

4th

Edition

Marianne Roald Ytterdal

Practical and
Technical English
– a Multipurpose
Reader



FAGBOKFORLAGET

CROSSOVER

CROSSOVER

Marianne Roald Ytterdal

**Practical and
Technical English
– a Multipurpose
Reader**

4th Edition



FAGBOKFORLAGET

CROSSOVER

Copyright © 2021 by
Vigmostad & Bjørke AS
All Rights Reserved

Fourth Edition / Printing 1

ISBN: 978-82-450-3876-7
ISBN (printed): 978-82-450-3426-4

Conversion to e-book: John Grieg, Bergen
Front page photo: Brasil2 / E+ / Getty Images
Front page design by Siri Lieungh Design / Siri Lieungh
Typeset by Bøk Oslo AS

Enquiries about this text can be directed to:
Fagbokforlaget
Kanalveien 51
5068 Bergen
Tel.: 55 38 88 00
email: fagbokforlaget@fagbokforlaget.no
www.fagbokforlaget.no

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photo-copying, recording, or otherwise, without the prior written permission of the publisher.

TO THE READER

► Hello students, teachers & readers.

This 4th edition of Crossover has been renewed and hopefully lifted to a new level during one of Norway's strangest periods ever, the pandemic years of 2020 and 2021. When this edition is published we may still not know the full consequences of the pandemic, or where the coming years will take us.

Still, all countries will need well-educated, ambitious young professionals who have prepared themselves for jobs among their peers, and hopefully you who are reading this will be among them. The upside for students who are waiting for the contagion to subside is that just such a waiting period can be utilised to gather extra information, read more about already familiar subjects and clear the path for new subjects, thus building extra knowledge to bring you well into the post-pandemic era.

The major challenge to be confronted will still be climate change. The new challenge will be getting life, industry, commerce and everything else back to normal, whatever that new normal turns out to be.

At the end of this edition you will find Hávamál, examples of Viking wisdom, originally compiled to prepare young Vikings for life in that dangerous era. I never expected these pages to acquire such renewed relevance. Read and be fortified for the coming years.

The ordinary main subjects are still covered in this 4th edition. Post-pandemic society, too, will need professionals who are well versed in the subjects listed in the contents, and who can give presentations and conduct conversations in these fields. This Reader aims to give you a vocabulary to use as a basis for your professional life.

The Brits may have decided to leave the EU, but English, the lingua franca of international relations, still rules.

Stay safe and choose wisely!

Ålesund, May 2021

Marianne Roald Ytterdal (cand. philol.)

CONTENTS

Culture and Human Relations 15

Doing Business – Same but Different 16

- ▶ **Deal-focused Business Cultures 16**
- ▶ **Relationship-focused Business Cultures 17**
 - Informal vs formal cultures 18
 - Rigid-time vs fluid-time cultures 19
- ▶ **Management and Leadership 19**
 - Good management 20
 - The good manager – what are the tell-tale signs? 20
 - The miracle of good leadership 21
 - Cultural diversity in management 21
 - The Scandinavian style 22
 - How to deal with cultural clashes 23

Human Relations – Minefield or Playground 25

- ▶ **Introductions – a Lesson to be Learnt! 26**
 - Angels in disguise 26
 - Seniority matters 27
 - "How fascinating!" 28
- ▶ **Norwegian Bluntness – Sometimes a Problem 29**
 - Criticism comes in various wrappings 29
 - Proper procedures in business 30
 - 'No, sir, you are wrong!' 30
 - Rephrase, regroup, do not reprimand! 31
 - Some useful phrases and openings 31
- ▶ **Let's do it the Norwegian Way! 34**
 - Dearest E.T. – if you should come our way ... 34
 - The small tribe near the North Pole ... 35
 - 'Takk for maten' 37
 - Visitors must respect local customs 38
 - Meals, hosts and guests 39

The undrainable goblet 40

Equality 41

Dress codes 41

Social Small Talk – a Very Useful Talent 44

► **Conversational Topics Related to Norway and Norwegians 44**

Conversational topic No 1: Thor Heyerdahl (1914–2002) 45

Conversational topic No 2: Polar adventurers and pioneers 46

Conversational topic No 3: Norway

– a small & fresh nation – far from anywhere 48

Conversational topic No 4: Norway and Nobel Prizes 48

Conversational topic No 5: Music – new and old musicians 49

Conversational topic No 6: Literature – modern & classical 50

Conversational topic No 7: The visual arts 51

Conversational piece No 8: Artists – mixed class 54

► **Sport 56**

Football / Soccer 56

Cricket 60

Basketball 60

Baseball 61

Hockey 61

Golf – the white virus 63

Winter Sports 65

The United Kingdom and the English-speaking World 69

► **The United Kingdom 69**

The inventors of the parliamentary system 69

Education 70

Music, sport and theatre 73

British humour 75

Good heavens – the Brits are leaving!

You must be joking ... ? Not at all! 75

► **The Americans 77**

The beginning 77

The New World, home to both slavery and ‘the American Dream’ 78

An identity crisis and the following rise of ethnic pride 79

The younger generations 80

Government and the Constitution 81

Education 82

Modern music, literature, dance and films 84

America and sport 84

- ▶ **Northern Ireland** 87
 - One island – two communities – the split of 1922 87
 - The beginning of British influence 88
 - Catholic Ireland vs Protestant England 88
 - The modern conflict 88
 - The Unionists and the IRA 89
- ▶ **South Africa – The Reconciliation Miracle** 92
 - Mandela's last speech to the Parliament 95
 - Nelson Mandela 96
- ▶ **Australia – Just around the Corner!** 99
 - The Aborigines 100
 - The new and liberal community 102
 - Australia – just around the corner! 102

Norway and the World 105

Norway is a Small Country 106

- ▶ **The Scandinavian Welfare State** 107
 - Trade unions 108
 - The welfare state 108
 - National insurance 108
 - Reintroduction of market mechanisms 109
- ▶ **The Norwegian Government** 110
 - Local democracy – counties and municipalities 111
 - Political priorities 112
 - Norwegian political parties 113
 - The Norwegian educational system 114
- ▶ **Svalbard** 116

Architecture – Old and New 119

- ▶ **Medieval Stave Churches – Norway's Contribution to World Heritage** 119
 - Borgund Stave Church 119
 - The entrance portals 120
 - Urnes Stave Church on the UNESCO World Heritage List 121
 - Then they all disappeared – almost 121
- ▶ **Modern Norwegian Architecture** 122
 - The National Museum 122
 - Snøhetta: Bibliotheca Alexandrina 122
 - Snøhetta: Norwegian National Opera and Ballet 123
 - Lund Hagem Architects: The new Deichman Library 124

Various architects: Barcode 124

Biong & Biong and Niels Torp: Hamar Olympic Hall 125

Norway and the Nobel Peace Prize 128

- ▶ **The Nobel Prizes (1901 –) 128**
- ▶ **The Nobel Institute in Oslo 129**
- ▶ **Alfred Nobel – Founder of the Nobel Prizes 130**
- ▶ **Alfred Nobel's Will 130**
- ▶ **Some Nobel Peace Prize laureates 131**

New Europe 134

- ▶ **New Europe – and Norway's Double NO! 134**
 - Current problems 134
 - Background 135
 - The European Coal and Steel Community 135
 - The European Economic Community 135
 - The reunification of Europe 136
 - More EU expansion – and one reduction 136
 - The EEA Grants and Norway Grants 138
 - A multilingual union 138
 - The five institutions 139
 - Stability, peace and prosperity 139
 - The euro – a common currency 140
 - Unity in diversity 140
 - Norway's double NO! 141

Globalisation 144

- ▶ **Globalisation – the International Angle 144**
 - Globalisation of finance and trade 144
 - Globalisation and the IMF 145
 - Globalisation and the WTO 146
 - Globalisation and the retail trade 147
 - Globalisation and world poverty 149
 - Globalisation and its critics 149
 - Growing inequality and Fair Trade 150
 - Globalisation – and the local angle 151
 - Globalisation and the international funding of local efforts 151
 - Developments in the east – near and far 152
- ▶ **Global Marketing 153**
 - Disaster at Euro Disney 153
 - Marketing the Big Mac 155

- ▶ **Media Power – Old and New** 158
 - Background and a useful review of the communication flow of yesteryear 158
 - The years of swift and important innovations 159
 - The miracle of the printing press 160
 - Movement and sound 160
 - The role of the press and possible negative developments 161
 - The media and the upside of events 162
 - The Fourth Estate 162
 - The moneymaking media machine 162
 - The Official Secrets Act and public trust 163
 - The mighty mobile phone 164
 - Social media – the current new alternative reality 164
- ▶ **Economics** 170
 - A possible definition 170
 - Supply and demand 170
 - The market 170
 - Market price and market value 171
 - Fashion and marketing 171
 - The effect of popular people 172
 - The market rules! Or does it? 172
- ▶ **Economic Terminology** 175

Look it up! – A Quick Guide 179

Phonetic Symbols 180

How to Chair a Meeting 181

Using the Telephone – Spelling Names 184

Booking a Room at a Hotel 186

Writing – Practice Makes Perfect! 188

- ▶ **Business Letters** 188
- ▶ **Applications and CVs (Curriculum Vitae)** 193
- ▶ **Written Summaries** 193
- ▶ **Reports** 195
- ▶ **Comments** 199

Using the Internet 200

Language Pitfalls – grammatiske snubletråder (BOKMÅL) 204

- ▶ Samsvar mellom subjekt og verbal 204
- ▶ Vanlig presens og presens samtidsform (ing-form) 205
- ▶ Passivsetninger 206
- ▶ Ubestemt/bestemt artikkel – ikke-tellelige substantiv 207
 - Ubestemt artikkel – ‘a/an’ 207
 - Bestemt artikkel – ‘the’ 207
 - Abstrakte substantiv brukt i generell eller spesiell betydning 208
 - Tellelige og utellelige substantiv (countables and uncountables) 208
- ▶ Genitiv, apostrofer og sammensatte ord 209
 - Genitiv 209
 - Apostrofer 209
 - Sammensatte ord 210
- ▶ Oversettelse av ‘det’ 210
- ▶ Relativpronomen 211
- ▶ Adjektiv og adverb 212

Language Pitfalls – grammatiske snubletrådar (NYNORSK) 214

- ▶ Samsvar mellom subjekt og verbal 214
- ▶ Vanleg presens og presens samtidsform (ing-form) 215
- ▶ Passive setningar 216
- ▶ Ubunden/bunden artikkel – ikkje-teljelege substantiv 217
 - Ubunden artikkel – ‘a/an’ 217
 - Bunden artikkel – ‘the’ 217
 - Abstrakte substantiv nytta i generell eller spesiell tyding 218
 - Teljelege og uteljelege substantiv (countables and uncountables) 218
- ▶ Genitiv, apostrofar og samansette ord 219
 - Genitiv 219
 - Apostrofar 219
 - Samansette ord 220
- ▶ Omsetjing av ‘det’ 220
- ▶ Relative pronomen 221
- ▶ Adjektiv og adverb 222

Mathematical Terminology 224

- ▶ Some Mathematical Formulae 224
- ▶ Fractions 224

- ▶ **Shapes** 225
- ▶ **Area and volume** 227

Science and Technology 229

Science – the Mother of Technology 230

- A true map of the future? 230
- Is it worth it? 231
- Inquisitiveness – Scientific Methods – Conspiracy Theories 232
- The importance of communication for science 232

▶ **Physics – the Art of Describing Nature's Laws** 233

- Galileo and the conflict with Aristotle
- experiments versus belief 233
- Isaac Newton and his three laws of motion 234
- Science in the 18th and 19th centuries 236
- Modern physics 237
- CERN – accelerating science 237

▶ **Mathematics – Nature's Own Language** 239

- The Greeks 240
- Modern mathematics 240
- Chaos theory and fractals 240
- Algorithms and the Abel Prize 241

▶ **Chemistry is Everywhere – But What is It?** 241

- The alchemists 242
- A proper science 242
- The DNA 243

Technology – the Adaptation of Science 245

▶ **Civil Engineering** 245

- Norway's wooden architecture – historical background 245
- Tunnels 247

▶ **Mechanical Engineering** 251

- New engines – new pollution challenges 251
- Safety 254
- Hydraulic machines – no air pollution 255

▶ **The Maritime Sector** 259

- Changes at sea 259
- Working conditions 261
- Safety on board 263
- Departure from port 264

- ▶ **Aquaculture and Nutritional Engineering** 269
 - Fish farm history 269
- ▶ **Genetics – Stem cells – Nanotechnology** 274
 - The ultrasound debate 276
 - The cloning game 277
 - Nutritional engineering – genetically modified foods 277
- ▶ **Operational Technology** 282
 - Automation and robotics 282
 - Oil – from Norway's 'black gold'
to Norway's 'carbon capture' challenge 288
- ▶ **Products and Design** 294
 - Personal image building 296
 - Branding 296
 - Design and education – qualifications 299
- Beloved Blue Planet – our Environmental Worries** 302
- ▶ **Problems** 302
 - Climate change and carbon emissions 302
 - Problem identified – Sharing responsibilities still open 304
 - The children – champions of tomorrow 307
- ▶ **The Various Sources of Renewable Energy** 308
 - A new industry 308
 - Methods and technologies 308
 - Non-polluting solutions 309
 - A list of various renewables 310
 - The world energy production and consumption 314

Literature – a Selection 317

Hávamál 318

J.R.R. Tolkien: The Hobbit 320

J.R.R. Tolkien: The Lord of the Rings 321

J.K. Rowling: Harry Potter and the Philosopher's Stone 322

Douglas Adams: The Hitchhiker's Guide to the Galaxy:
A Trilogy in Five Parts 322

Douglas Adams: The Restaurant at the End of the Universe 323

Terry Pratchett: The Colour of Magic 324

Suzanne Collins: The Hunger Games 324

Alexander McCall Smith: The No. 1 Ladies' Detective Agency 325

Jeffery Deaver: The Stone Monkey 325

Lee Child: The Killing Floor 326

Harlan Coben: The Woods 326

George R. R. Martin: A Game of Thrones 327



PART 1

Culture and Human Relations



Doing Business – Same but Different

futuristic dream
fremtidsdrøm /
framtidstraum

If you look at the world as one great marketplace, two distinctly different approaches to doing business seem to co-exist when parties meet to trade. This fact has been the subject of many books and pamphlets as the world grows 'smaller' thanks to developments within communications and business. The 'global village' is not just a futuristic dream or a slogan; it is here, now, and we are all living in it. The two attitudes are quite different, and what is good behaviour and respectful actions in one may create confusion and frustration in the other. In one of these business cultures, closing the deal is everything. In the other, the relationship surrounding the deal is extremely important.

► Deal-focused Business Cultures

deal-focused
avtalefokusert

prior tidligere /
tidlegare

Focusing on the deal is a common way of doing business mainly in northern Europe, North America and Australia. These regions cover only a minor part of the world's markets. As more and more companies wish to do business outside their own sphere, we need to know more about what the differences between the various ways of doing business consist of.

When you want to get in touch with businesses in deal-focused cultures, you may well establish contact with companies without having any prior relationship or connection. In the US, in particular, it is enough to put together an information package which demonstrates that your company might become a profitable connection, then follow it up with a telephone call and ask for a meeting. When a meeting has been settled, it is up to the people, products and terms to turn this into a profitable business agreement.

► Relationship-focused Business Cultures

If this had been Japan, nothing of the above would have happened.

Relationship-focused cultures are common in the vast majority of the world's markets. Asia, most of Africa, Latin America, and the Arab world all do business through personal contact. This has to do with trust, because in these countries people need to know that they can trust their business partners. Family, friends and companies linked to people they know very well will always be preferred. They are quite reluctant to do business with strangers, and even more so if the strangers are also foreigners.

relationship-focused
kjennskapsbasert

reluctant motvillig /
motviljug

International trade fairs

If you wish to do business in these areas, a letter and a telephone follow-up would be to no avail. However, there are three main ways to obtain the necessary contact in order to have doors sufficiently open to get a chance to present your products or business ideas. One of them is to take part in or to visit an international trade show. There people come for the purpose of finding new products or markets and are therefore more open to negotiating with strangers.

to no avail til ingen
nytte /til inga nytte

to obtain å oppnå



International trade fair for solar technology

Official trade missions

trade mission
handelsdelegasjon

high-ranking
fremtredende /
framstående

Another way is to be part of an official trade mission. On such occasions, the managers of the mission will make appointments and see to it that the 'right' people get to meet each other. Official trade missions are always led by high-ranking people, often politicians or industrialists. Members of the Norwegian Royal Family often function successfully as highly respected door openers, an important as well as meaningful role for our monarchy. The official standing of the missions' front figures also signals that the other participants in the group are of the same calibre, and that they can be trusted. Remember that in these cultures the proverb that 'business is people' really is true: personal status and connections mean everything if new relationships are to be established.

The trusted intermediary

intermediary
formidler /formidlar

repute anseelse

The third way of getting in contact with companies in relationship-focused regions is to work through an intermediary already in a trusted position. This may be a bank or other institution of high repute. Companies in these cultures simply will not do business with strangers. Because of this, you need either a well-known bank or a high-status individual to introduce you. These third-party introductions may also come from high-ranking people in your embassy's commercial section, or from the chamber of commerce or other trade associations. International law or accounting firms are also good intermediaries, and best of all: one of your golf pals who works for a company that has an office in the relevant country! If, and when, you have got into the situation of actually having met representatives of a firm that may wish to do business with your firm, then you must build positive personal relations with the people in question to prove that you and your company are trustworthy.

Informal vs formal cultures

hierarchical
hierarkisk

attire antrekk

The cultural divide between informal and formal cultures also makes for confusion and sometimes destroys potential business relationships. In hierarchical societies, the formalities of appearance and behaviour sometimes shock business travellers from more egalitarian cultures. On the other hand, the informal attire, attitudes and behaviour of these equality-oriented people may also seriously offend their counterparts from the hierarchical culture.

Rigid-time vs fluid-time cultures

The issues of time and scheduling represent some of the most discussed problems around boardroom tables all over the world. Some business cultures live by their appointment calendars and their watches with almost religious fervour. Things must happen on time and at the agreed place; otherwise the opposite party is not considered trustworthy. Words like lazy, undisciplined and rude may also emerge in the explanation for why the meeting was not held.

The other group, however, may come from a culture with a more relaxed attitude to times and schedules, but with strong opinions regarding personal relationships. If they have unfinished or unresolved business at a previous meeting, they will never leave for a new one until everything is settled to everybody's satisfaction in the first group. When they comment on their opposite numbers' behaviour, they may sometimes use words like robots or automatons, and claim that these people are enslaved by their respect for arbitrary points in time and have little or no respect for people and personal relationships.

rigid-time punktlig /
punktleg

fluid-time
omtrentlig /
omtrentleg

unresolved uløst /
uløyst

arbitrary vilkårlig /
vilkårleg

► Management and Leadership

The concept of Management is often defined as the process of controlling and organising a company, an organisation or a situation. Because of variations in culture, size, product range and image, for example, the same management model does not answer all situations. The same management model will not work equally well in a hierarchical, respect-based culture and in a more egalitarian culture.

Today's modern business management needs to be extremely versatile. It has to meet the owners' or shareholders' demand for profitability. The labour unions also want their say about proper treatment of human resources and about job security when new technology is introduced, or when outsourcing appears on the agenda. Messages from and changes in the market must be caught in time.

As branding is becoming an increasingly important part of management, a change in trends must not go unnoticed. It is clearly a very profitable policy to persuade people that they do not want just any soft drink or whichever hamburger. If one can persuade people to ask for a special brand or enter a

management
administrasjon

product range
produktutvalg /
produktutval

versatile allsidig

branding
merkevarebygging

business enterprise
forretnings-
virksomhet /
forretnings-
verksemd