
- 2 The total amount of money coming into the company.
- 4 Company finances are published at the end of the _____.
- 5 Most people have a bank _____ which allows them to write cheques.
- 6 Opposite of *loss*.

Across: 3 rate 5 annual 7 offshore 8 results

Down: 1 fall 2 turnover 4 tax year 5 account

6 profit



That's all Folks!

**THAT'S ALL FOLKS.
THANK YOU FOR COMING!
SEE YOU NEXT WEEK.**

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