

Aims of the class (ciljevi časa):

- **Key vocabulary: Unit 8. The Stock Market (=berza), *New Insights into Business*, pg. 74**
 - **Conditional 1 (Prvi tip kondicionalnih klauza)**
 - **Conditional 2 (Drugi tip kondicionalnih klauza)**
 - **Conditional 3 (Treći tip kondicionalnih klauza)**
 - **The Passive**
 - **Phrasal Verbs - frazalni glagoli**
 - **Revision**
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Unit 8. *The Stock Market*

Osma lekcija. Berza

(New Insights into Business... pg. 74)



Fill in the gaps with the words given below:

stock exchange, ordinary, bonds, stocks, issue, shareholder, broker, common, stock market, securities, dividends, institutional investors, stake, traded

- A company can raise money on the **the stock market** or **stock exchange** (a market place for buying and selling shares) in two different ways.
- It can **issue** shares (US **stocks**) or units of its capital, to **institutional investors** or the general public. Different types of shares or equities are available, but the most common are known as **ordinary** or **common** shares (US common stock). When an investor buys a share, using the services of a specialist company or **broker**, he or she becomes a **shareholder** (US stockholder) and owns a part of (or has a **stake** in) a company. Shareholders can make money by receiving **dividends**, paid as a proportion of a company's annual profits, and when the value of their shares increases.
- A company can also borrow money from investors by issuing **bonds**, loans for fixed periods with fixed interest rates.
- **Securities** refer to both shares and bonds. Each year billions of shares and bonds are sold or **traded** on the world's major stock exchanges

Match the words in English to their translations in Serbian.

words in English

bonds

dividend

shares (US stocks)

securities

equity

stock market (US stock exchange)

translations in Serbian

prihod od deonica

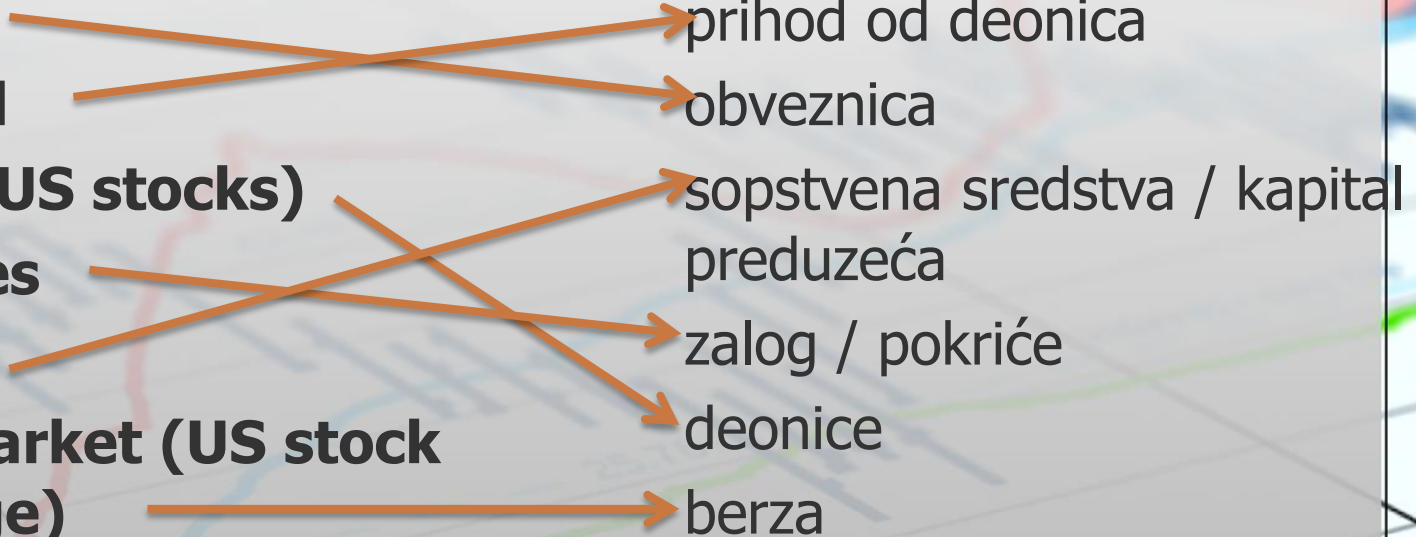
obveznica

sopstvena sredstva / kapital
preduzeća

zalog / pokriće

deonice

berza



Matching exercise. Match the words to their definitions.

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- The diagram shows a matching exercise with the following connections:
- dividend** (red) connects to "part of a company's profits paid to its shareholders" (red)
 - to trade** (yellow) connects to "a place for buying and selling shares" (yellow)
 - stock market** (cyan) connects to "a place for buying and selling shares" (cyan)
 - bonds** (purple) connects to "loans for fixed periods with fixed interest rates" (purple)
 - broker** (dark purple) connects to "an agent who buys or sells goods, securities" (dark purple)
 - securities** (black) connects to "a certificate of ownership, such as a share, stock, or bond" (black)
 - investors** (red) connects to "someone who gives capital in order to gain financial returns" (red)
 - shares (US stocks)** (cyan) connects to "units of capital" (cyan)
 - to issue** (magenta) connects to "to publish, to emit" (magenta)
 - equities** (dark green) connects to "shares issued by a company entitling their holders to a dividend according to the profits of the company and to a claim on net assets" (dark green)
- **dividend**
 - **to trade**
 - **stock market**
 - **bonds**
 - **broker**
 - **securities**
 - **investors**
 - **shares (US stocks)**
 - **to issue**
 - **equities**
- a place for buying and selling shares
 - units of capital
 - to publish, to emit
 - someone who gives capital in order to gain financial returns
 - an agent who buys or sells goods, securities
 - loans for fixed periods with fixed interest rates
 - a certificate of ownership, such as a share, stock, or bond
 - to buy and sell for profit
 - part of a company's profits paid to its shareholders
 - shares issued by a company entitling their holders to a dividend according to the profits of the company and to a claim on net assets

Comprehension questions.

Answer these questions.



- How can a company raise money on the stock market?
- *It can issue shares to institutional investors or the general public.*
- How can an investor become a shareholder?
- *He/she buys a share.*
- Define bonds.
- *Loans for fixed periods with fixed interest rates.*
- Name as many verbs as possible which can describe the change in the share price.
- *to fall, to rise, to raise, to increase, to drop, to decrease, to decline, to creep up, to go up, to go down, to reduce...*

DVD projection. Market Mentalities: Bulls Vs. Bears

- Answer the questions (after viewing DVD projection *Market Mentalities: Bulls Vs. Bears...*):
- Who is “bullish” person in finance? What is a bull market?
- Someone who is **optimistic** about the current market climate, that is, a market condition in which the prices of stocks are **rising**.
- Who is “bearish” person in finance? What is a bear market?
- Someone who is **pessimistic** about the current market climate, that is, a market condition in which the prices of stocks are **falling**.
- **Both bullish and bearish are needed for successful trading.** True or false?
- True!

The bull and the bear in front of the Frankfurt Stock Exchange



Charging Bull statue, NY

Conditional 1 (Prvi tip kondicionalnih klauza)

- teorija o kondicionalima: knjiga Engleski poslovni jezik, str. 61-63

**IF I STUDY, I WILL PASS
THE EXAM.**

Uslovna ili *if* rečenica može stajati na početku ili na kraju. Ako stoji na početku posle nje stavljamo zarez. Ako stoji na kraju, ne stavljamo zarez.



AKO UČIM, POLOŽIĆU ISPIT.

Prvi kondicional se koristi da izrazi mogući uslov i verovatan rezultat u budućnosti.

Second & third conditional

Drugi i treći kondicional



- If we **had** more love, we **would be** happier. – drugi kondicional
- Kad bismo imali više ljubavi, bili bismo srećniji (ali nemamo...!).
- This is impossible thing in the present; unlikely thing for the future
Drugim kondicionalom iskazuje se nešto nemoguće u sadašnjosti; takođe, malo je verovatno da će se to nešto ostvariti u budućnosti.
- Implication: We don't have love.
- If we **had had** more love, we **would have been** happier. – treći kondicional
- Things that didn't happen in the past and their imaginary result.
Trećim kondicionalom iskazuje se uslov koji se NIJE ispunio u prošlosti (ne postoji mogućnost ispunjenja uslova u budućnosti *šta bi bilo kad bi bilo...*).
- Da smo imali više ljubavi, bili bismo srećniji (ali nismo imali više ljubavi...!).
- Implication: We didn't have love.

All 3 types of conditionals

knjiga *Engleski poslovni jezik*, zad. 130, str. 128

- Complete the sentences (ALL 3 TYPES OF CONDITIONALS).
- If your conditions are competitive, we (place) an order.
- If I had more time, I (do) a course in business English.
- If we had known more about their culture, negotiating (be) easier.
- If you (customize) your CV, your chances of getting a job will be better.
- We (cancel) our order if you don't deliver the goods by Friday.
- If Brittany (speak) better English, she would apply for a job abroad.
- If you (tell) me about the problem, I would have helped you.
- I (let) you know if I weren't satisfied.
- If you execute the order carelessly, they (place / not) another order with you in the future.
- **If I were you**, I (worry / not) about the presentation.



Active Voice

You stole the cookie from the cookie jar.

Passive Voice

The cookie was stolen from the cookie jar.

The Passive

TEORIJA Knjiga Engleski poslovni jezik str. 52-53

- FORM**
- TO BE (HAD BEEN) + III KOLONA
 - TABELA, STR. **54**, **ENGLSKI POSLOVNI JEZIK**

	AKTIV	PASIV
PRESENT SIMPLE	Mr Smith writes the delivery notes.	The delivery notes ARE WRITTEN (by Mr Smith).
PRESENT CONTINUOUS	Mr Smith is writing the delivery notes.	The delivery notes ARE BEING WRITTEN (by Mr Smith).
PAST SIMPLE	Mr Smith wrote the delivery notes.	The delivery notes WERE WRITTEN (by Mr Smith).
PRESENT PERFECT	Mr Smith has written the delivery notes.	The delivery notes HAVE BEEN WRITTEN (by Mr Smith).
PAST PERFECT	Mr Smith had written the delivery notes.	The delivery notes HAD BEEN WRITTEN (by Mr Smith).
FUTURE	Mr Smith will write the delivery notes.	The delivery notes will be written (by Mr Smith).

Practice. The Passive

Knjiga *Engleski poslovni jezik*, zad. 117, str. 123


- Rewrite the sentences in passive voice.

1. She sang a song. -
2. Somebody hit me. -
3. We stopped the bus. -
4. A thief stole my car. -
5. They didn't let him go. -
6. She didn't win the prize. -
7. They didn't make their beds. -
8. I did not tell them. -
9. Did you tell them? -
10. Did he send the letter? -

Irregular verb “to sing”

SING-SANG-SUNG

(Chineselike pronunciation & more)

Sung 
noun | \ˈsuŋ\

Definition of SUNG

: a Chinese dynasty dated A.D. 960–1280 and marked by cultural refinement and achievements in philosophy, literature, and art

Source: Merriam-Webster Dictionary

Phrasal Verbs, book *New Insights into Business...* page 78

Frazalni glagoli

Povežite frazalne glagole sa njihovim sinonimima (rečima koje imaju isto ili slično značenje):

phrasal verbs

- to call on
- look after
- buy up
- go about
- to point out
- to think over
- let down

synonyms

- to purchase
- to supervise
- to start doing sth
- to reflect upon
- to disappoint
- to draw attention to sth
- to visit

Fill in the gaps with the appropriate phrasal verb given below.

Upotrebite frazalne glagole date ispod u rečenicama . Vodite računa o obliku glagola (da li je glagol u sadašnjem ili prošlom vremenu).

- Developers bought up old theatres and converted them into cinemas.
- This is an organization that looks after the interests of artists
- How did you go about finding a job?
- Let's think over his proposal before we see him again.
- He pointed out that we had two hours of free time before dinner.
- We could call on my parents if we have time.

point out


look after

call on

buy up

think over

go about

A sunset scene with a bright sun low on the horizon, casting a golden glow over a body of water. In the foreground, a dark silhouette of a cliff or hillside is visible, with a single tall, thin tree standing on the right side. The sky is filled with soft, golden clouds.

Thank
You for your
attention! See
you next class!