

## ***Words and Expressions Commonly Used in Advice Literature***

### ***1. Causal relationships (used to describe an existing situation and its consequences, usually unfavorable)***

- a verb in present tense
- can (do such and such thing)
- this leads to... +
  - noun in the dative
- or
- that which... (consequence)
- ... (cause), and that is why (effect)

### ***2. Command/necessity to do something (used in giving advice, usually in order to correct or improve the unfavorable situation)***

#### *Expressions to convey the directness of a command:*

- the imperative
- you should/must (and a short adjective that is morphologically related to it, in feminine / masculine / neuter / plural forms)

#### *Strong expressions:*

- you must
- it is necessary to + verb in the infinitive
- it is impossible to do without + noun in the genitive case

#### *Gentle or indirect expressions:*

- it would be better if... + verb in the infinitive
- it is desirable to... + verb in the infinitive

Last name, first name \_\_\_\_\_

You are about to read another advice intended for Russian businesswomen. This text was written by a business consultant. This text is online at the website of this consultant's company and is a PR text for the company.

**Questions before reading**

1. What do you think may be the purpose of this article with relation to the businesswomen who read it?

2. *Without reading the article*, answer the following question: What kinds of differences do you think may be between the advice given in this article and in the article that you read for the previous article? Name *two* possible differences. Use the formula below, in which the verb "to advise" [советовать] is used with "women" [женщинам] in the dative case, and **whereas** [тогда как] is being used for contrast.

1. The author of the first article **advises** women \_\_\_\_\_  
\_\_\_\_\_ ,

**whereas** the author of the second article **advises them** \_\_\_\_\_  
\_\_\_\_\_

2. The author of the first article **advises** women \_\_\_\_\_  
\_\_\_\_\_ ,

**whereas** the author of the second article **advises them** \_\_\_\_\_  
\_\_\_\_\_

## A Woman + A Business [of Her Own] = A Businesswoman?

By K. Yu. Smolentsev

The president of the board of *Region*, a group of companies

**[Note: in Russian, new words occur and are glossed in the margins].**

### Synopsis:

Nothing says as much about society as the state of its children, disabled and women. As the governor of St. Petersburg says, our society is not ready for women's equality at this point.

But whether they like it or not, the representatives of the beautiful sex take the lead in administration more and more often. Women in their 30s – early 50s dominate, but other ages occur as well. The main areas of activity are trade, service, banks and finance, healthcare, even oil mining. But all this is true of small and medium-sized businesses. Unfortunately, the large businesses have significantly less woman leaders.

Part of the reason why women are becoming leaders is owing to the social cataclysms of the 1990s. Many remember the mass unemployment among men at the time; the burden of providing for the family was passed on to women, who already occupied more minor positions in businesses. Some women received their business as a gift or inheritance.

Take a wild guess how “smooth” the relationship is between the typical woman owner of a business and a male CEO or even a female one. We are not ready for seeing women as leaders. We are not ready for recognizing the differences in the expectations and perceptions between women and men, and we are not ready to act accordingly, accommodating the differences between the sexes. We don't recognize this as an extremely important problem.

Does the feminine style of leadership differ from the masculine one? Yes. This is just a fact of life, and it is as silly to deny it as to deny the existence of the sun or the moon.

The female leadership style is more emotional. That does not mean that it is not rational.

Women are firmer than men in holding on to their principles. It is in their nature.

But all this can be a *competitive advantage* to business ladies! You should not hide your advantages, ladies, and you should not copy the masculine (read: sexless) type of behavior. Women have greater empathy and more self-control. They can distinguish finer nuances and details. They are more goal-oriented. Sometimes they are more daring than men.

So if it happened that you are in charge of a business, you must not wait to make your gender-related problems solvable. It is desirable and sometimes necessary that you would

be helped by an experienced consultant. He will be both an expert and a psychotherapist for you, a trusted friend. Step by step, this is what will happen:

First, *you must* evaluate the situation in which you are as a beginning businesswoman. There is a series of methods through which this can be done. A good diagnosis is half the solution.

Secondly, you must evaluate what you want out of life both in personal and in professional sense. Know that you will be changing as a result of your new leadership role; how do you want to change?

The next step is a precise description of the image of your business and the definition of your place in it, taking into consideration all factors of your personal life.

The chief advice that we would like to give is not to sit on the fence and not turn back. A new quality of life – that, and nothing else, should be the stimulus for you to go forward!

*Excerpt from the article, «Женщина+Бизнес=Бизнес-леди?» ("A Woman + A Business [of Her Own] = A Businesswoman?").*

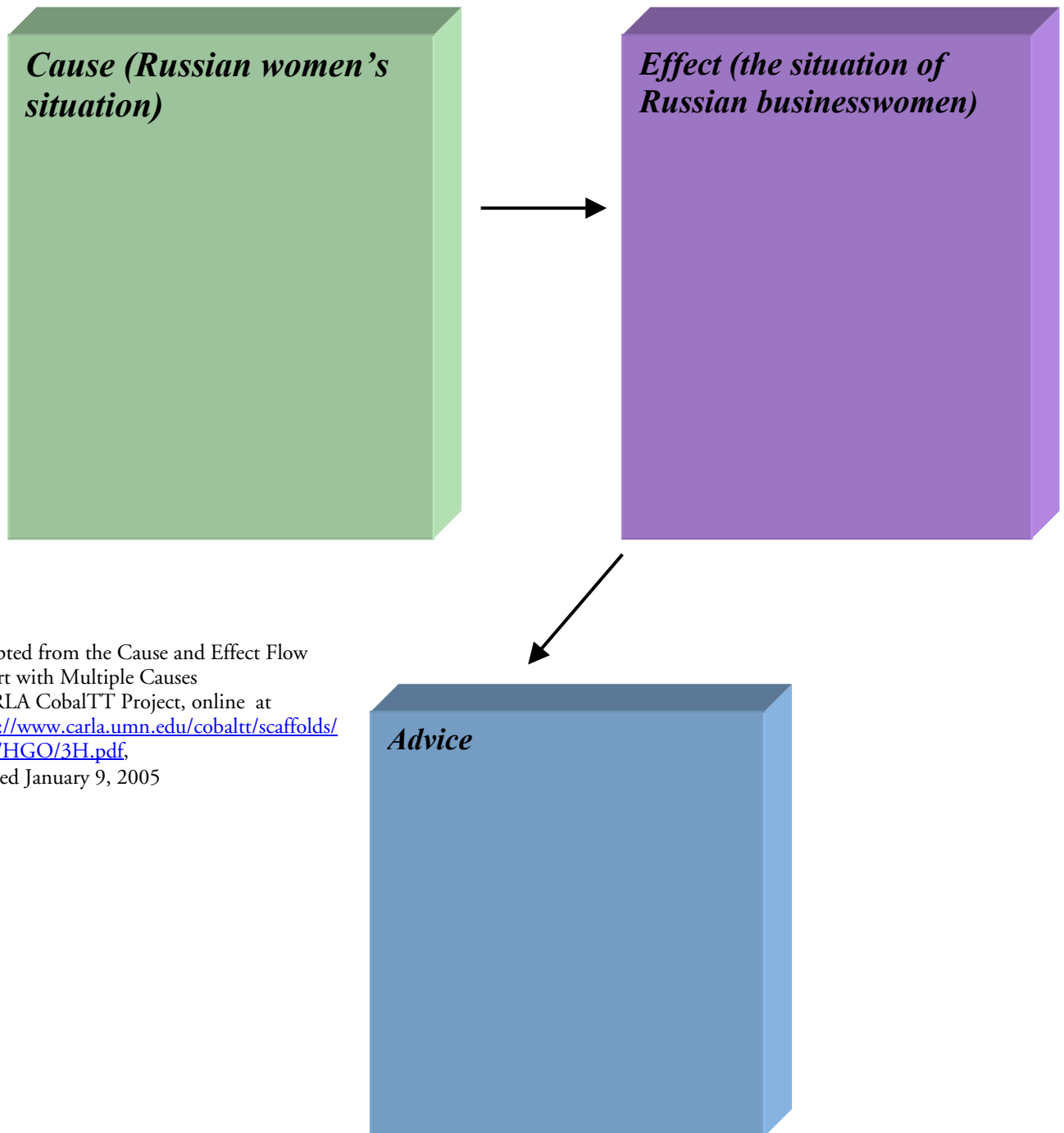
*The full text of the article is available on the site, [www.regiongroup.org](http://www.regiongroup.org) at the URL <http://www.regiongroup.org/rus/media/press/woman>.*

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## Вопросы после чтения

1. What is the situation of women in Russia now (see the beginning of the article?) What are its consequences for Russian businesswomen? Fill in the diagram below with the answers:

**Cause-and-effect relationship between Russian women's situation and the situation of Russian businesswomen**



Adapted from the Cause and Effect Flow  
Chart with Multiple Causes  
CARLA CobalTT Project, online at  
<http://www.carla.umn.edu/cobalTT/scaffolds/GO/HGO/3H.pdf>,  
viewed January 9, 2005

2. Now fill out the Text Analysis Worksheet with relation to this text.