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Филиал ФГБОУ ВО «МГТУ» в поселке Яблоновском

Кафедра управления и таможенного дела

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Учебно-методическое пособие по дисциплине «ИНОСТРАННЫЙ ЯЗЫК (АНГЛИЙСКИЙ)»

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Учебно-методическое пособие по дисциплине «Иностранный язык (английский)» состоит из методических указаний, грамматического справочника, контрольных заданий, текстов и заданий для самостоятельной работы.

Методические указания содержат конкретные зачетные и экзаменационные требования. Тексты подобраны в соответствии с тематикой основных дисциплин, изучаемых в рамках направлений подготовки.

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ВВЕДЕНИЕ

Основной целью курса «Иностранный язык» является повышение исходного уровня владения иностранным языком, достигнутого на предыдущей ступени образования, и овладение студентами необходимым и достаточным уровнем коммуникативной компетенции для решения социально-коммуникативных задач в различных областях бытовой, культурной, профессиональной и научной деятельности при общении с зарубежными партнерами, а также для дальнейшего самообразования.

Задачами дисциплины являются:

- развитие навыков чтения и письма;
- развитие навыков устной разговорно-бытовой речи;
- развитие навыков публичной речи (сообщение, доклад, дискуссия)
- знакомство с основами реферирования, аннотирования и перевода литературы по специальности;
- развитие навыков восприятия звучащей речи;
- развитие основных навыков письма для публикаций и ведения переписки.

В результате освоения дисциплины у выпускника должны быть сформированы следующие общекультурные, общепрофессиональные, профессиональные компетенции:

способность к коммуникации в устной и письменной формах на русском и иностранном языках для решения задач межличностного и межкультурного взаимодействия.

В результате освоения дисциплины студент должен:

знать:

– специфику артикуляции звуков, интонации, акцентуации и ритма нейтральной речи в изучаемом языке; основные особенности полного стиля произношения, характерные для сферы профессиональной коммуникации; чтение транскрипции; понятия дифференциации лексики по сферам применения (бытовая, терминологическая, общенаучная, официальная и др.); понятие о свободных и устойчивых словосочетаниях, фразеологических единицах; понятие об основных способах словообразования; понятие об обиходно-литературном, официально-деловом, научном стилях, стиле художественной литературы; основные особенности научного стиля; культуру и традиции стран изучаемого языка, правила речевого этикета;

уметь:

– использовать иностранный язык в межличностном общении и профессиональной деятельности; самостоятельно осваивать отведенные для соответствующей работы темы курса и выполнять данные в ее рамках задания;

владеть:

– лексическим минимумом в объеме 4000 учебных лексических единиц общего и терминологического характера; грамматическими навыками, обеспечивающими коммуникацию общего характера без искажения смысла при письменном и устном общении; основными грамматическими явлениями, характерными для профессиональной речи; навыками выражения своих мыслей и мнения в межличностном и деловом общении на иностранном языке; навыками извлечения необходимой информации из оригинального текста на иностранном языке; навыками публичной речи, аргументации, ведения дискуссии; навыками литературной и деловой письменной и устной речи на изучаемом иностранном языке.

1. МЕТОДИЧЕСКИЕ РЕКОМЕНДАЦИИ

1.1 Требования, предъявляемые к выполнению контрольных работ

Первый раздел учебно-методического пособия состоит из трех контрольных работ. Контрольная работа включает лексико-грамматические упражнения, текст на английском языке для чтения и перевода на русский язык и задания к нему.

Каждое контрольное задание в данном пособии дается в 3-х вариантах. Студент должен выполнить один из 3-х вариантов в соответствии с последними цифрами шифра.

Первый вариант выполняется студентами, у которых шифр зачетки оканчивается на «1», «4», «7», «0».

Второй вариант на «2», «5», «8». Третий вариант на «3», «6», «9».

Варианты контрольных заданий проверяют знания определенного грамматического и лексического материала, умение анализировать английский текст по специальности, выбирать предложения на заданную тему, ориентироваться в структуре английского предложения, а также умение работать со словарем и выделять в тексте нужные словосочетания.

Контрольные задания представлены для письменного выполнения с последующим собеседованием. Каждый студент выполняет только один вариант задания, выданный преподавателем на установочных занятиях. Задание выполняется письменно в отдельной тетради (следует оставлять в тетради широкие поля для замечаний, объяснений и методических указаний рецензента). Выполненное задание направляется для проверки в университет в установленные сроки или сдается студентом лично в деканат.

Проверка письменно выполненного задания проводится преподавателем, который в зависимости от степени усвоения материала студентом делает заключение: «Допущен к собеседованию» или «На доработку». В последнем случае дается письменная консультация по доработке.

Собеседование по выполненному контрольному заданию проводится в установленные университетом сроки в соответствии с рецензией преподавателя, которая знакомит студента с замечаниями рецензента и ориентирует на анализ отмеченных ошибок. С учетом рекомендаций рецензента следует проработать указанный материал, исправить орфографические, лексические и грамматические ошибки, а также неточности в переводе.

Отрецензированные и исправленные контрольные работы необходимо иметь при себе на зачетах и экзаменах.

Второй раздел учебно-методического пособия включает тексты, предназначенные для самостоятельной работы над чтением, переводом и анализом этих текстов, что позволяет студентам подготовиться к итоговому экзамену (перевод на русский язык иноязычного текста).

В текстах и упражнениях пособия использованы как адаптированные, так и неадаптированные материалы из периодической и учебной литературы, издающейся на английском языке в России, а также из учебников, пособий и энциклопедий на английском языке, изданных в Великобритании и США.

Третий раздел включает топики для подготовки к устному высказыванию на экзамене по предложенной теме.

Четвертый раздел представляет грамматический материал.

1.2 Требования к зачету и экзамену:

Для получения зачета студент должен уметь:

а) Прочитать со словарем незнакомый текст на английском языке, содержащий изученный грамматический материал. Форма проверки понимания – письменный или

устный перевод. Норма перевода: 600-800 печатных знаков в час письменно или 1000-1200 печатных знаков в час устно.

б) Прочитать без словаря текст, содержащий изученный грамматический материал и 5-8 незнакомых слов на 500-600 печатных знаков. Форма проверки понимания – передача содержания, прочитанного на русском языке.

К зачету допускаются студенты, отработавшие материал практических занятий, сдавшие учебный материал по чтению за соответствующий курс и получившие зачет по контрольному заданию.

На экзамене по английскому языку проверяется умение:

а) Читать со словарем текст по специальности вуза. Форма проверки понимания – письменный или устный перевод. Норма перевода – 1000 печатных знаков в час письменно или 1200-1500 печатных знаков в час устно.

б) Читать без словаря текст, содержащий изученный грамматический материал и 5-8 незнакомых слов на 600-800 печатных знаков. Форма проверки понимания – передача содержания, прочитанного на русском языке.

в) Беседовать по предложенной теме.

К экзамену допускаются студенты, имеющие зачет по контрольному заданию, отработавшие материал практических занятий и сдавшие учебный материал по чтению.

1.3 Критерии оценки контроля уровня знаний и умений в видах речевой деятельности:

1. Изучающее чтение. Форма контроля – письменный перевод.

Отлично – полный перевод (100%), адекватное смысловому содержанию текста изложение на русском языке.

Хорошо – полный перевод (100%), адекватное смысловому содержанию текста изложение на русском языке, допускаются 2-3 смысловых неточности/ошибки.

Удовлетворительно – неполный перевод (2/3-1/2), 2-3 неточности/ошибки в передаче смыслового содержания.

Неудовлетворительно – неполный перевод (менее 1/2), непонимание содержания текста, смысловые и грамматические ошибки.

2. Ознакомительное чтение. Форма контроля – устное изложение основного содержания на английском языке

Отлично – 100% понимания основного содержания текста.

Хорошо – 100%-75% понимания основного содержания текста, не более 2-3 неточностей.

Удовлетворительно – менее 75% (75%-50%) понимания основного содержания, не более 2-3 неточностей.

Неудовлетворительно менее 50% основного содержания текста, искажение его содержания.

3. Монологические высказывания.

Отлично – развернутое, полное, грамматически правильно оформленное высказывание (не менее 20-25 предложений).

Хорошо – полное высказывание, возможны 2-3 грамматические/ лексические ошибки / фонетические неточности.

Удовлетворительно – неполное высказывание (около 50 % от требуемого объема).

Неудовлетворительно – неполное высказывание (менее 50% от требуемого объема) лексические, фонетические и грамматические ошибки.

4. Диалогическая речь (по образцу оценки монологических высказываний, не менее 8-10 реплик/откликов).

5. Лексико-грамматический тест.

Отлично – 100%-90%,

Хорошо – 89%-75%
Удовлетворительно – 74%-50%
Неудовлетворительно – менее 50%.

6. Аудирование. Форма контроля – письменная/устная проверка (тест).

Однократное предъявление (преподавателем или в звукозаписи) в естественном темпе, построенной на изученном языковом материале и допускающей наличие 3-4% незнакомых слов, незнание которых не препятствует пониманию услышанного текста.

Длительность звучания связных текстов – до 5-7 мин.
Отлично – 100%-90%,
Хорошо – 89%-75%
Удовлетворительно – 74%-50%
Неудовлетворительно – менее 50%.

1.4 Учебно-методическое и информационное обеспечение дисциплины:

Курс ориентирован на общеинтеллектуальную деятельность и предполагает самостоятельную работу студентов. Методическим обеспечением курса являются учебные пособия зарубежных и отечественных авторов, а также учебно-методические материалы кафедры, видео- и аудиоматериалы, Интернет ресурсы.

Основная литература:

Дюканова, Н. М. Английский язык: учебное пособие. — 2-е изд., перераб. и доп. — Москва: ИНФРА-М, 2022. — 319 с. — (Высшее образование: Бакалавриат). - ISBN 978-5-16-006254-9. - Текст: электронный. - URL: https://znanium.com/catalog/product/1815603

Миньяр-Белоручева, А. П. Английский язык: учебное пособие / А.П. Миньяр-Белоручева. — 3-е изд., доп. — Москва: ФОРУМ: ИНФРА-М, 2022. — 192 с. — (Высшее образование: Бакалавриат). - ISBN 978-5-00091-763-3. - Текст: электронный. - URL: https://znanium.com/catalog/product/1817903

Дополнительная литература:

Сахаров, Ю. А. Английский язык. Практический курс. Уровень Intermediate: практикум / Ю. А. Сахаров, Е. В. Кудрявцева. - Москва: РУТ (МИИТ), 2020. - 94 с. - Текст: электронный. - URL: https://znanium.com/catalog/product/1895758

Маньковская, З. В. Английский язык для современных менеджеров: учебное пособие / З.В. Маньковская. — 2-е изд., испр. и доп. — Москва : ФОРУМ: ИНФРА-М, 2021. — 152 с. — (Высшее образование). - ISBN 978-5-91134-975-2. - Текст: электронный. - URL: https://znanium.com/catalog/product/1162642

Рекомендуемые для данного аспекта сайты:

http://onestopenglish.com

Большое количество материала на различную тематику, грамматика, лексика, аудирование, чтение, материалы сайта рассчитаны на любую аудиторию как по возрасту, так и по уровню владения материала.

http://englishbanana.com

Интересный сайт с большим количеством материала, возможность участия в международных проектах.

http://englishtips.org

Прекрасный сайт по количеству материала по английскому языку. Книги, аудио, видео, программы.

http://www.englishteststore.net

Великолепный сайт со всевозможными тестами on-line и для скачивания.

https://www.podcastsinenglish.com/ *Один из лучших сайтов для изучающих английский язык предлагает множество подкастов для каждого уровня.*

http://www.englishpond.com

Великолепный сайт для изучающих английский язык, причем для любого уровня.

www.englishforkids.ru *– этот сайт это огромная, уютная кладовая разнообразных материалов, как для взрослых, так и для детей, изучающих английский язык. Сайт создан таким образом, что даже ребенку понравится работать с ним. Здесь можно найти английские сказки, стихи, песенки, книги, скороговорки, веселые уроки, а также много других полезных материалов. На сайте можно найти себе друга по переписке на английском языке.*

www.native-english.ru *– проект "Native English" полностью посвящен английскому языку и вопросам, связанными с его изучением. Основной целью является помощь людям, изучающим английский язык, повышение эффективности процесса его изучения. Сайт стремится дать своим посетителям наиболее полезные сведения по теоретическим вопросам, при этом не забывая о работе над практическими навыками. Любой человек, даже только начинающий освоение английского языка, найдет здесь для себя интересную информацию.*

http://learnenglish.britishcouncil.org/elementary-podcasts *– для начинающих изучать английский язык. Подкасты можно прослушивать онлайн или скачивать в mp3-плеер. Каждую серию сопровождают интересные задания.*

http://urbandictionary.com *– современный словарь, заполняется посетителями сайта.*

http://quizlet.com *– карточки с терминами.*

http://lingro.com *– можно перевести любое слово с английского на русский, путем наведения курсора мыши на английские слова при одновременной возможности услышать произношение.*

http://wordsteps.com *– позволяет очень эффективно увеличить свой языковой словарь с помощью эффективной системы тренировок.*

Языковые социальные сети:

1) ***lang-8.com*** *– можно написать текст на изучаемом языке, и носитель языка исправит допущенные ошибки*

2) ***sharedtalk.com*** *– отличная возможность практиковать изучаемый язык и общаться с носителями языка*

4) ***www.englishbaby.com*** *– языковая социальная сеть, чат, общение с носителями языка.*

6) ***livemocha.com*** *– сайт для поиска носителей языка и общения с ними*

7) ***verbling.com*** *– языковой обмен и уроки*

8) ***vk.com/app3278149*** *– приложение в контакте для общения на иностранном языке*

1.5 Практические и семинарские занятия, их наименование, содержание

№ п/п	№ раздела дисциплины	Наименование практических и семинарских занятий
1 семестр		
1.	Тема 1: Семейные традиции, уклад жизни. 1.1	Введение. Понятие о графической и звуковой системе языка. Коррекция произносительных навыков. Основные особенности полного стиля произношения, характерные для сферы профессиональной коммуникации. Специфика артикуляции звуков, интонации, акцентуации и ритма нейтральной речи в

		изучаемом языке. Чтение транскрипции.
2.	1.2	Грамматика: Структура простого предложения. Отрицание. Образование вопросов. Порядок слов в предложении. Устная речь: Развитие навыков монологической и диалогической речи на темы: Я – студент; Моя семья; Наш университет.
3.	Тема 2: Система образования в стране изучаемого языка 2.1	Система образования в стране изучаемого языка. Грамматика. Грамматические навыки, обеспечивающие коммуникацию общего характера без искажения смысла при письменном и устном общении. Система времен глагола. Настоящее время глагола. Особенности спряжения. Структура простого предложения. Вопросительные предложения.
4.	2.2	Система образования в стране изучаемого языка. Чтение: перевод, передача содержания текстов бытового и страноведческого характера, связанных со студенческой жизнью. Аудирование текста «Система образования в Великобритании».
5.	2.3	Устная речь: Тема для обсуждения – высшее образование, культура и история стран изучаемого языка. Работа над развитием навыков монологической и диалогической речи на тему: Сравнительный анализ системы образования в нашей стране и в стране изучаемого языка.
6.	Тема 3: Рабочий день студента. 3.1	Рабочий день студента. Чтение: Виды текстов: несложные прагматические тексты на бытовые темы: Рабочий день студента. Один день в студенческом общежитии. Наша квартира.
7.	3.2	Рабочий день студента. Грамматика: прошедшее время глагола; имя существительное; склонение имен существительных; множественное число имен существительных; сложные существительные. Степени сравнения прилагательных и наречий. Неопределенные местоимения и наречия. Понятие об основных способах словообразования. Знакомство с основными типами словарей, двуязычными и одноязычными, толковыми, терминологическими.
8.	3.3	Устная речь: Тема для обсуждения – высшее образование, культура и традиции стран изучаемого языка. Работа над навыками диалогической речи-правила речевого этикета в ситуации знакомства, представления друг друга в обществе.
9.	Тема 4: Свободное время студента (увлечения, библиотека, театр) 4.1	Свободное время студента (увлечения, библиотека, театр) Говорение: Диалогическая и монологическая речь с использованием наиболее употребительных и относительно простых лексико-грамматических средств в основных коммуникативных ситуациях неофициального и официального общения. Устная речь: Свободное время. Мир увлечений.
10.	4.2	Грамматика: три основные глагольные формы. Система глагольных времен. Чтение текстов страноведческого характера. Работа над навыками чтения, переводи и пересказа текста.
11.	Тема 5: Деловая поездка	Деловая поездка. Командировка (приобретение билета, визовые формальности, таможенный и паспортный контроль.)

	5.1	Введение лексики по теме занятий. Выполнение упражнений по закреплению лексики.
12.	5.2	Деловая поездка. Устная речь: развитие навыков диалогической речи в ситуациях, связанных с темой путешествия. Аудирование диалогов по теме (заказ билетов; паспортный контроль; прохождение таможенного контроля). Составление микродиалогов по образцам (элементы ролевой игры).
13.	Тема 6: Чтение и перевод общенаучной литературы. 6.1	Понятие дифференциации лексики по сферам применения (бытовая, терминологическая, общенаучная, официальная и др.). Знакомство с основными типами словарей, двуязычными и одноязычными; толковыми, терминологическими и т.п.
2 семестр		
14.	Тема 1: Деловая поездка 1.1	Приобретение билета, визовые формальности, таможенный и паспортный контроль. Аэропорт; вокзал. Введение и закрепление лексики по изучаемой теме. Понятие о свободных и устойчивых словосочетаниях, фразеологических единицах.
15.	1.2	Городской транспорт. Грамматика: Основные способы словообразования. Страдательный залог.
16.	Тема 2: Прибытие в страну назначения. 2.1	Прибытие в страну назначения (осмотр города, достопримечательностей). Работа над навыками чтения и перевод текстов. Воспроизведение содержания текста по ключевым словам.
17.	2.2	Прибытие в страну назначения. Повторение пройденной темы. Устная речь: Путешествие. Работа над закреплением навыков диалогической речи в ситуации «Как проехать по городу?». Виды городского транспорта. В аэропорту; на вокзале.
18.	Тема 3: В гостинице 3.1	В гостинице (заказ и оплата номера; гостиничный сервис). Аудирование диалогов по темам, связанным с заказом номера в гостинице, проживанием в ней и использованием гостиничного сервиса, обсуждение культурной программы.
19.	3.2	В гостинице. Гостиничный сервис. Устная речь: Развитие навыков диалогической речи по теме «В гостинице». Грамматика: Модальные глаголы и их эквиваленты. Чтение: Развитие навыков ознакомительного чтения. Гостиничный сервис. Передача содержания текста по ключевым словам (развитие навыков монологической речи).
20.	Тема 4: В кафе / ресторане 4.1	В кафе / ресторане (еда и приемы пищи, виды предприятий питания) Аудирование текста и диалогов по теме «В ресторане». Работа над лексикой. Понятие о свободных и устойчивых словосочетаниях, фразеологических единицах.
21.	4.2	В кафе / ресторане (виды предприятий питания) Устная речь: Развитие навыков диалогической и монологической речи в ситуациях по теме «В ресторане». Ролевая игра в ресторане. Грамматика: герундий.
22.	Тема 5: Покупки 5.1	В универмаге Введение и закрепление лексики по изучаемой теме. Аудирование: Развитие навыков восприятия на слух разговорно-бытовой речи, освоение разговорных формул в коммуникативных ситуациях (приветствие, благодарность и

		др.)
23.	5.2	В универсаме. Развитие навыков диалогической и монологической речи в ситуациях по теме «Покупки». Развитие навыков понимания беглой речи в ситуациях, связанных с посещением магазинов и покупкой предметов одежды, сувениров, продуктов питания.
24.	Тема 6: Виды фирм и частного предпринимательства. 6.1	Чтение и перевод текстов. Передача содержания текста по составленному плану. Устная речь. Составление диалогов по теме (элементы ролевой игры). Грамматика: сложное дополнение.
25.	6.2	Работа над навыками чтения и перевод текстов. Воспроизведение содержания текста по ключевым словам.
26.	Тема 7: Виды речевых произведений	Чтение и перевод текстов. Развитие навыков письменной речи: аннотация, реферат, тезисы, сообщения, частное письмо, деловое письмо, биография. Письмо: запись текста при многократном прослушивании.
3 семестр		
27.	Тема 1: Устройство на работу 1.1	Введение и закрепление лексики по теме и лексико-грамматических средств в ситуациях официального общения.
28.	1.2	Виды фирм и частного предпринимательства. Работа над созданием навыков выступлений по заранее подготовленной теме. Развитие навыков понимания и извлечения информации из текста. (Восприятие смысловой структуры текста, выделение основной и второстепенной информации).
29.	Тема 2: Как найти работу; собеседование при приеме на работу. 2.1	Как найти работу; собеседование при приеме на работу. Устная речь: Воспроизведение по ролям прослушанных диалогов; составление аналогичных диалогов на заданную тему. Чтение и перевод текстов по изучаемой специальности.
30.	2.2	Аудирование диалогической и монологической речи в сфере бытовой и профессиональной коммуникации. Развитие навыков понимания на слух основной информации при прослушивании беглой речи в диалогах собеседования.
31.	Тема 3: Работа над расширением лексического запаса 3.1	Наиболее употребительная лексика, относящаяся к общему языку и отражающая раннюю специализацию (базовая терминология). Условные придаточные предложения. Косвенная речь.
32.	3.2	Чтение текстов по специальности, составление тезисов прочитанного текста, подготовка сообщений развернутого характера по прочитанной литературе.
33.	Тема 4: Устройство на работу. 4.1	CV, Резюме: развитие навыков понимания и извлечения информации из текста по специальности. (Восприятие смысловой структуры текста, выделение основной и второстепенной информации).
34.	4.2	Аудирование диалогической и монологической речи по теме: «Прием на работу». Воспроизведение диалогов. Написание биографии и резюме при поступлении на работу. Ролевая игра: Прием на работу.
35.	Тема 5: Деньги и	Деньги и банки (виды оплаты, денежные средства, валюты и

	банки 5.1	курсы валют; в банке). Введение и закрепление лексики по теме «Деньги и банки». Аудирование диалогической речи по теме: «В банке». Закрепление навыков понимания на слух беглой речи.
36.	5.2	Ролевая игра «В банке». Грамматика: основные грамматические явления, характерные для профессиональной речи. Чтение и перевод: основные особенности делового и научного стиля.
37.	Тема 6: Экспортно-импортная документация. 6.1	Доставка грузов: упаковка, маркировка, чартер, отгрузка, экспедирование. Чтение с варьируемой целью (просмотровое, ознакомительное или изучающее чтение).
38.	6.2	Тарифные системы. Страхование. Платежи во внешней торговле. Чтение текстов по специальности, составление тезисов прочитанного текста, подготовка сообщений развернутого характера.

1.6 Самостоятельная работа студентов

№ п/п	Разделы и темы самостоятельного изучения	Перечень домашних заданий и других вопросов для самостоятельного изучения
		1 Семестр
1.	Семейные традиции, уклад жизни.	E-learning House Vocabulary http://www.youtube.com/watch?v=Dm7Nade3LMc Сайты: http://www.native-english.ru/; http://www.english.language.ru/ Внеаудиторное чтение https://www.engvid.com/personality-character-birth-order/
2.	Система образования	English Speaking - Basic English Training Module (Ch1 -…) http://www.youtube.com/watch?v=tU3lRm5W3oQ Внеаудиторное чтение
3.	Рабочий день студента.	Learn English with Steve Ford: (Lessons 1 -…) http://www.youtube.com/watch?v=t3vwwmn0Rng&feature=fvst Внеаудиторное чтение
4.	Свободное время студента (увлечения, библиотека, театр	Лексико- грамматическое тестирование on-line. English for Hotel and Tourism: http://www.youtube.com/watch?v=wyqfYJX23lg&feature=related Внеаудиторное чтение
5.	Деловая поездка	Learn English conversation: http://www.youtube.com/watch?v=mwjv4_ZYrw0&feature=relate d Внеаудиторное чтение
6.	Чтение и перевод общенаучной литературы.	Fire Safety https://www.hse.gov.uk/toolbox/fire.htm https://new.siemens.com/global/en/products/buildings/fire-safety.html
		2 Семестр
7.	Деловая поездка	English Travel Vocabulary: Planning a Trip https://www.youtube.com/watch?v=VfG7A3ASblU
8.	Прибытие в страну	Лексико- грамматическое тестирование on-line.

	назначения	Business English: http://www.youtube.com/watch?v=O-MHpZfjpaQ&feature=related Внеаудиторное чтение
9.	В гостинице	Telephone Talk: http://www.youtube.com/watch?v=-VPGUk6XJVU&feature=related English for Hotel and Tourism: http://www.youtube.com/watch?v=wyqfYJX23lg&feature=related
10.	В кафе / ресторане	Learning English At The Restaurant: http://www.youtube.com/watch?v=GLACfxlmfT4&feature=related Внеаудиторное чтение
11.	В магазине	Learn English conversation: http://www.youtube.com/watch?v=mwjv4_ZYrw0&feature=related Внеаудиторное чтение
12.	Посещение фирмы. Виды фирм и частного предпринимательства.	English Dialogues at Work https://www.youtube.com/watch?v=MTM_bnkrz-c&t=135s Types of Business Organizations. https://www.accountingverse.com/accounting-basics/types-of-businesses.html https://www.volusion.com/blog/business-types/
13.	Виды речевых произведений: аннотация, реферат, тезисы, деловое письмо…	https://zety.com/blog/cv-vs-resume-difference https://zety.com/resume-templates https://ienglish.ru/blog/business-angliiskiy-po-skype/resume-na-angliiskom/resume-na-angliiskom-primer-s-perevodom
3 Семестр		
14.	Устройство на работу	Лексико- грамматическое тестирование on-line. Learn Business English Lesson 1-…): http://www.youtube.com/watch?v=QPmjD8Hzw0w
15.	Как найти работу; собеседование при приеме на работу.	How to succeed in your JOB INTERVIEW: Behavioral Questions: https://www.youtube.com/watch?v=6aO6cGTcnUg E-learning Professionalism In The Workplace: http://www.youtube.com/watch?v=FsimbWV7Ek0&feature=related
16.	Работа над расширением лексического запаса	https://surreyfire.co.uk/fire-safety-signs-guide-to-regulations/ https://www.safeopedia.com/definition/740/fire-safety
17.	Устройство на работу. Письмо:	E-mail Etiquette: http://www.youtube.com/watch?v=BNl8XxkBxL8&feature=related How to write a good Biography http://templatelab.com/biography-templates/
18.	Деньги и банки.	https://www.ebrary.net/685/economics/money_banks
19.	Экспортно-импортная документация.	https://ru.scribd.com/doc/27436288/Export-Import-Documentation

UNIT 1 КОНТРОЛЬНЫЕ РАБОТЫ
КОНТРОЛЬНАЯ РАБОТА №1
Вариант 1

1. Read and translate the text:

ECONOMICS

Economics, social science concerned with the production, distribution, exchange, and consumption of goods and services. Economists focus on the way in which individuals, groups, business enterprises, and governments seek to achieve efficiently any economic objective they select. Other fields of study also contribute to this knowledge: Psychology and ethics try to explain how objectives are formed; history records changes in human objectives; sociology interprets human behavior in social contexts.

Standard economics can be divided into two major fields. The first, price theory or microeconomics, explains how the interplay of supply and demand in competitive markets creates a multitude of individual prices, wage rates, profit margins, and rental changes. Microeconomics assumes that people behave rationally. Consumers try to spend their income in ways that give them as much pleasure as possible. As economists say, they maximize utility. For their part, entrepreneurs seek as much profit as they can extract from their operations.

The second field, macroeconomics, deals with modern explanations of national income and employment. Macroeconomics dates from the book, The General Theory of Employment, Interest, and Money (1935), by the British economist John Maynard Keynes. His explanation of prosperity and depression centers on the total or aggregate demand for goods and services by consumers, business investors, and governments. Because, according to Keynes, inadequate aggregate demand increases unemployment, the indicated cure is either more investment by businesses or more spending and consequently larger budget deficits by government.

2. Give Russian equivalents to:

social science; distribution of goods and services; to try to explain; sociology interprets human behavior; to create a multitude of individual prices; to spend their income; as much pleasure as possible; they maximize utility; for their part; to deal with modern explanation; prosperity and depression; demand for goods and services; business investors; according to Keynes; larger budget deficits.

3. Answer the following questions:

1. What is economics?
2. On what problems do economists focus their attention?
3. What do psychology and ethics try to explain?
4. What does sociology interpret in social contexts?
5. Into what fields can be standard economics divided?
6. What does microeconomics explain?
7. How do consumers try to spend their income?
8. Do they maximize utility?
9. What questions does the second field study?
10. Who is the author of the book «The General Theory of Employment, Interest, and Money»?
11. How does he explain prosperity and depression?

4. Write these phrases in the possessive form, i.e. with ‘s or ‘:

1. the corporations of the nation.
2. the activities of the people.
3. the desires of consumers.
4. the image of a product.
5. the reputation of a seller.
6. the work of a day.

7. the economy of a country.
8. the problems of the economists.
9. the play of the government.
10. the works of Keynes.
11. the dollar of a consumer.

5. Give the comparative and superlative of the following:

Example: ***high - higher - the highest***;

professional - more professional - the most professional.

efficient, rational, modern, total, large, rich, poor, little, good, traditional, important.

6. Translate the following into Russian:

1. There are, however, no «pure» market economies in the world today.
2. Economists note that there is no limit to the amount or kinds of things that people want.
3. There is, however, a limit to the resources.
4. In addition to buyers and sellers, there are several other essential elements in a market economy.
5. There are many buyers and sellers so that no individual or group can control prices.
6. There are two ways to earn income: from your work and from the use of your wealth.

7. Translate into Russian:

1. Economists have two ways of looking at economics and economy.
2. Macroeconomics is the study of the economy as a whole, microeconomics is the study of individual consumers and the business firm.
3. Each factor of production has a place in our economic system, and each has a particular function.
4. Price stability refers to times during which prices remain constant.
5. A budget is a financial plan that summarizes income and expenditures over a period of time.
6. Saving is one of the most important things that people do with their incomes.
7. Economic forces also affect decisions in the world of business.
8. The United States government also employs economists to study economic problems and to suggest ways to solve them.
9. Consumers are people who use goods and services to satisfy their wants.
10. Efficiency is a measure of how much we get for what we use.
11. Demand is a consumer's willingness and ability to buy a product or service at a particular time and place.

8. Read the text and retell the contents in Russian:

GOVERNMENT

The London Government Act (1963) authorized the creation of a two-tiered government consisting of 32 borough councils and the Greater London Council. The borough councils are locally elected and are responsible for local functions. Until its abolition in 1986, the Greater London Council administered broad functions for the metropolitan area as a whole, such as overall planning, the coordination of transportation systems, and the management of parks. The council comprised 100 councilors, locally elected, and 15 aldermen, elected by the councilors.

The historic Corporation of the City of London is equivalent in function to a borough council. Since the reign of King John in the 13th century, citizens of the City of London have had the right to elect their own mayor. The corporation government is composed of the Lord mayor, who is elected annually by members of the livery companies (guilds); 25 aldermen, who are elected for life; and 153 council members, who are elected annually from 25 wards.

Вариант 2

1. Read and translate the text:

THE MARKET ECONOMY

A Market, or free enterprise economy is one in which the decisions of many individual buyers and sellers interact to determine the answers to the questions of What, How and Who.

In addition to buyers and sellers, there are several other essential elements in a market economy. One of these is private property. By «private property» we mean the right of individuals and business firms to own the means of productions. Although markets exist in traditional and command economies, the major means of productions (firms, factories, farms, mines, etc.) are usually publicly owned. That is, they are owned by groups of people or by the government. In a market economy the means of production are owned by private individuals. Private ownership gives people the incentive to use their property to produce things that will sell and earn them a profit.

This desire to earn profit is a second ingredient in market economy. Often referred to as the profit motive, it provides the fuel that drives sellers to produce the things that buyers want, and at a price they are willing to pay.

The profit motive also gives sellers the incentive to produce at the lowest possible cost. Why? Because lower costs enable them to (1) increase their profit margins, the difference between cost and selling price, or (2) reduce prices to undersell during the competition, or (3) both.

Economists often compare markets to polling booths. However, unlike the booths in which people vote for politicians, markets provide a kind of economic polling booth for buyers to cast their votes (in the form of purchases) for the goods and services they want. Producers who interpret the votes correctly by producing the things that buyers demand can earn profits. Those who interpret the voting incorrectly, producing too much or too little, or charging a price that is too high or too low, do not earn profits. In fact, they often lose money.

Consumer votes can be a matter of life and death to business in a market economy.

2. Give Russian equivalents to:

the decisions of many individual buyers and sellers interact; essential elements; the right to own the means of production; to exist in traditional and command economies; publicly owned; the incentive to use their property; the desire to earn profits; often referred to; to drive sellers to produce the things; the lowest possible cost; to increase their profit margins; unlike the booth; to vote for politicians; to cast their votes; to interpret the voting incorrectly; too much or too little; to lose money; a matter of life and death to business.

3. Answer the following questions:

1. What is a market, or free enterprise?
2. Are there several other essential elements in a market economy?
3. What do we mean by «private property»?
4. Who own the major means of production?
5. What does private ownership give people?
6. What is the profit motive?
7. Why does the profit motive give sellers the incentive to produce at the lowest possible cost?
8. To what do economists often compare markets?
9. What is the difference?
10. When do producers lose money?

4. Translate the following into Russian:

1. a market economy, a command economy, business firms, profit motive, profit margins, price theory, wage rates, rental changes, business investors, budget deficits, production materials, wage incentive programs, Austrian – American management, consultant, consumer interests, government planners, computer experts, industry specialists.

2. consumption of goods, fields of study, the interplay of supply and demand, explanation of prosperity and depression, demand for goods and services, means of production, lines of responsibility, the purchase of equipment, provision of work, sale of products, utilization of computers.

5. Ask ten questions, using these question words:

Who? What? Where? Why? How many? What kind of? What is the difference? Is there? Are there? Have you?

6. Read the text and retell the contents in Russian:

KEYNES

Keynes, John Maynard, 1st Baron Keynes of Tilton (1883-1946), British economist.

Keynes was born in Cambridge, England, and educated at Eton College and the University of Cambridge. He began his career in the India Office of the British government and wrote a highly regarded book, Indian Currency and Finance (1913). During World War I he worked in the treasury, which he represented at the Paris Peace Conference (1919). During the next decade he made a fortune speculating in international currencies, taught at Cambridge, and wrote Treatise on Probability (1921), a mathematical work, and A Treatise on Money (1930). In the latter, he sought to explain why an economy operates so unevenly, with frequent cycles of booms and depressions. Keynes closely examined the problem of prolonged depression in his major work, The General Theory of Employment, Interest, and Money (1936). This book, which provided a theoretical defense for programs that were already being tried in Great Britain and by President Franklin D. Roosevelt in the U.S., proposed that no self-correcting mechanism to lift an economy out of a depression existed. It stated that unused savings prolonged economic stagnation and that business investment was spurred by new inventions, new markets, and other influences not related to the interest rate on savings. Keynes proposed that government spending must compensate for insufficient business investment in times of recession.

Shortly after Great Britain entered World War II, Keynes published How to Pay for the War (1940), in which he urged that a portion of every wage earner's pay should automatically be invested in government bonds. In 1942 he was made a baron, and two years later he headed the British delegation to the United Nations Monetary and Financial Conference, the Bretton Woods Conference. There he promoted establishment of the International Bank for Reconstruction and Development and the International Monetary Fund.

Keynes's ideas have profoundly influenced the economic policies of many governments since World War II, and many consider his General Theory of Employment, Interest, and Money one of the most significant theoretical works of the 20th century.

7. Read the dates:

March 8, 1991; June 22, 1941; May 9, 1945; April 12, 1961; January 1, 2000.

8. Translate English jokes:

A: Did the play have a happy ending?
B: Yes, everybody was happy when it ended.
A: A telegram from George, dear.
B: Well, did he pass the examination this time?
A: No, but he is almost at the top of the list of those who failed.

Вариант 3

1. Read and translate the text:

MARKETING

Marketing, activities involved in getting goods from the producer to the consumer. The producer is responsible for the design and manufacture of goods. Early marketing techniques followed production and were responsible only for moving goods from the manufacturer to the point of final sale. Now, however, marketing is much more pervasive. In large corporations the marketing functions precede the manufacture of a product. They involve market research and product development, design, and testing.

Marketing concentrates primarily on the buyers, or consumers, determining their needs and desires, educating them with regard to the availability of products and to important product features, developing strategies to persuade them to buy, and, finally, enhancing their satisfaction with a purchase. Marketing management includes planning, organizing, directing, and controlling decision making regarding product lines, pricing, promotion, and servicing. In most of these areas marketing has complete control; in others, as in product-line development, its function is primarily advisory. In addition, the marketing department of a business firm is responsible for the physical distribution of the products, determining the channels of distribution that will be used and supervising the profitable flow of goods from the factory or warehouse.

2. Give Russian equivalents to:

Activities involved in getting goods; is responsible for the design; early marketing techniques; to the point of final stage; is much more pervasive; in large corporations; precede the manufacture of a product; testing; with regard to the availability of product; enhancing their satisfaction with a purchase; marketing management; regarding product lines; promotion; its function is primarily advisory; the marketing department; physical distribution; the profitable flow of goods.

3. Compose the questions using the following words:

1. is, marketing, what?
2. the producer, is, for what, responsible?
3. early marketing technique, did, what, follow?
4. the manufacture of a profit, where, precede, the marketing functions, do?
5. they, what, do, involve?
6. does, on, what, concentrate, marketing?
7. what, marketing management, does, include?
8. marketing, complete control, has, when?
9. the marketing department of a business firm, responsible for the physical distribution of the products, is?

4. Form the Past Indefinite Tense of the following verbs:

to involve, to be, to precede, to concentrate, to buy, to get, to make, to have, to select, to contribute, to try, to assume, to spend, to give, to increase.

5. Put the verbs in brackets in the Past Indefinite Tense and translate the sentences:

1. Aristotle and Plato in ancient Greece (to write) about problems of wealth, property,

and trade.

2. The Romans (to borrow) their economic ideas from the Greeks and (to show) the same contempt for trade.

3. In ancient and medieval times dire scarcity of resources (to be) common and (to affect) the lives of most human beings.

4. In England, Parliament (to pass) a Statute of Monopolies (1624).

5. The Second development (to be) the expansion of production that (to follow) the Industrial Revolution.

6. Cartels (to originate) in Germany during the 1870s.

7. As business (to become) more competitive, new and more complex corporate combinations (to come) on the scene.

6. Ask all possible questions:

During World War II the government of Germany utilized domestic cartels to produce armaments.

7. Translate into Russian paying attention to the emphatic construction «it is ... that ...»:

1. It is the planners who decide what goods and services will be produced.
2. It is the planners, too, with guidance from the country's political leadership, who decide who will receive the goods and services produced.
3. It was at this time (1936) that Keynes' work was published.
4. Indeed, it is from the early 1970s, when détente began to take shape.

8. Write in words these numbers:

11, 12, 13, 15, 17, 20, 30, 40.

Use *hundred, thousand, million* with the words in brackets:

300 (dollar); 400 (pound); 10 000 (rouble); 500 000 (woman); 2 000 000 (man); 6 700 (child); 1 000 (computer).

9. Read the text and retell the contents in Russian:

London (England), city in southeastern England, capital of Great Britain, at the head of the Thames estuary, west of its mouth on the North Sea. London is one of the world's most important financial and cultural centers and is noted for its museums, performing arts, exchange and commodity markets, and insurance and banking functions, as well as a host of specialized services. In popular and traditional usage, the term City of London, or the City, is applied only to a small area (2.59 sq km/1 sq mi) that was the original settlement (ancient Londinium) and is now part of the business and financial district of the metropolis. The City of London and 32 surrounding boroughs form the Greater London metropolitan area, which has an area of 1579 sq km (610 sq mi).

(From an Encyclopedia)

КОНТРОЛЬНАЯ РАБОТА № 2

Вариант 1

1. Read and translate the text:

COMMERCIAL ACTIVITIES AND TYPES OF COUNTRIES

Foreign trade comprises three main activities: importing (i.e. buying goods from foreign Sellers), exporting (i.e. selling goods to foreign Buyers) and re-exporting (i.e. buying goods from foreign Sellers and selling them to foreign Buyers without processing in one's own country).

All commercial activities in foreign trade may be divided into basic ones associated with the conclusion of foreign trade contracts for the exchange of goods and auxiliary ones ensuring their successful performance, i.e. associated with carnage of goods, their insurance, banking operations (financing the deals, settlement of payments between the Sellers and the Buyers, guaranteeing the strict observance of their mutual liabilities), as well as Customs and other activities. Conclusion of agency agreements, agreements with the Suppliers for export goods and with Importers for the purchase of goods, agreements with advertising agencies and firms dealing with the market research and with other organizations helping to achieve the targets set for foreign trade also refer to auxiliary activities. There may be about 10 or more auxiliary operations to one basic. In accordance with commercial usage existing in capitalist countries, contract of sale and other agreements may be concluded either verbally or in writing.

Agreements and contracts made in our country must be signed by Director General of the foreign trade association or his deputies (first signature) and by directors of firms or their deputies (second signature). Sometimes senior engineers of the firms are legally authorized to sign these documents.

In international trade contracts of sale, contracts for construction work (very often for the delivery, erection and commissioning of the equipment for industrial enterprises) and lease are most frequent among a variety of basic deals. Contracts of sale include turnkey contracts and large-scale contracts on a compensation basis. There may also be barter deals and compensatory deals.

License agreements stand apart from all the above contracts because they do not deal with selling and buying physical goods but with the sale and purchase of ideas, scientific-technical knowledge in the form of licenses, patents and know-how. As a rule there are practically no standard license agreements. Each license agreement is more or less unique in itself, i.e. has its own specific individual characteristics.

2. Give English equivalents to the Russian ones:

1) Строгое соблюдение взаимных обязательств.
2) Заключение агентских соглашений.
3) Основные операции.
4) Вспомогательные операции.
5) Торговые обычаи.
6) Подписать документы.
7) Финансирование сделок.
8) Проведение расчетов.
9) Достигать целей.
10) Компенсационная сделка.
11) Контракт "под ключ".
12) Лицензионное соглашение.
13) Как правило.
14) Указанные выше контракты.

3. Find pairs of synonyms.

1) carriage	a) operation
2) running	b) to solve
3) to authorize	c) a party
4) a counterpart	d) transportation
5) fixed	e) to entitle
6) to settle	f) firm

4. Answer the questions to the text.

1) What main activities does foreign trade comprise?
2) What is the principle in dividing all commercial activities into basic and auxiliary ones?
3) What are the types of foreign trade transactions?
4) What basic types of contract do you know? Describe them.
5) What auxiliary types of contract can you name? Can you describe them?
6) In what way can deals be concluded in capitalist countries?
7) What are the requirements to the conclusion of deals in our country?
8) Who is entitled to sign our contracts abroad and at home?
9) Do license agreements belong to basic or auxiliary transactions"
10) What can you say about a compensation (compensatory) transaction?

5. Read the text and retell the contents in Russian:

THE ECONOMY OF LONDON

London's economy is distinguished by a multiplicity of activities that reflect the structure of the British economy as a whole. Service industries account for almost three-quarters of total employment; they include banking, insurance, the civil service, transportation, education, food and drink, printing and publishing, retailing, and numerous professional and custom services. Tourism also plays a vital part in London's service industries. Next in importance are manufacturing and engineering and the latter has allied industries; each of these two sectors accounts for approximately 10 percent of total employment. The production of precision instruments, computers, aircraft, automobiles, chemicals, and clothing, as well as the refining of petroleum, are all important. Not unexpectedly, Greater London possesses the country's greatest concentration of professional, technical, and administrative occupations, as well as the highest average income in Britain.

The central area of London is dominated by service employment and characterized by the localized concentration of various activities: banking and finance in the City, insurance and law in Holborn, government in Westminster, newspaper publishing in Fleet Street, medicine in Harley Street, tailoring in Savile Row, retail outlets in Bond and Oxford streets, and education in Bloomsbury. Industrial activity is important in the so-called Victorian Manufacturing Belt-a crescent-shaped band on the southern bank of the Thames River, extending northwest from the City and Southwark. Here, small-scale specialized production dominates.

Providing the raw materials and access to markets is the extensive Port of London, the major docks of which are located just downstream from London Bridge. London is one of Europe's largest seaports and handles virtually every type of commodity and cargo. To the west of Central London are newer manufacturing areas such as Park Royal. Toward the periphery of Greater London and in the surrounding outer metropolitan area are more sophisticated and specialized industries, such as those manufacturing aircraft, computers, and electronic equipment. To the west of London, economic development has been stimulated by the presence of Heathrow International Airport, and to the south, by Gatwick International Airport.

Вариант 2

1. Read and translate the text:

MARKETING METHODS AND ADVERTISING

To sell the goods, you must do a lot of market research first. The information needed can be obtained from consulates, and trade representations, from trade associations and trade journals or from specialized consultant companies (who will do a professional market research job for you for a fee).

The information you are interested in is if there is any demand for your goods, what the market potential is, what sort of competition you will meet, i.e. how the price of your goods compares with other competitive products including those produced locally, local conditions and preference, local trading customs and habits, what seasonal factors should be taken into account and the like.

But in general marketing covers not only market research, but also planning the selection (assortment) of goods, and consequently the production itself, price policy, advertising and promotion of sales, controlling the sales and post-sales servicing.

So marketing' is a system of running all the business activities of a company (organization) in respect of coordination supply and demand for the goods produced. Originally marketing was meant to help avoid overproduction in advanced capitalist countries.

Marketing may coordinate production and goods circulation (consumption of goods).

Advertising is an important means of promoting the goods that arc being produced already as well as new lines in business.

There are specialized firms dealing with advertising. Different kinds of mass media - TV, radio, newspapers, cinema, journals, magazines, posters are used for advertising goods. Special leaflets, booklets and other printed matter ad out the goods may be published for the same purpose. Participation in fairs and exhibitions helps to promote our goods as well. Also, special-advertising conferences may be held. The choice of media for advertising depends on the kind of goods and on the local conditions people's habits: sometimes TV and radio ads are best, in other cases it may be trade journals or leaflets distributed among potential buyers.

2. Give English equivalents to the Russian ones:

1) до продажи товара
2) выбор средства для рекламы
3) маркетинг – это система управления всей деловой активностью фирмы
4) торговые обычаи
5) специализированные фирмы, занимающиеся рекламой
6) спрос и предложение на производимые товары
7) местные условия и предпочтение
8) планирование товарного ассортимента
9) вообще же, маркетинг включает не только конъюнктуру рынка
10) реклама и стимулирование сбыта
11) избежать (не допустить) перепроизводства

3. Find pairs of synonyms:

1) to inform	a) a point
2) data	b) running
3) advanced	c) information
4) a firm	d) a company
5) operation	e) to advise

6) a question f) well-developed

4. Answer the questions to the text.

1) What must be done before selling goods?
2) What does market research mean?
3) Where can the information needed be obtained from?
4) What is marketing?
5) What fields of business activities does it cover?
6) What was the main purpose of marketing in advanced countries?
7) What is the purpose of advertising?
8) How may the goods be advertised?
9) What does the choice of media for advertising depend on?

5. Read the text and retell the contents in Russian:

WILLIAM GATES

Gates, William Henry, American business executive, chairman and chief executive officer of the Microsoft Corporation, born in Seattle, Washington. Gates cofounded Microsoft in 1975 with Paul Allen, his high school friend and partner in computer language development from 1967. Fascinated by computers by the age of 12, Gates had been involved with various programming projects throughout high school. While attending Harvard in 1975, Gates teamed with Allen to develop a version of the BASIC computer programming language for the MITS Altair, the first personal computer. This work on BASIC for the Altair led Gates to drop out of Harvard in 1977 to pursue full-time his vision of «a computer on every desk and in every home», the idea behind the Microsoft Corporation. In the early 1980's, Gates led Microsoft's evolution from a developer of computer programming languages to a diversified computer software company producing computer operating systems and applications software as well as programming tools. This transition began with the introduction of MS-DOS, the operating system for the new IBM Personal Computer in 1981. Gates took a personal role in convincing other computer companies to standardize on MS-DOS, fueling computer industry growth in the 1980's through software compatibility. Gates also pushed Microsoft toward the introduction of application software such as the Microsoft Word, word processing software for the IBM-PC. A key strategic move by Gates was to agree to develop application software for the Apple Macintosh prior to the release of the first Mac in 1984. This led to a strong position for Microsoft in applications that take advantage of the graphical user interface (GUI).

Much of Gates' success rests on his ability to translate technical visions into market strategy, and to blend creativity with technical acumen. His willingness to bet on new technologies such as Microsoft Windows, Windows NT, and workgroup applications has paid off in keeping Microsoft at the forefront of computer hardware and software evolution.

Вариант 3

1. Read and translate the text:

THE INFLUENCE OF THE NEW SCIENCE-INTENSIVE GOODS ON THE CHARACTER OF MODERN TRADE

Trade in electronic and automation products, products of biotechnology and atomic power equipment brings about the development of the rendering the Buyers a wide range of services.

Since any fault in the production process of high-tech equipment may result in - irreparable damage and very heavy losses, much effort has been made to develop devices and technique to monitor the whole technological process including maintenance automatically.

That explains why some companies set up special new departments whose task is to improve the after-sales servicing.

A turnkey basis which was previously used for the sale of complete equipment for factories, is now widely applied in trade of computer and lab instruments complexes, communication and radio-measuring equipment, laser machining centers, etc.

Also, R & D and design centers are opened in the countries of future potential Buyers to meet the requirements of the customers to a high level.

As a rule the center has a number of automated design points in the country and is connected via a satellite communications system with the owner's R&D center.

So in this case "after-sales service" consists in improving and modifying the software packages sold and is rendered for additional charges.

Similarly there is a market for such services as technological consultations.

2. Give English equivalents to the Russian ones.

1) погрешность в производственном процессе
2) технологические консультации по выбору оборудования
3) очень большие потери
4) переработка промышленных отходов
5) улучшение и модификация проданных пакетов информации
6) удовлетворять требованиям потребителя
7) прилагаются большие усилия для разработки
8) послепродажное обслуживание
9) может привести к непоправимому ущербу
10) Через систему спутниковой связи
11)Целый ряд услуг
12)Основание «под ключ»
13) Делать все возможное

3. Find pairs of synonyms.

1. fault	a) mistake
2. equipment	b) injure
3. damage	c) obligation
4. requirement	d) progress
5. maintenance	e) apparatus
6. previously	f) variety
7. improve	g) formerly
8. range	h) preservation

4. Answer the questions to the text.

1) In what way is the character of modern trade changed under the influence of the new high-tech goods?

2) Why is so much attention paid now to monitoring systems and maintenance of the equipment used?

3) Why is it impossible to sell high-tech equipment otherwise than on a system basis?

4) What are the new forms and methods of trade nowadays?

5) How is the work of newly-set up R & D centers organized and why? What is the effect of this work?

6) In what way do the new forms and methods of trade effect after-sale servicing?

7) What is new in the field of advertising?

5. Read the text and retell the contents in Russian

TERRITORIAL AND ADMINISTRATIVE DIVISION OF GOVERNMENT IN THE UNITED KINGDOM

In Great Britain the county, or shire, is the principal subdivision of the country for political, administrative, judicial, and other purposes. Counties are used in England and Wales but have been replaced by other administrative units in Scotland and Northern Ireland.

Before the Norman Conquest of the 11th century, the chief unit of local government in England was the shire, which had originated in the Saxon communities of the 5th century. Each shire was ruled by an ealdorman (alderman), but after the 11th century his functions were taken over by the shire-reeve, or sheriff, who was appointed by the king. By the 14th century a county court, composed of several justices of the peace, or magistrates, had developed to help the sheriff administer the county. Over the centuries these crown-appointed magistrates gradually became the primary administrators of counties. Each county also became the constituency for the elections of knights of the shire, or county members of Parliament.

This system of county government, with centrally appointed justices of the peace holding legislative, judicial, and executive powers, became inadequate in the 19th century as the suffrage was extended, government services expanded, and industrial cities continued to grow. To remedy this undemocratic system, the Local Government Act of 1888 established county councils, with members elected by local residents, to take over the legislative and executive duties of the magistrates. The act also replaced the historic counties with new administrative counties, which often had different boundaries. The act also created about 60 county boroughs; these were cities that were given county powers in order to better provide local government services.

The Local Government Act of 1972 reorganized the county system again; 47 new counties contained all urban as well as rural areas in their boundaries, and each county was subdivided into several districts, which numbered almost 300 in all. A British county provides police and fire services, education, social-welfare services, public transport, traffic regulation, consumer protection, libraries, and some highways and parks. The county council is the general governing board of a county; it is a large body, with 50 to 100 popularly elected members, and much of its basic administrative work is delegated to committees.

Outside the United Kingdom, the system of county government was adopted, with variations, in most of the countries settled from Britain. In Canada, however, the county system never became universal; where it exists, the county councils are generally much smaller than in England. New Zealand has had county councils since 1876. In Australia the administrative unit is generally called the shire, though the name county is used for larger areas.

(From the Encyclopaedia)

КОНТРОЛЬНАЯ РАБОТА № 3

Вариант 1

1. Read and translate the text.

TERMS OF PAYMENT

Payment in foreign trade may be made in cash and on credit. There are different methods of cash payment:

By cheque (but it is not practicable as a cheque is payable in the country of origin.

By telegraphic or telex transfers or post (mail) remittance which is made from the Buyers bank account to the Sellers in accordance with the Buyers letter of instruction. Actually this method of cash payment may sometimes take several months.

By letter of credit (or just by credit)-L/C - (In our commercial practice the following types of letters of credit are usually used: irrevocable, confirmed and revolving. The Letter of Credit is the most frequently used method of cash payment because it is advantageous and secure both to the Exporter and to the Importer though it is more expensive than payment by transfer.

Payment for collection does not give any advantages to the Exporter because it does not give any guarantee that he will receive payment in time or at all. That's why the Exporter usually requires that the Importer presents a guarantee of a first class bank that payment will be effected in due time.

Most modern business is done on a credit basis which may be: by drafts (by Bills of Exchange -B/E)-the Exporter credits the Importer which is advantageous to the latter. A draft (a bill of exchange's an order in writing from a Creditor to a Debtor to pay on demand or on a named date a certain sum of money to a company named on the Bill, or to their order It is drawn by the Sellers on the Buyers and is sent through a bank to the Buyers for acceptance There may be two main types of drafts: Sights Drafts, which arc payable on presentation (at sight) or on acceptance and Term Drafts, which arc drawn at various periods (terms) and arc payable at a future date and not immediately they are accepted. Term drafts may pass through several hands before maturity and require endorsement by the Sellers. In advance (the Importer credits the Exporter, for example, the contract may suppurate a 10 or 15% advance payment, which is advantageous to the Sellers) This method is used when the Buyers are unknown to the Sellers or in the case of a single isolated transaction or as part of combination of methods in a large -scale (transaction) contract.

On an open account. Open account terms arc usually granted by the Sellers to the regular Buyers or customers in whom the Sellers have complete confidence, but sometimes they are granted when the Sellers want to attract new Buyers then they risk their money for that end. Actual payment is made monthly, quarterly or annually as agreed upon. This method is disadvantageous to the Exporter, but may be good to gain new markets

The form of payment to be used, i.e. in dollars, pounds sterling or other currency, is a matter for arrangement between the counterparts.

2. Find English equivalents to the Russian ones:

1) Быть выгодным, безопасным, но дорогим методом платежа
2) подтвержденный безотзывный аккредитив
3) получить платеж вовремя
4) отплатить по требованию
5) оплата наличными
6) через инкассо
7) потребовать подтверждение
8) траты по срокам платежа

3. Find pairs of synonyms:

1) a draft	a) to provide for
2) to cut	b) to alter
3) charges	c) a transfer
4) to modify	d) expenses
5) a remittance	e) a bill
6) to stipulate	f) to reduce

4. Answer the questions to the text.

1) What methods of cash payment do you know?
2) Why is payment by cheque very infrequent in foreign trade?
3) What types of letter of credit arc used in commercial practice?
4) What are the methods of payment on credit?
5) What is a draft?
6) What types of drafts do you know?
7) In what cases is advance payment used?
8) When is payment on an open account practical?

5. Find the proper form of abbreviations:

1) compare a) e.g.
2) against b) h.a
3) regarding c) cf.
4) this year d) p.p.
5) for example f) veers
6) for and on behalf of g) re

6. Read the text and retell it in Russian:

Since the first artificial splitting of the atom at Cambridge, in 1932, by Sir John Cockcroft and Dr. E. T. S. Walton, Britain's nuclear scientists have made continuous progress in harnessing atomic energy. Today eight commercial nuclear power stations are supplying electricity for factories and homes and others are being built. Some of Britain's top scientists are engaged in space research on projects such as upper atmosphere probes with British-built rockets at Woomera, Australia, and in work on satellite communications. Others are making vital discoveries in the laboratory into the very nature of life itself.

Britain is pre-eminent in radio astronomy and in many fields of electronics including miniaturisation, one of the most important factors in the electronics revolution, and in radar for marine and aviation purposes. Much basic work was done in Britain on electronic computers. British advances in medicine include penicillin and other antibiotics, such as cephalosporins, heart-lung machines, a new anti-viral agent, Interferon, of great potential value and many other important developments in the treatment of disease.

British contributions to science include many great discoveries linked with famous names - Sir Isaac Newton (theory of gravitation), Robert Boyle ("the father of modern chemistry"), Michael Faraday (whose discoveries gave rise to the electrical industry), and Henry Cavendish (properties of hydrogen). In the present century - J. J. Thomson, Lord Rutherford and Sir James Chadwick (basic work on nuclear science), Gowland Hopkins (the existence of vitamins), Sir William Bragg (X-ray analysis), and many others. Medicine owes much to such pioneers as William Harvey (circulation of the blood), Edward Jenner (vaccination), Joseph Lister (antiseptics). Sir Ronald Ross (who proved the relation between malaria and mosquitoes).

Since 1945 there have been 27 British scientists who have received international recognition for their work by gaining Nobel awards. There are over 200 learned scientific societies in Britain. In ten years Britain has doubled her total number of qualified scientists.

Вариант 2

1. Read and translate the text:

GENERAL CONDITIONS OF SALE

They correspond to "Standard Conditions of Sale" in contracts of some British companies. The amount of information in General Conditions varies from contract to contract depending on the traditions of the contracting firms and the volume of delivery. General Conditions may include, for example, in small orders, such items as Shipping Specification, inspection, Guarantee and Claims. Conditions of Transportation, Force Majeure Circumstances, Arbitration and Sanctions, and are printed on the reverse side of the order form. In many standard contracts, however, these items are given as separate clauses (articles) and General Conditions (Provisions) only comprise the following information: they may begin with the definition of the date of delivery: "The date of the Bill of Lading or the date of the stamp on the railway bill, road or airway bills is to be considered as the date of delivery ". Sometimes the definition is contained in other clauses, such as "Shipping "or "Delivery Dates". Also, they may contain indication about the proper law of the contract applied. For instance, "The Swedish Civil and Commercial Law shall be applied to this Contract "or "The Contract shall be governed by English Law".

But as a rule it is given in detail in the clause "Arbitration" Other items under General Conditions may he: "All taxes, dues and customs duties on the territory of the Sellers country arc borne by the Sellers On the territory of the Buyers country they are borne by the Buyers if they are connected with the fulfillment of this Contract. Neither party shall have the right to assign the rights nor obligations under this Contract to any third party without the written consent of the other party.

In case of non -fulfillment or improper fulfillment by the Sellers of their obligations under this Contract, the Sellers are to reimburse to the Buyers the losses suffered by them. Appendices, addenda and amendments to the Contract are only valid (or shall be effective) and shall make an integral part of the Contract if made (issued) in writing and signed by the contracting parties. All enclosures to the General Conditions as well as to the Contract are regarded as an integral pan

thereof All negotiations and correspondence preceding the conclusion of this Contract and pertaining to it become null and void on the date of its signing. This Contract is signed in (the name of the place) on the (the date) in duplicate (in 2 copies), each in the Russian and English languages, one copy for each party, both texts being authentic (or having equal force), and will become effective from (or comes into effect as on) the date of its signing.

2. Find English equivalents.

1) печатаются на обратной стороне заказа
2) определение даты поставки
3) ни одна сторона не имеет права передавать
4) в случае невыполнения или ненадлежащего исполнения
5) без письменного согласия другой стороны
6) объем поставки
7) в двух экземплярах
8) теряют силу в день его подписания

3. Find pairs of synonyms.

1) condition	a) dues
2) a shipper	b) a stale
3) to reimburse	c) execution
4) to suffer	d) to bear
5) fulfillment	e) to refund
6) taxes	f) an exporter

4. Answer the questions.

1) What is called "General Conditions of Sale"?

2) What does the amount of information contained in them depend on?

3) What clauses of the contract may comprise such items as shipping instructions, inspection, guarantees, force major circumstances, claims, sanctions and arbitrations?

4) Where may the definition of the date of delivery be given?

5) What is to be considered the date of delivery if the goods are carried by sea?

6) What is to be considered the date of delivery if the goods are carried by rail?

7) Where may the proper law of the contract be given9 Why is it important?

8) What kind of expenses may be mentioned in the General Conditions?

9) What information always belongs under the General Conditions

5. Find the proper form of abbreviations.

I) RAD	a) signature
2) sig	b) invoice
3) memo	c) memorandum
4) Co	d) research and development
5) a.f.	e) as follows
6) inv	f) company

6. Read the text and retell it in Russian:

TWO VIEWS OF THE PROPER ROLE OF GOVERNMENT IN THE ECONOMY

Paul Samuelson and Milton Friedman are two of America's most distinguished economists. In recognition of their achievements, Samuelson was awarded the Nobel Prize in Economics in 1970 and Friedman in 1976. Both spent most of their professional lives on the faculty of major universities (Samuelson at the Massachusetts Institute of Technology, and Friedman at the University of Chicago). Given their similarities, one would think that the two would also hold similar views on economic issues. Nothing could be further from the truth. And, some of their sharpest differences center on the question of what ought to be the proper role of government in the economy.

Classical economists in the tradition of Adam Smith had long recognized the need for government to provide goods and services that would not or could not be provided by the private sector (like national defense). But they urged that this participation be kept to a minimum.

But Samuelson argued that too many of the problems the classical economists wanted to leave to the marketplace were not subject to its influence. These externalities, affecting things like public health, education, and environmental pollution, were not subject to the laws of supply and demand. Consequently, it was up to government to establish goals for the economy and use its powers to achieve them.

Milton Friedman sees things differently. Like the classical economists of old, he regards supply and demand as the most powerful and potentially beneficial economic forces. The best that government can do to help the economy, in Friedman's view, is to keep its hands off business and allow the market to "do its thing." The minimum wage laws are a case in point. Whereas Samuelson endorses minimum wage laws as a means of helping workers at the bottom of the income ladder, Friedman would argue that by adding to unemployment, they harm the very people they were designed to help. That is, he explains, by increasing labor costs, minimum wage laws make it too expensive for many firms to hire low-wage workers. As a result, those who might otherwise be employed are laid off.

On the one hand, Samuelson endorses the concept of government-sponsored programs such as public housing and food stamps as a means of reducing poverty. Friedman, on the other hand, would prefer to give the poor additional income and allow them to use the funds to solve their problems without government interference. To apply this concept, Friedman suggested the "negative income tax." The graduated income tax takes an increasing amount in taxes as one's income rises. The negative income tax would apply a sliding scale of payments to those whose income from work fell below a stated minimum.

Вариант 3

1. Read and translate the text:

PRODUCT, PRICE, PROMOTION AND PLACE: THE FOUR P'S OF MARKETING

The total marketing concept involves four steps, or, as they are often called, the four P's of marketing - product, price, promotion and place.

Product. The place to begin is with the product itself. A business must determine what kind of product potential customers want. Companies employ very complex market research techniques to find out. Surveys by phone, mail, or personal interview can reveal, exactly, what's on the consumer's mind. The product warranty card that you return after a purchase provides marketing information too. Sophisticated research mathematics applied to a sample of consumers can typify the rest of the consumers. If we can find out what a few want, we can assume the others in the group of population will want the same things. Deciding who should be in the sample is the problem. Researchers have very detailed formulas for constructing marketing samples.

Price. Another major part of marketing is price. Companies have to decide on a product price that will cover all costs and also return a profit. Included in costs are such fixed expenses as rent and insurance. Variable expenses must be anticipated too. Those include the costs of material and commissions. These costs are used to compute a break-even point – the point at which income from sales equals fixed and variable expenses. On one side of this point, the company will have a net loss and on the other side, a net profit.

Promotion. Promotion is a key part of marketing because it is the way business get their messages to consumers.

Businesses would like to see steady growth rather than sudden surges in business. One function of promotion is to maintain a steady and growing demand. Promotions through advertising in the media, direct mailings or through personal contact are a few of the ways producers make their products known to consumers. If consumers don't know about a product, they won't buy it. Through advertising, businesses tell people what products are available. Advertising even gives them reasons to buy.

Place. The final part of marketing, the fourth «P», is place. For a product to be useful, it has to be in place when and where it is needed. That should seem obvious. To sell products, business must anticipate «when» and «where» consumers will buy them. A hot dog at a baseball game on a sunny afternoon is an example of excellent product placement. A lemonade stand in the winter is not. Hot dogs have less value after the game, and lemonade has more value in the summer.

2. Give English equivalents to:

Общее понятие маркетинга включает четыре момента; потенциальные покупатели; исследования по телефону, по почте; на уме покупателя; обследуемая группа покупателей; чего хотят немногие; очень подробные формулы; покрывать все издержки; такие постоянные затраты как рента и страхование; вычислить точку самоокупаемости; ключевая часть маркетинга; в средствах массовой информации; предприятия должны предвидеть.

3. Ask questions for these answers:

1. The total marketing concept involves four steps.
2. They are product, price, promotion and place.
3. Yes, it must.
4. Surveys by phone, mail, or personal interview can reveal it.
5. The product warranty card provides marketing information too.
6. It is price.
7. Variable expenses must be anticipated too.
8. A break-even point is the point at which income from sales equals fixed

and variable expenses.

9. Promotion is a key part of marketing.

10. Advertising gives people reasons to buy products.

11. To sell products, businesses must anticipate «when» and «where» consumers will buy them.

4. Translate the following into Russian:

The Major Marketing Functions

Marketing Activity	Description
Gathering information	Business firms collect information about the market to forecast potential sales
Buying	Before finished goods can be sold, they must be selected and purchased.
Transporting	Goods must be shipped to the place where they are sold.
Selling	Goods must be advertised, promoted and sold.
Storing	Business firms had more goods than they can sell in a single day. These must be stored until they are sold.
Financing	Cash or credit must be found to pay for the goods the business intends to sell.
Standardizing and Grading	«Standardizing» is establishing uniform specifications for a product or a service. «Grading» is classifying products by quality and size.
Managing risk	People in business risk loss if things fail to go as planned. Steps taken to limit these risks fall into this category.

5. Write out these sentences putting the verb in brackets into the future tense:

1. The study of economics (to help) you to understand economic forces better.
2. Cleaning up the river (to require) a major effort, and considerable expense.
3. A change in the price of one item (to result) in a shift in the demand for a substitute.
4. An increase in production costs (to have) the opposite effect – supply (to decrease).
5. As long as supply and demand remain unchanged, the equilibrium of market price (to remain) constant.

6. Make the sentences (a) interrogative, (b) negative:

1. They will try to economize to get the most from what they have.
2. Economics will also help you to fulfill your responsibilities as a citizen in a democracy.
3. Economists will agree that unemployment is bad.
4. Entrepreneurs will try to run their businesses to earn the greatest profits.

7. Fill in the blanks with the verbs «can», «may», «must», «have to», «to be able (to)»:

1. Liquidity is a measure of the ease with which you ____ convert your savings to cash.
2. Since a society cannot have everything, it ____ decide which goods and services it will have now.
3. Americans ____ to own property for business purposes and use it to produce income.
4. Most producers ____ make more than one product.
5. Such systems ____ characterize isolated tribes or groups, or even entire countries.
6. Unable to compete with the Japanese, the company ____ to go out of business.
7. Any number of persons ____ contract to form a partnership.
8. You ____ earn the income to buy the things you want.
9. The number and value of things we ____ to buy depends upon the size of our income and how wisely we spend it.

10. Most of the time, we ____ to keep track of our expenditures so we ____ to meet our immediate needs.

8. Translate the following sentences paying attention to the different functions of the word «one».

1. In fact one common definition of economics is «the study of how people make a living».
2. The market price is the one at which goods and services will actually be exchanged for money.
3. One of the main reasons people save their money is to earn interest.
4. Advertising provides us with information about prices, recent improvements in certain goods and services, and the availability of new ones.
5. The development of the socio-economic formations rises from the lower stage to the higher one.

9. State the part of speech of the following words:

management, speaker, production, economist, economical, economic, economics, national, technical, techniques, largely, product.

10. Form nouns with the help of the suffixes:

- ment: to manage, to agree, to govern, to employ, to invest, to develop.

- er: to consume, to programme, to produce, to buy, to sell, to plan, to own, to manufacture.

- tion: to produce, to distribute, to consume, to compete, to operate, to explain, to determine.

- or: to distribute, to invest, to operate, to regulate, to educate.

- ist: economy, sociology, psychology, behavior, special.

11. Read the text and retell it in Russian:

BIRMINGHAM

Birmingham (England), city, seat of the metropolitan county of West Midlands, central England. In 1974 the former municipal borough of Sutton Coldfield was incorporated into the city. A major industrial center, Birmingham is the second largest city in Great Britain. It is the hub of the British metal goods industry and is served by a network of railroads and highways. Among the principal metal products manufactured are motor-vehicle parts, machine tools, brassware, household utensils, sporting guns, and jewelry. Other important manufactures include electrical equipment, glass, rubber products, and chemicals. The city is located in an important coal-mining region.

Birmingham is the seat of the University of Birmingham (1900), the University of Aston in Birmingham (1895), the University of Central England in Birmingham (1992, formerly a polytechnic college), and several technical schools. Cultural facilities include the large Birmingham Museums and Art Gallery (1867), the Museum of Science and Industry, the City of Birmingham Symphony Orchestra, and the Birmingham Repertory Theatre (1913). The city's Municipal Bank (opened 1916) is the only one of its kind in Great Britain. Birmingham churches include Saint Philip's Cathedral (1715), Saint Martin's Parish Church in the Bull Ring (13th century), and the Roman Catholic Saint Chad's Cathedral (1841). Other notable buildings are the neoclassical Town Hall (1834), the Renaissance-style Council House (1881), and the modern Bull Ring Shopping Centre.

Heavily bombed during World War II, the city has undergone extensive rebuilding. Population (1981) 1,006,908; (1991 preliminary) 934,900.

UNIT 2 SUPPLEMENTARY READING

THE HISTORY OF MONEY

The use of money is as old as the human civilization. Money is basically a method of exchange, and coins and notes are just items of exchange. But money was not always the same form as the money today, and is still developing.

The basis of all early commerce was barter, in other words the direct exchange of one product for another, with the relative values a matter for negotiation. Subsequently both livestock, particularly cattle, and plant products such as grain, come to be used as money in many different societies at different periods. The earliest evidence of banking is found in Mesopotamia between 3000 and 2000 B.C. when temples were used to store grain and other valuables used in trade.

Various items have been used by different societies at different times. Aztecs used cacao beans. Norwegians once used butter. The early U.S. colonists used tobacco leaves and animal hides. The people of Paraguay used snails. Roman soldiers were paid a "salarium" of salt. On the island of Nauru, the islanders used rats. Human slaves have also been used as currency around the world. In the 16th century, the average exchange value of a slave was 8000 pounds of sugar.

Gradually, however, people began exchanging items that had no intrinsic value, but which had only agreed-upon or symbolic value. An example is the cowrie shell. Metal tool money, such as knife and spade monies, was also first used in China. These early metal monies developed into primitive versions of round coins at the end of the Stone Age. Chinese coins were made out of copper, often containing holes so they could be put together like a chain. The Chinese invented also paper money during the T'ang Dynasty.

Outside of China, the first coins developed out of lumps of silver. They soon took the familiar round form of today, and were stamped with various gods and emperors to mark their authenticity. These early coins first appeared in the Kingdom of Lydia (now in Turkey) in the 7th century B.C.. Paper money was adopted in Europe much later than in Asia and the Arab world -- primarily because Europe didn't have paper.

The Bank of Sweden issued the first paper money in Europe in 1661, though this was also a temporary measure. In 1694 the Bank of England was founded and began to issue promisory notes, originally handwritten but later printed. To make travelling with gold less dangerous, goldsmiths, or people who made jewelry and other items out of gold, came up with an idea. The goldsmiths started writing out notes on pieces of paper that said the person who had the note could trade the note in for gold. These promissory notes were the beginning of paper money in Europe. If you look at a British bank note today, you'll see it still says: I promise to pay the bearer on demand the sum of twenty pounds.

MARKET PLACE

The stock market. To some it's a puzzle. To others, it's a source of profit and endless fascination. The stock market is the financial nerve centre of any country. It reflects any change in the economy. It is sensitive to interest rates, inflation and political events. In a very real sense, it has its fingers on the pulse of the entire world.

Taken in its broadest sense, the stock market is also a control centre. It is the market place where businesses and governments come to raise money so that they can continue and expand their operations. It is the market place where giant businesses and institutions come to make and change their financial commitments. The stock market is also a place of individual opportunity.

The phrase "the stock market" means many things. In the narrowest sense, a stock market is a place where stocks are traded-that is bought and sold. The phrase "the stock market" is often used to refer to the biggest and most important stock market in the world, the New York Stock Exchange, which is as well the oldest in the US. It was founded in 1792 NYSE is located at 11 Wall Street in New York City. It is also known as the Big Board and the Exchange. In the mid-

1980s NYSE-listed shares made up approximately 60% of the total shares traded on organized national exchanges in the United States.

AMEX stands for the American Stock Exchange. It has the second biggest volume of trading in the US. Located at 86 Trinity Place in downtown Manhattan, the AMEX was known until 1921 as the Curb Exchange, and it is still referred to as the Curb today. Early traders gathered near Wall Street. Nothing could stop those outdoor brokers. Even in the snow and rain they put up lists of stocks for sale. The gathering place became known as the outdoor curb market, hence the name the Curb. In 1921 the Curb finally moved indoors. For the most part, the stocks and bonds traded on the A M EX are those of small to medium-size companies, as contrasted with the huge companies whose shares are traded on the New York Stock Exchange.

The Exchange is a non-for-profit corporation run by a board of directors. Its member firms are subject to a strict and detailed .elf-regulatory code. Self-regulation is a matter of self-interest for stock exchange members. It has built public confidence in the Exchange. It is also required by law. The US Securities and Exchange Commission (SEC) administers the federal securities laws and supervises all securities exchanges in the country. Whenever self-regulation doesn't do the job, the SEC is likely to step in directly. The Exchange doesn't buy, sell or own any securities nor does it set stock prices. The Exchange merely is the marketplace where the public, acting through member brokers, can buy and sell at prices set by supply and demand.

It costs money to become an Exchange member. There are about 650 memberships or "seats" on the NYSE, owned by large and small firms and in some cases by individuals. These seats can be bought and sold; in 1986 the price of a seat averaged around $600,000. Before you are permitted to buy a seat you must pass a test that strictly scrutinizes your knowledge of the securities industry as well as a check of experience and character.

Apart from the NYSE and the AMEX there are also "regional" exchanges in the US, of which the best known are the Pacific, Midwest, Boston and Philadelphia exchanges.

There is one more market place in which the volume of common stock trading begins to approach that of the NYSE. It is trading of common stock "over-the-counter" or **"OTC"**-that is not on any organized exchange. Most securities other than common stocks are traded over-the-counter. For example, the vast market in US Government securities is an over-the-counter market. So is the money market-the market in which all sorts of short-term debt obligations are traded daily in tremendous quantities. Like-wise the market for long-and short-term borrowings by state and local governments. And the bulk of trading in corporate bonds also is accomplished over-the-counter.

While most of the common stocks traded over-the-counter are those of smaller companies, many sizable corporations continue to be found on the "OTC" list, including a large number of banks and insurance companies.

As there is no physical trading floor, over-the-counter trading ' is accomplished through vast telephone and other electronic net-/ works that link traders as closely as if they were seated in the same room. With the help of computers, price quotations from dealers in Seattle, San Diego, Atlanta and Philadelphia can be flashed on a single screen. Dedicated telephone lines link the more active traders. Confirmations are delivered electronically rather than through the mail. Dealers thousands of miles apart who are complete strangers execute trades in the thousands or even millions of dollars based on thirty seconds of telephone conversation and the knowledge that each is a securities dealer registered with the National Association of Securities Dealers (NASD), the industry self-regulatory organization that supervises OTC trading. No matter which way market prices move subsequently, each knows that the trade will be honoured.

SECURITIES. CATEGORIES OF COMMON STOCK

There is a lot to be said about securities. Security is an instrument that signifies (1) an ownership position in a corporation (a stock), (2) a creditor relationship with a corporation or governmental body (a bond), or (3) rights to ownership such as those represented by an option, subscription right, and subscription warrant. People who own stocks and bonds are referred to as

investors or, respectively, stockholders (shareholders) and bondholders. In other words a share of stock is a share of a business. When you hold a stock in a corporation you are part owner of the corporation. As a proof of ownership you may ask for a certificate with your name and the number of shares you hold. By law, no one under 21 can buy or sell stock. But minors can own stock if kept in trust for them by an adult. A bond represents a promise by the company or government to pay back a loan plus a certain amount of interest over a definite period of time.

We have said that common stocks are shares of ownerships in corporations. A corporation is a separate legal entity that is responsible for its own debts and obligations. The individual owners of the corporation are not liable for the corporation's obligations. This concept, known as limited liability, has made possible the growth of giant corporations. It has allowed millions of stockholders to feel secure in their position as corporate owners. All that they have risked is what they paid for their shares.

A stockholder (owner) of a corporation has certain basic rights in proportion to the number of shares he or she owns. A stockholder has the right to vote for the election of directors, who control the company and appoint management. If the company makes profits and the directors decide to pay part of these profits to shareholders as dividends, a stockholder has a right to receive his proportionate share. And if the corporation is sold or liquidates, he has a right to his proportionate share of the proceeds.

What type of stocks can be found on stock exchanges? The question can be answered in different ways. One way is by industry groupings. There are companies in every industry, from aerospace to wholesale distributors. The oil and gas companies, telephone companies, computer companies, auto companies and electric utilities are among the biggest groupings in terms of total earnings and market value. Perhaps a more useful way to distinguish stocks is according to the qualities and values investors want.

Growth Stocks. The phrase "growth stock" is widely used as a term to describe what many investors are looking for. People who are willing to take greater-than-average risks often invest in what is often called "high-growth" stocks-stocks of companies that are clearly growing much faster than average and where the stock commands a premium price in the market. The rationale is that the company's earnings will continue to grow rapidly for at least a few more years to a level that justifies the premium price. An investor should keep in mind that only a small minority of companies really succeed in making earnings grow rapidly and consistently over any long period. The potential rewards are high, but the stocks can drop in price at incredible rates when earnings don't grow as expected. For example, the companies in the video game industry boomed in the early 1980s, when it appeared that the whole world was about to turn into one vast video arcade. But when public interest shifted to personal computers, the companies found themselves stuck with hundreds of millions of dollars in video game inventories, and the stock collapsed.

There is less glamour, but also less risk, in what we will call-for lack of a better phrase – "moderate-growth" stocks. Typically, these might be stocks that do not sell at premium, but where it appears that the company's earnings will grow at a faster-than-average rate for its industry. The trick, of course, is in forecasting which companies really will show better-than-average growth; but even if the forecast is wrong, the risk should not be great, assuming that the price was fair to begin with.

There's a broad category of stocks that has no particular name but that is attractive to many investors, especially those who prefer to stay on the conservative side. These are stocks of companies that are not glamorous, but that grow in line with the economy. Some examples are food companies, beverage companies, paper and packaging manufacturers, retail stores, and many companies in assorted consumer fields. As long as the economy is healthy and growing, these companies are perfectly reasonable investments; and at certain times when everyone is interested in "glamour" stocks, these "non-glamour" issues may be neglected and available at bargain prices. Their growth may not be rapid, but it usually is reasonably consistent. Also, since these companies generally do not need to plow all their earnings back into the business, they tend to pay sizable dividends to their stockholders.

PREFERRED STOCKS

A preferred stock is a stock which bears some resemblances to a bond (see below). A preferred stockholder is entitled to dividends at a specified rate, and these dividends must be paid before any dividends can be paid on the company's common stock. In most cases the preferred dividend is cumulative, which means that if it isn't paid in a given year, it is owed by the company to the preferred stockholder; If the corporation is sold or liquidates, the preferred stockholders have a claim on a certain portion of the assets ahead of the common stockholders. But while a bond is scheduled to be redeemed by the corporation on a certain "maturity" date, a preferred stock is ordinarily a permanent part of the corporation's capital structure. In exchange for receiving an assured dividend, the preferred stockholder generally does not share in the progress of the company; the preferred stock is only entitled to the fixed dividend and no more (except in a small minority of cases where the preferred stock is "participating" and receives higher dividends on some basis as the company's earnings grow).

Many preferred stocks are listed for trading on the NYSE and other exchanges, but they are usually not priced very attractively for individual buyers. The reason is that for corporations desiring to invest for fixed income, preferred stocks carry a tax advantage over bonds. As a result, such corporations generally bid the prices preferred stocks up above the price that would have to be paid I' a bond providing the same income. For the individual buyer, a bond may often be a better buy.

Convertible Securities

A convertible bond (or convertible debenture) is a corporate bond that can be converted into the company's common stock under certain terms. Convertible preferred stock carries a similar "conversion privilege". These securities are intended to combine the reduced risk of a bond or preferred stock with the advantage of conversion to common stock if the company is successful. The market price of a convertible security generally represents a combination of a pure bond price (or a pure preferred stock price) plus a premium for the conversion privilege. Many convertible issues are listed on the NYSE and other exchanges, and many others are traded over- , the-counter.

Options

An option is a piece of paper that gives you the right to buy or sell a given security at a specified price for a specified period of time. A "call" is an option to buy, a "put" is an option to sell. In simplest form, these have become an extremely popular way to Speculate on the expectation that the price of a stock will go up or down. In recent years a new type of option has become extremely popular: options related to the various stock market averages, which let you speculate on the direction of the whole market rather than on individual stocks. Many trading techniques used by expert investors are built around* options; some of these techniques are intended to reduce risks rather than for speculation.

Rights

When a corporation wants to sell new securities to raise additional capital, it often gives its stockholders rights to buy the new securities (most often additional shares of stock) at an attractive price. The right is in the nature of an option to buy, with a very short life. The holder can use ("exercise") the right or can sell it to someone else. When rights are issued, they are usually traded (for the short period until ' they expire) on the same exchange as the stock or other security to which they apply.

Warrants

A warrant resembles a right in that it is issued by a company and gives the holder the option of buying the stock (or other security) of the company from the company itself for a specified price. But a warrant has a longer life-often several years, sometimes without limit. As

with rights, warrants are negotiable (meaning that they can be sold by the owner to someone else), and .several warrants are traded on the major exchanges.

COMMODITIES AND FINANCIAL FUTURES

The commodity markets, where foodstuffs and industrial commodities are traded in vast quantities, are outside the scope of this text. But because the commodity markets deal in “futures” – that is, contracts for delivery of a certain good at a specified future date – they have also become the center of trading for “financial futures”, which, by any logical definition, are not commodities at all.

Financial futures are relatively new, but they have rapidly zoomed in importance and in trading activity. Like options, the futures can be used for protective purposes as well as for speculation. Making the most headlines have been stock index futures, which permit investors to speculate on the future direction of the stock market averages. Two other types of financial futures are also of great importance: interest rate futures, which are based primarily on the prices of U. S. Treasury bonds, notes, and bills, and which fluctuate according to the level of interest rates; and foreign currency futures, which are based on the exchange rates between foreign currencies and the U. S. dollar. Although, futures can be used for protective purposes, they are generally a highly speculative area intended for professionals and other expert investors.

YOU CAN ALWAYS SPOT A TYPICAL AMERICAN

You can easily spot Americans abroad by their toughness. It comes from their sense of individual freedom – their first value and belief.

Americans realize however that individuals must rely on themselves, otherwise they risk to lose their freedom. They must come to both financial and emotional independence from their parents as early as possible, usually by age of 18 or 21. So, self-reliance usually is the second trait and moral value supposed to be obligatory to a true American.

It designates the ability of succeeding on one's own. "Pull yourself up by the bootstraps" is their saying as well as "Life is what you make it" and "Actions speak louder than words".

The third national value accounts for their confident and unaffected manners. It's the old belief that everyone in America has equal opportunity to succeed, an equal chance for success. This value is said to be particularly true at the times of settlers' moving west to make a new beginning, from 1600s to 1890s. The differences in wealth between rich and poor were little at that time, so one's fortune depended only On one's industry. But if everybody had chance to better his living conditions, then everybody's duty was to try, which led to the overall competition with one another. And up to now people who compete successfully are honoured and called "winners". Those who do not like to compete and are failures are dishonoured and called "losers".

Here we come to the fourth American value – competition. 60% of the Americans believe competition and desire to win are healthy and desirable. So you can hardly see a person wishing to look incapable or "a loser". But you shouldn't think that their optimistic look is but make believe. In spite of the fact that society can't consist only of "winners" the Americans are optimistic. This trait proceeded from a "can-do" spirit of earlier settlers which had to be inventive experimenters and had come to believe that every problem has a solution: a difficult problem can be solved immediately – an impossible one may take a little longer. This "can-do" spirit was for all that strengthened by natural abundance and unmeasured territory.

It greatly reduced the conflict between the rich and the poor too. "If at first you don't succeed, try, try again," they say here.

As for the greater American dream "from rags to riches" it is still alive by far! It goes on attracting immigrants from all over the world.

The fifth national value is material wealth. Well, wealth but ought to become measure of social status and success in the society which rejected aristocracy with all its privileges Most Americans believe wealth is a reward for hard work and that it is possible to have a good standard of living if a person works hard. This conviction is believed to stem from the Protestant religion, which holds that gaining wealth goes along with self-improvement of a person. "God helps those who help themselves," says the proverb.

The sense of humour is often the most revealing aspect of a culture. Surely, humour has never been valued more highly in any civilization than in this one.

Humour is the great reliever of tension the counterbalance to the dash and roar of our fast paced industrialized life with its whirring machines, traffic snarls and frayed tempers.

American humour, in short, confirms the importance of mating and the family, the high status of women and children, the pace and tension of life.

Americans carry with them an appearance which is more a result of attitude than of clothing.

They love children, animals, gadgets, mother work, excitement, noise, nature, television, shows, comedy, installment buying, fast motion sports, the flag, Christ, jazz, shapely women and muscular men, crowds, beefsteak, coffee, ice cream, do-it-yourself.

There is of course no typical American. But if you added them all together and then divided by 226.000.000 they would look something like what this chapter has tried to portray.

THE AMERICAN ECONOMY

Almost the only thing on which Barack Obama and Mitt Romney, his Republican challenger, agree is that the economy is in a bad way. Unemployment is stuck above 8% and growth probably slipped below an annualised 2% in the first half of this year. Ahead lie the threats of a euro break-up, a slowdown in China and the “fiscal cliff”, a withering year-end combination of tax increases and spending cuts. Mr. Obama and Mr. Romney disagree only on what would make things worse: re-electing a left-wing president who has regulated to death a private sector he neither likes nor understands; or swapping him for a rapacious private-equity man bent on enriching the very people who caused the mess.

America’s economy is certainly in a tender state. But the pessimism of the presidential slanging-match misses something vital. Led by its inventive private sector, the economy is remaking itself (see article). Old weaknesses are being remedied and new strengths discovered, with an agility that has much to teach stagnant Europe and dirigiste Asia.

America’s sluggishness stems above all from pre-crisis excesses and the misshapen economy they created. Until 2008 growth relied too heavily on consumer spending and house-buying, both of them financed by foreign savings channelled through an undercapitalized financial system. Household debt, already nearly 100% of income in 2000, reached 133% in 2007. Recoveries from debt-driven busts always take years, as households and banks repair their balance-sheets.

Nonetheless, in the past three years that repair has proceeded fast. America’s houses are now among the world’s most undervalued: 19% below fair value, according to our house-price index. And because the Treasury and other regulators, unlike their euro-zone counterparts, chose to confront the rot in their financial system quickly, American banks have had to write off debts and raise equity faster than their peers. (Citigroup alone has flushed through some $143 billion of loan losses; no euro-zone bank has set aside more than $30 billion.) American capital ratios are among the world’s highest. And consumers have cut back, too: debts are now 114% of income.

New strengths have also been found. One is a more dynamic export sector. The weaker dollar helps explain why the trade deficit has shrunk from 6% of GDP in 2006 to about 4% today. But other, more permanent, shifts-especially the growth of a consuming class in emerging markets-augur well. On the campaign trail, both parties attack China as a currency-fiddling, rule-

breaking supplier of cheap imports (see Lexington). But a richer China has become the third-largest market for America's exports, up 53% since 2007.

And American exporters are changing. Some of the products-Boeing jets, Microsoft software and Hollywood films-are familiar. But there is a boom, too, in high-value services (architecture, engineering and finance) and a growing "app economy", nurtured by Facebook, Apple and Google, which employs more than 300,000 people; its games, virtual merchandise and so on sell effortlessly across borders. Constrained by weakness at home and in Europe, even small companies are seeking a toehold in emerging markets. American manufacturers are recapturing some markets once lost to imports, and pioneering new processes such as 3D printing.

Meanwhile, what was once an Achilles heel is becoming a competitive advantage. America has paid dearly for its addiction to imported oil. Whenever West Texas Intermediate climbs above $100 per barrel (as it did in 2008, last year and again this year), growth suffers. But high prices have had an effect, restraining demand and stimulating supply. Net imports of oil this year are on track to be the lowest since 1995, and America should eventually become a net exporter of gas.

Many countries have shale gas, but, as it did with the internet revolution, America leads in exploiting it (see our special report this week). Federal money helped finance development of the "fracking" technology that makes shale gas accessible, just as it paid for the internet's precursors. However its use was commercialised by a Texas wildcatter called George Mitchell, the sort of risk-taker America has in abundance. In Europe shale gas has been locked in by green rules and limited property rights. In America shale has already lowered consumers' energy bills and, by displacing coal, carbon emissions. In future, it will give a spur to the domestic manufacture of anything needing large amounts of energy.

America's work-out is not finished. Even when the results are more visible, it will leave many problems unsolved. Because the companies leading the process are so productive, they pay high wages but do not employ many people. They may thus do little to reduce unemployment, while aggravating inequality. Yet this is still a more balanced and sustainable basis for growth than what America had before-and a far better platform for prosperity than unreformed, elderly Europe.

What should the next president do to generate muscle in this new economy? First, do no harm. Not driving the economy over the fiscal cliff would be a start: instead, settle on a credible long-term deficit plan that includes both tax rises and cuts to entitlement programmes. There are other madnesses brewing. Some Democrats want to restrict exports of natural gas to hold down the price for domestic consumers-a brilliant strategy to discourage domestic investment and production. A braver Mr. Obama would expedite approval of gas exports. For his part, Mr. Romney should back off his promise to brand China a currency manipulator, an invitation to a trade war.

Second, the next president should fix America's ramshackle public services. Even the most productive start-ups cannot help an economy held back by dilapidated roads, the world's most expensive health system, underachieving union-dominated schools and a Byzantine immigration system that deprives companies of the world's best talent. Focus on those things, Mr. Obama and Mr. Romney, and you will be surprised what America's private sector can do for itself.

THE ECONOMIC BACKGROUND

The developing countries of Africa, Asia and Latin America, the East European States, the oil exporting countries and other countries demand in a growing measure Countertrade arrangements when accepting the supply of goods or services from exporters in the industrialized countries. Some developing countries lack hard currency and credit facilities to pay for their imports in money and also wish to expand their own export markets. The foreign trade organizations of East European countries seek lo balance their exports and imports in compliance

with the requirements of their national economies. Oil exporting countries use the oil which they produce as consideration in kind for industrial and other products which the) require.

Countertrade is not the most desirable form of international trade. It is not in harmony with the concept of an open, cash-based trading system, which the GATI and the OUCD aim to maintain and promote They have expressed concern at the growth of countertrade in recent years, and the United Kingdom Government shares those concerns because countertrade replaces the pressures of competition and market forces with reciprocity, protection and price selling.

In spite of this general objection, in practice countertrade is an international business method or growing importance According to an American business stud. In 1983 countertrade arrangements were required by 8K countries, as compared with 28 countries three years earlier. Countertrade transactions are frequently used in the oil business.

BARTER

Barter. This term is employed loosely in commercial circles. It is sometimes used - incorrectly for all types of countertrade, irrespective of the legal nature of the arrangements made by the parties.

In law a barter is an exchange of goods for goods or services, e.g. sugar from Cuba is exchanged for screws produced in Britain.

Here again, two types can be distinguished. In the true barter, there is *a* simple exchange and no value is placed on the goods exchanged. In the second type, some value is put on the exchanged goods. It is obvious that in commercial transactions only the valued barter is used.

A valued barter is not I he same as a reciprocal sales contract. The essential difference is that a valued barter, like an unvalued one. is *a* one-contract transaction in which the obligations of (he parties are made dependent on each other, whereas the reciprocal sales agreement is always *a* Two-contract arrangement, even if the contracts arc linked together in the manner indicated earlier.

In the valued barter two problems arise. The first is the disposal of the goods received by the exporter from the overseas customer. Secondly, arrangements have to be made for the payment of the settlement balance which at the end will arise in favor of one of the parties to the barter.

A settlement account or evidence account will have to be constituted, preferably in a hard currency country which does not operate an exchange control system. The value of the bartered goods is set off in the settlement account and on termination the transaction (the credit balance is paid in cash to the party entitled thereto.

UNIT 3 TOPICS

1. FOREIGN LANGUAGES IN OUR LIFE

Learning a foreign language is not an easy thing. It is a long and slow process that takes a lot of time and efforts. Nowadays it is especially important to know foreign languages. Some people learn languages because they need them for their work, others travel abroad, for the third studying languages is a hobby. Everyone, who knows foreign languages can speak to people from other countries, read foreign writers in the original, which makes your outlook wider.

It is not surprising that many intellectuals and well-educated people are polyglots. I study English. Nowadays English has become the world's most important language in politics, science, trade and cultural relations. Over 300 million people speak it as a mother tongue. The native speakers of English live in Great Britain, the United States of America, Australia and New Zealand. English is one of the official languages in the Irish Republic, Canada, the South Africa Republic. English is one of the official languages of the United Nations Organization and other political organizations. Half of the world's scientific literature is in English. It is the language of computer technology.

To know English today is absolutely necessary for every educated person, for every good specialist. The English language is a wonderful language. It is the language of the great literature. It is the language of William Shakespeare, Jonathan Swift, Walter Scott, Charles Dickens. The great German poet Goethe once said, "He, who knows no foreign language, does not know his own one". That is why in order to understand oneself and environment one has to study foreign languages.

2. THE RUSSIAN FEDERATION

The Russian Federation is the largest country in the world. It occupies about one-seventh of the earth's surface. It covers the eastern part of Europe and the northern part of Asia. Its total area is about 17 million square kilometres. The country is washed by 12 seas of 3 oceans: the Pacific, the Arctic and the Atlantic. In the south Russia borders on China, Mongolia, Korea, Kazakhstan, Georgia and Azerbaijan. In the west it borders on Norway, Finland, the Baltic States, Belorussia, the Ukraine. It also has a sea-border with the USA.

There's hardly a country in the world where such a variety of scenery and vegetation can be found. We have steppes in the south, plains and forests in the midland, tundra and taiga in the north, highlands and deserts in the east.

There are two great plains in Russia: the Great Russian Plain and the West Siberian Lowland. There are several mountain chains on the territory of the country: the Urals, the Caucasus, the Altai and others. The largest mountain chain, the Urals, separates Europe from Asia.

There are over two million rivers in Russia. Europe's biggest river, the Volga, flows into the Caspian Sea. The main Siberian rivers – the Ob, the Yenisei and the Lena – flow from the south to the north. The Amur in the Far East flows into the Pacific Ocean

Russia is rich in beautiful lakes. The world's deepest lake (1600 metres) is Lake Baikal. It's much smaller than the Baltic Sea, but there's much more water in it than in the Baltic Sea. The water in the lake is so clear that if you look down you can count the stones on the bottom. Russia has one-sixth of the world's forests. The)' are concentrated in the European north of the country, in Siberia and in the Far East. On the vast territory of the country there are various types of climate, from arctic in the north to subtropical in the south. In the middle of the country the climate is temperate and continental.

Russia is very rich in oil, coal, iron ore, natural gas, copper, nickel and other mineral resources.

Russia is a parliamentary republic. The Head of State is the President. The legislative powers arc exercised by the Duma.

The capital of Russia is Moscow. It's its largest political, scientific, cultural and industrial

centre. It's one of the oldest Russian cities. At present, the political and economic situation in the country is rather complicated. The- industrial production is decreasing. The prices are constantly rising, the rate of inflation is rather high. People are losing their jobs because many factories and plants arc going bankrupt.

3. MOSCOW

Moscow is the capital of Russia, its political, economic, commercial and cultural centre. It was founded 8 centuries ago by Prince Yuri Dolgoruky. Historians have accepted the year of 1147 as the start of Moscow's history. Gradually the city became more and more powerful. In the 13th century Moscow was the centre of the struggle of Russian lands for the liberation from the tartar yoke. In the 16th century under Ivan the Terrible Moscow became the capital of the new united state. Though Peter the Great moved the capital to St Petersburg in 1712, Moscow remained the heart of Russia. That is why it became the main target of Napoleon's attack. Three-quarters of the city was destroyed by fire during Napoleon's occupation, but by the mid-19' century Moscow had been completely restored. After the October revolution Moscow became the capital again.

Now Moscow is one of the largest cities in Europe. Its total area is about nine hundred square kilometres (ancient Moscow occupied the territory of the present-day Kremlin). The population of the city is over 9 million.

Moscow is one of the most beautiful cities in the world. The heart of Moscow is Red Square. It has more historic associations than any other place in Moscow. The Kremlin and St Basil's Cathedral (Vasily Blazheny) are masterpieces of ancient Russian architecture. The main Kremlin tower, the Spasskaya Tower, has become the symbol of the country. On the territory of the Kremlin you can see old cathedrals, the Bell Tower of Ivan the Great, the Tzar-Cannon and the Tzar-Bell, the biggest cannon and bell in the world. St Basil's Cathedral was built in the mid-16th century in memory of the victory over Kazan. There's a legend that Ivan the Terrible blinded the architects Barma and Postnik, because he didn't want them to create another masterpiece.

There are a lot of beautiful palaces, old mansions, cathedrals, churches and monuments in Moscow. Now Moscow is being reconstructed and we all hope that in a few years the city will become even more beautiful.

There are more than 100 museums in Moscow. The largest museums are the Pushkin Museum of Fine Arts and the State Tretyakov Gallery. Other unique museums in Moscow include the All-Russia Museum of Folk Arts, the Andrei Rublev Museum of Early Russian Art, Alexei Bakhrushin Theatre Museum, Mikhail Glinka Museum of Musical Culture and many others.

Moscow is famous for its theatres. The best-known of them is the Bolshoi Opera House. Drama theatres and studios are also very popular.

4. OUTSTANDING PEOPLE OF RUSSIA

It is necessary to say that great contribution to the development of the world science and culture, literature, music and painting was made by the Russian people. The names of Russian scientists and writers, poets, composers and painters are world-famous - Pushkin, Lermontov, Chehov, Levitan. This chain can be endless.

It is almost impossible to name a branch of science in the development of which the Russian scientists haven't played the greatest role. M.Y. Lomonosov, the founder of the Moscow University was an outstanding innovator both in the humanities and sciences. Mendeleev's greatest discovery was the Periodic System of Elements. Popov invented radio. Sechenov and Pavlov were the world's greatest physiologists. Russia is rightly called the mother of aviation and cosmounatics. Names of Tsiolkovsky, Korolov and Gagarin are symbols of new space era.

People in many countries admire paintings, portraits and landscapes created by Surikov, Levitan, Repin. Works of our Russian writers and poets are translated into many languages.

One of the greatest Russians is Pyotr Ilyich Tchaikovsky, an outstanding Russian composer, born in Votkinsk in 1840. He was fond of music since his early childhood. His mother sang him beautiful songs and taught him to play the piano. He graduated from the Petersburg Conservatoire only in 1866 because of his poor living conditions. He was the best pupil of Anton Rubinstein. When the Moscow Conservatoire was founded, Pyotr Ilyich became a professor there. He created wonderful music: 10 operas, 3 ballets, 6 symphonies, 7 large symphonic poems and many other musical pieces, a new type of opera, which was a great success all over the world.

One more person I deeply admire is Sakharov, an outstanding scientist and public figure. He worked on hydrogen bomb and came to conclusion that any atomic and nuclear weapon should be banned. He protested against the invasion in Afghanistan, against any violation of human rights. Abroad he was recognised as a civil rights activist and received the Nobel Prize. At home he was persecuted, deprived of all his titles and orders and exiled to the city of Gorky. Only in 1985 he was allowed to come back to Moscow. He was given back all his titles and was elected a deputy of the Supreme Soviet. He said that our society should develop in a new direction and foresaw the changes that are taking place now.

5. CROSS CULTURAL COMMUNICATION

Our world is really a small world. Modern transport facilities make it possible to reach any part of our planet within a few hours. People have to communicate and solve common problems in all the spheres of political life, economy and culture. Communication is an interaction of cultures. The knowledge of each other's culture and traditions is very often important for successful business and political talks. We, Russians, very often surprise our foreign partners by our behavior and manners.

People of every nationality have their peculiar features. English and German people, for example, are very punctual, reserved, they are not very quick to make decisions, they dislike off-hand manners, and they try to follow very strict norms of behavior. People from Norway, Finland, Sweden are even more reserved and emotionless and not so quick to make friends. Italian and French people, on the other hand, are very emotional. All these things should be taken into consideration when we go to this or that country either on business or just as tourists.

Certainly, the knowledge of the language of the country helps a lot. Of course it is impossible to know all languages existing on the Earth. They say there are about 6.000 languages on our planet. Fortunately, those who study English are lucky enough because English is becoming the language of international communication. The English language spreads together with new high technologies and technical achievements. The English language is the language of the United Nation Organization and of most scientific international conferences and political talks. Without English you cannot be a success neither in business, nor in politics, nor in public relations. Thanks to cross cultural communication people get to know each other much better, the more we communicate, the less is the danger of wars and other unfriendly feelings. I hope that Internet, traveling and international business will soon turn our planet into one big country with very friendly people understanding each other perfectly well.

6. GLOBALIZATION

Globalization is a controversial issue for business and governments throughout the world. We recognize globalization mainly through its effects. It's a bit like electricity – we cannot see it, but we certainly observe what it does.

Globalization can be described as a process by which the people of the world are unified into a single society and function together. This process is a combination of economic, technological, sociocultural and political forces. It's a movement of people, goods, capital and ideas due to increased economic integration.

Globalization is a controversial issue mainly because different groups interpret it in different ways. For its opponents globalization is a threatening word. It prompts visions of large multinationals dominating the world in pursuit of ever-higher profits. Many pressure groups fear that globalization

threatens the environment as well as national cultures – they predict that it will make the rich nations richer and the developing countries even poorer than they are. But its supporters have another point of view. They believe that increasing and freer trade between nations will offer prosperity and economic growth for all countries and businesses.

So globalization is likely to be a hot potato for the twenty-first century. As far as the benefits are concerned there it's possible to name next statements:

1. An opportunity to get acquainted with cultures of different nations;

2. A variety of choice for consumers: when they can buy in their local stores and supermarkets not only home-produced goods but also foreign ones;

3. Transnational corporations create additional work places for local people, at the same it is convenient for these large corporations as well: they may locate the labour-intensive part of their production process in countries with a relative abundance of labour in order to minimize their costs;

4. Another point is risk-sharing. It's more reasonable to invest money not in one company but to create an international company with great amount of subsidiaries in various countries, so it won't have so serious consequences if one of them will not stand cut-throat competition;

5. This cut-throat competition in the local markets between domestic and foreign producers leads to production of high-quality goods.

The disadvantages of globalization are:

1. Pollution of the environment (and there one peculiarity should be admitted - developed countries try to locate their harmful for the environment factories and works not in their own countries but in developing countries);

2. Globalization destroys cultural identity, for example Europeans usually try to impose their customs and traditions on Asian people;

3. Multinational corporations prefer to use cheap labour-force of developing countries for instance in Asia. And at the same time they provide their workers with bad and sometimes even awful working conditions;

4. It's difficult for domestic producers to compete with multinational corporations especially if it's an infant industry;

The last but not least is that we don't actually know to what globalization can lead, we don't realize its consequences.

7. THE UNITED KINGDOM OF GREAT BRITAIN AND NORTHERN IRELAND

The United Kingdom of Great Britain and Northern Ireland (the UK) occupies the territory of the British Isles. It consists of four main countries which are: England, Scotland, Wales and Northern Ireland. Their capitals are London, Edinburgh, Cardiff and Belfast.

The United Kingdom of Great Britain and Northern Ireland is the official name of the state which is sometimes referred to as Great Britain or Britain.

The UK is an island state: it is composed of some 5,500 islands, large and small. The two main islands are: Great Britain (in which are England, Wales and Scotland) to the east and Ireland (in which are Northern Ireland and the independent Irish Republic) to the west. They are separated by the Irish Sea.

The UK is one of the world's smaller countries (it is twice smaller than France or Spain), with an area of some 244,100 square kilometres. The UK is situated off the northwest coast of Europe between the Atlantic Ocean on the north and northwest and the North Sea on the east and is separated from the European continent by the English Channel and the Strait of Dover.

The chief rivers of Great Britain are: the Severn, flowing along the border between England and Wales, the Thames, which flows eastward to the port of London and some others.

There are many lakes in Great Britain. On the northwest side of the Pennine system lays the Lake District. The largest cities of Great Britain are: London, Birmingham, Glasgow, Liverpool, Manchester, Sheffield, Bristol, Leeds, and Edinburgh. The most important ports are: London, Liverpool, Southampton, Belfast, Glasgow and Cardiff. Of the four parts which make up Great

Britain England is the largest, the most industrial and most densely populated part of the United Kingdom. Over 46 million people out of the population of the UK live in England.

The greatest concentrations of population are in London, Birmingham and northwest industrial cities. The coasts of England are washed by the North Sea, the Irish Sea the English Channel and the Strait of Dover. No part of England is more than 120 kilometres from the sea.

There are many rivers in England. The longest is the Severn (388 km), the most important is the Thames (354 km). The rivers are of great importance for communication and especially for carrying goods.

England is mostly a lowland country. There are upland regions in the north and the southwest, but the rest of England is almost flat.

8. LONDON

When we think of Paris, Rome, Madrid, Lisbon and other European capitals, we think of them as 'cities'. When we think of the whole of modern London, the capital city of England and the United Kingdom, that great area covering several hundred square kilometres, we do not think of it as 'a city', not even as a city and its suburbs. Modern London is not one city that has steadily become larger through the centuries; it is a number of cities, towns, and villages that have, during the past centuries, grown together to make one vast urban area.

London is situated upon both banks of the River Thames; it is the largest city in Britain and one of the largest in the world. Its population is about 7 million people.

London dominates the life of Britain. It is the chief port of the country and the most important commercial, manufacturing and cultural centre. There is little heavy industry in London, but there is a wide range of light industry in Greater London.

London consists of three parts: the City of London, the West End and the East End.

The City extends over an area of about 2.6 square kilometres in the heart of London. About half a million people work in the City but only less than 6000 live here. It is the financial centre of the UK with many banks, offices and Stock Exchange. But the City is also a market for goods of almost every kind, from all parts of the world.

The West End can be called the centre of London. Here are the historical palaces as well as the famous parks. Hyde Park with its Speaker's Corner is also here. Among other parks are Kensington Gardens, St. James's Park. In the West End is Buckingham Palace which is the Queen's residence, and the Palace of Westminster which is the seat of Parliament.

The best-known streets here are Whitehall with important Government offices, Downing Street, the London residence of Prime Minister and the place where the Cabinet meets, Fleet Street" where most newspapers have their offices, Harley Street where the highest paid doctors live, and some others.

The name 'West End' came to be associated with wealth, luxury, and goods of high quality. It is the area of the largest department stores, cinemas and hotels. There are about 40 theatres, several concert halls, many museums including the British Museum, and the best art galleries.

It is in the West End where the University of London is centred with Bloomsbury as London's student quarter.

Visitors with plenty of money to spend and who come chiefly for enjoyment are likely to pass most of their time in the West End.

The Port of London is to the east of the City. Here, today are kilometres and kilometres of docks, and the great industrial areas that depend upon shipping. This is the East End of London, unattractive in appearance, but very important to the country's commerce.

9. TRADITIONS AND CUSTOMS IN BRITAIN

Every nation and every country has its own customs and traditions. In Britain traditions play a more important part in people's life than in other countries.

The British are proud of their traditions and carefully keep them up. Some ceremonies are rather formal, such as the Changing of the Guard at Buckingham Palace, Trooping the Colour, the State opening of Parliament. Sometimes you will see a group of cavalrymen riding on black horses through the streets of London. They wear red uniforms, shining helmets, long black boots and long white gloves. These men are Life Guards. Their special duty is to guard the king or the queen of Great Britain and very important guests of the country.

To this day a British family prefers a house with a fireplace and a garden to a flat in a modern house with central heating. Most British love gardens. Sometimes the garden in front of the house is a little square covered with cement painted green in imitation of grass and a box of flowers. They love flowers very much. The British like animals very much, too. Pet dogs, cats, horses, ducks, chickens, canaries and other friends of man have a much better life in Britain than anywhere else. In Britain they have special dog shops selling food, clothes and other things for dogs. In recent years the British began to show love for more "exotic" animals such as crocodiles, elephants, tigers, cobras, camels.

Holidays are especially rich in old traditions and are different in Scotland, Ireland, Wales and England. Christmas is a great English national holiday and in Scotland it is not observed at all. But six days later, on New Year's Eve the Scots begin to enjoy themselves. All the shops and factories are closed on New Year's Day. People invite their friends to their houses. Greetings and presents are offered.

Some British traditions are strange, some are funny, but they are all interesting.

One of the very unusual traditions in Great Britain is Town Crier’s Rivalry. Town criers from all parts of the country gather at Hastings, Sussex, in August for the National Town Crier’s Championship. For the contest they wear their traditional ceremonial uniforms and carry their hand bells. A procession headed by the Hastings band marches to an arena where the Mayor, members of town council and civil officials greet them. To enable the judges to determine who possesses the most powerful voice the competitors are rowed to a small island about 75 yards from them. From this little island they one by one make their cries and declaim a 150- word test piece.

Another curious tradition reminds us of our country. Fun and jokes are very common on April Fool’s Day. In Scotland an old name for April Fool is April-cuckoo. For some reason the cuckoo is a symbol for daftness. The return of the cuckoo and the arrival of spring are connected with all this fooling.

Still another interesting tournament is the Veteran Car Run. The veteran cars are set out on the London – Brighton run each November. There is a condition – every car taking part must be at least 60 years old. The London – Brighton ride is not a race. Participants are limited to a maximum average speed of 20 miles per hour. At 8 o’clock comes the “Off”. The main things in this tournament are the cars that represent the history of the country.

10. THE ENGLISH CHARACTER

The national character of the English has been described in different ways, but most commentators agree over one quality, which they describe as a sense of superiority or “insular pride». English patriotism is based on a deep sense of security. Englishmen as individuals may have been insecure, threatened with the loss of their job, unsure of themselves or unhappy in many ways. But as a nation they have been secure for centuries.

The English are a well-disciplined people and it is probably no exaggeration to say that they have the best manners in the world. They are all polite, they all know how to hold their knife and fork and how to behave in society. Besides they are never rude. Coarse expressions are hardly ever used. You may be struck by the fact that life in Britain is less noisy.

The English display a surprising unity in a crisis. They also have a strong sense for public order. The apparent coldness of Englishmen has been almost universally noted by the foreigners. But they also confess that once one gets to know an Englishman better, he turns out to be a very companionable fellow.

The typical feature of the English is their love of games. They love playing all of them. They play football and cricket; games are nowhere so popular as in England. But however childish at their games they are very serious in business.

The British have long been famous as a nation of animal-lovers. There is a pet in nearly every family and often the family dog or cat has a special chair near the fire, special food and a special place in the hearts of its owners. All this doesn't mean that the English differ from other human beings. They certainly feel the same emotions: jealousy, envy, joy and happiness as others – only their external reactions are different.

When one speaks of the English, one usually means all the nations living within the borders of the United Kingdom – Scots, Welsh or Irish. The difference between these nations is great enough for everyone who lives in Britain, but for the outside world it is less apparent.

11. OUTSTANDING EVENTS IN THE HISTORY OF GREAT BRITAIN

There were many outstanding events in the history of Great Britain.

England was added to the Roman Empire in 43 A. D. Roman invasion played a very important role in the history of the country. The Romans built the first roads in the country, dug the first wells. The Romans, who were great architects, constructed the first towns in Britain.

After the withdrawal of Roman legions in 410, different tribes tried to control the territory of Britain. But the Normans influenced the British civilization most of all. They came in 1066 under the leadership of William the Conqueror. As the invaders spoke French, their speech influenced the English language. That is why English comprises a lot of French words and word combinations.

In the 18th century technological and commercial innovation led to the Industrial Revolution. The thirteen North American Colonies were lost, but replaced by colonies in Canada and India.

Once more the British had to face the French in 1805 at the battle of Trafalgar. Then Admiral Nelson won a great victory over the French fleet. In order to commemorate this event the main square in London is named after this battle. And the monument to Admiral Nelson was erected on this square.

Many historical events and personalities led the country to the position of the powerful and highly-developed state.

12. OSCAR WILDE

Oscar Wilde is one of the most interesting representatives of British literature.

He was born in 1856 in the Irish family. His father was an optician, an author of some books on Irish folklore. His mother was a poetess and was well-known in aristocratic society.

After graduating from Oxford University Wilde delivered lectures on ethics and aesthetics in Europe and America. He was accused of immoral behaviour and got into prison. After it he left for Paris where he died in 1900.

Oscar Wilde’s literary heritage is very large and his works are often staged nowadays. He is well-known for his extraordinary talent and humour. “The truth is rarely pure and never simple”, “There is no sin except stupidity”, “Art never expresses anything but itself” are only a few of his famous aphorisms. He always considered the aesthetic feeling of a person to be the moving force of human development. Wilde’s fairy-tales always depicted the union between the good and the beauty. Every detail in his lyrical fairy-tales has symbolic meaning.

“The Picture of Dorian Gray” is one of his most famous novels. It is a story of a young man Dorian Gray. Under the influence of Lord Henry, his spiritual “teacher”, Dorian becomes an immoral murderer. Despite this fact his face remains young and beautiful. But his portrait painted by his friend reflects Dorian’s immorality and cruelty. Thrusting a knife into his portrait Dorian kills himself. His face becomes ugly while the portrait shines with perfect beauty.

13. WASHINGTON, THE CAPITAL OF THE USA

Washington, the capital of the USA, was founded in 1791. The city was named after the first president George Washington. The population of the city is nearly three million people.

The Capitol is the centre of the city. It was built according to the plans of William Thornton, who was an amateur architect. It is situated on Capitol Hill.

The White House is the place where the president of the USA lives and works. This house was first occupied in 1800 by John Adams, who was the first president to live in that house. The White House has 132 rooms.

Washington has many sights, for example, the Library of Congress, the Lincoln memorial, the Tomb of the Unknown Soldier and others.

The National Gallery of Arts contains art collections by the great masters of the 14th to 18th centuries.

The Library of Congress contains millions of books and manuscripts.

Outside the city the Arlington National Cemetery is situated. John Kennedy was buried there. The famous Tomb of the Unknown Soldier is also situated there.

The industry of the city is not well developed. But Washington is a large scientific and cultural centre. Many research and designing institutes are concentrated here. There are five universities in the city and the National Academy of Sciences.

14. AMERICAN TRADITIONS AND CUSTOMS

In Europe there are people who have lived in the same house and been in the same job for 20, 30 or more years. That’s not the American way of life. The Americans love change, they call it the spirit of adventure, a spirit that they think is more characteristic of America than of Europe. They like to move away, to change houses and jobs.

While the Englishman thinks it is ill mannered to ask private questions, the American doesn’t feel that at all. He will tell you all about himself, his wife and family, and ask where you have come from, what your job is, how you like America and how long you are staying. The American prefers sociability. In his home he doesn’t object to being seen by everyone – he actually likes it.

With this sociability goes overwhelming hospitality. A national Thanksgiving Day is perhaps the only holiday spent by the Americans at home. Table decorations follow a traditional pattern – a harvest of Indian corn, apples, oranges, walnuts and grapes. Flowers also bring the fall scene indoors. The centre piece is the traditional roast turkey.

Still another American tradition concerns Halloween. Its origin dates back hundreds of years to the Druid festival. The Druid New Year began on November 1, marking the beginning of winter and the reign of the Lord of Death. The custom of telling ghost stories on Halloween comes from the Druids. On this occasion children usually wear ghost costumes or false faces. They also carve out rounded eyes in pumpkins and put burning candles inside them to make them visible from far away.

In Texas, where the West begins, the biggest annual festival – the Fat Stock Show – is held. Its rodeo, hold together with the stock show, is the biggest indoor rodeo on the earth.

And, of course, no nation can exist without humour. As they themselves say, an American must have one wife, two cars, three children, four pets, five suits, six acres, seven credit cards – and is lucky to have eight cents in his pocket.

15. AMERICAN SYMBOLS

The American flag is often called "The Stars and Stripes", it is also called "Old Glory". It represents the growth of the nation. It has 13 horizontal stripes,7 red and 6 white which stand for the original 13 states. In the top left hand corner there are 50 white stars on a blue background: one star for each state.

The national anthem of the United States is "The Star Spangled Banner". The words written during the Anglo-American war of 1812-1814 and set to the music of an old song. Every state has its own flag, its own emblem and its own anthem too.

The eagle became the national emblem of the country in 1782. It has an olive branch (a symbol of peace) and arrows (a symbol of strength). You can see the eagle on the back of a dollar bill.

The Statue of Liberty is the symbol of American democracy. It stands on Liberty Island in New York. It is one of the first things people see when they arrive in New York by sea. This National Monument was a present from France to the USA. France gave the statue to America in 1884 as a symbol of friendship. Liberty carries the torch of freedom – in her right hand. In her left hand she is holding a tablet with the inscription "July 4, 1776" – American Independence Day.

16. OUTSTANDING PEOPLE OF THE USA

The fates of many famous people of America have very much in common.

Thus, one of the most well-known statesmen of the USA, Abraham Lincoln, was born in 1809. His father was a poor farmer and the boy had to work much on their small farm. But he read a lot, too. When he grew older he felt a strong interest to law. He became a lawyer and he always tried to use the law to defend people. In 1846 he was elected to Congress. There he said he was against slavery. In 1860 he became the President of the USA. In 1864 Abraham Lincoln was elected the President again, but a year later he was killed by his enemies in a theatre in Washington.

An American inventor, Thomas Alva Edison, was born in Ohio in 1847. His family was not rich and the boy’s education was limited to three months in the public school. When he was 12 he started to work. Several years later Edison learned telegraphy and became a telegraph operator. He wanted to improve the telegraph system and worked very hard at it. After a few months of work he built a transmitter of a new kind. This was his first important invention. The other two of Edison’s greatest inventions were the gramophone and the electric lamp. Edison believed that only work could bring success.

So did many of the famous American writers. O’Henry, for instance, a well-known short-story writer had to earn his living from the age of fifteen and he educated himself with the help of friends.

Another famous American novelist, Theodore Dreiser had to leave school and work at a factory when he was still a boy. Later he became a newspaper correspondent and then he began to write books. He wrote such popular novels as “Sister Carrie”, “Financier”, “Titan”, etc.

17. BUSINESS TRIPS

Never before in the history of the world have businessmen traveled as much as they do today. It is not surprising because we are living in a world of growing international trade and expanding economic and technical cooperation. Though it is fascinating for tourist travelling, it has become the most tiring of all occupations for many businessmen and experts. Therefore, choosing a comfortable hotel to stay at is a matter of big importance. There are plenty of good hotels, motels and guest houses in the world, which are conveniently located in major business centers.

Many developing countries, such as India, Egypt, Nigeria, Libya, etc. have excellent hotels. Their numerous facilities include both large and small cocktail bars, barber's shops and conference halls equipped with simultaneous, multilingual translation systems. There are parking areas which can accommodate a lot of cars. It might be useful for travelling businessmen and

tourists to know that tailor shops, shoe repair shops, laundry and dry cleaning services are available for guests. People in the office help guests to book train or steamer tickets and rent a car. They are also ready to give all necessary information.

Nowadays people who go on business mostly travel by air as it is the fastest means of travelling. Passengers are requested to arrive at the airport 2 hours before the departure time on international flights and an hour on domestic flights, as there must be enough time to complete the necessary airport formalities.

Most airlines have at least 2 classes of travel: first class and economy class which is cheaper. Each passenger of more than 2 years of age has a free luggage allowance. Generally this limit is 20kg for economic class passenger and 30kg for first class passenger. Excess luggage must be paid extra. Each passenger is given a boarding card to show at departure gate and again to the stewardess on boarding the plane.

Business trips are just part of doing business. And there are as many reasons to go on a business as there are places to go: to sign contracts, to discuss terms of delivery, payment or shipment, to have tests, to consult, to improve one's professional skills, to provide support. Representatives of the companies involved usually make preliminary arrangements to meet. Whether a long-term or short-term trip, the itinerary must be carefully planned by the head of a department or another executive. After the trip, an employee is ordinarily expected to give a full financial accounting of the trip to his boss.

Sightseeing, cultural events and just plain relaxing are a regular part of every business trip. And no businessman would dare forget to buy gifts for relatives, friends and colleagues while on a business trip to an interesting, new location. These trips are important because they contribute to the expansion of company's business relationships and help that company succeed in the competitive world market.

On a business trip people might meet colleagues and business partners for the first time. Often, colleagues from different countries experience cultural difficulties, that is, they are surprised by strange, to them, social conventions in a new place. Different cultures do things differently! Management styles also differ from country to country. It's often useful when doing business in a foreign land, to get some advice from a special agency which consults on questions of international business. These days business trips are very important because face to face meetings are more valuable to profitable business than any other type of strategy.

18. GREAT INVENTIONS

Television (1920s)

The invention that swept the world and changed leisure habits for countless millions was pioneered by Scottish-born electrical engineer John Logie Baird. It had been realized for some time that light could be converted into electrical impulses, making it possible to transmit such impulses over a distance and then reconvert them into light.

Motor Car (Late 19th Century)

With television, the car is probably the most widely used and most useful of all leisure-inspired inventions. German engineer Karl Benz produced the first petrol driven car in 1885 and the British motor industry started in 1896. Henry Ford was the first to use assembly line production for his Model T car in 1908. Like them or hate them, cars have given people great freedom of travel.

Electricity

The name came from the Greek word for amber and was coined by Elizabeth I's physician William Gilbert who was among those who noticed that amber had the power to attract light objects after being rubbed. In the 19th century such great names as Michael Faraday, Humphry Davy, Alessandro Volta and Andre Marie Ampere all did vital work on electricity.

Photography (Early 19th Century)

Leonardo da Vinci had described the camera obscure photographic principle as early as 1515. But it was not until 1835 that Frenchman Louis Daguerre produced camera photography.

The system was gradually refined over the years, to the joy of happy snappers and the despair of those who had to wade through friends' endless holiday pictures.

Telephone (1876)

Edinburgh-born scientist Alexander Graham Bell patented his invention of the telephone in 1876. The following year, the great American inventor Thomas Edison produced the first working telephone. With telephones soon becoming rapidly available, the days of letter-writing became numbered.

Computer (20th Century)

The computer has been another life-transforming invention. British mathematician Charles Babbage designed a form of computer in the mid-1830s, but it was not until more than a century later that theory was put into practice. Now, a whole generation has grown up with calculators, windows, icons, computer games and word processors, and the Internet and e-mail have transformed communication and information.

Aeroplane

The plane was the invention that helped shrink the world and brought distant lands within easy reach of ordinary people. The invention of the petrol engine made flight feasible and the American Wright brothers made the first flight in 1903.

19. ENVIRONMENTAL POLUTION

People have always polluted their surroundings. But until now pollution was not such a serious problem. People lived in uncrowded rural areas and did not have pollution – causing machines. With the development of crowded industrial cities which put huge amounts of pollutants into small areas, the problem has become more important.

Automobiles and other new inventions make pollution steadily worse. Since the late 1960's people have become alarmed with the danger of pollution.

Air, water, and soil are necessary for existence of all living things. But polluted air can cause illness, and even death. Polluted water kills fish and other marine life. On polluted soil, food cannot be grown. In addition environmental pollution spoils the natural beauty of our planet.

Pollution is as complicated as serious problem. Automobiles are polluting the air but they provide transportation for the people. Factories pollute the air and the water but they provide jobs for people and produce necessary goods. Fertilizers and pesticides are important for growing crops but they can ruin soil.

Thus, people would have to stop using many useful things if they wanted to end pollution immediately. Most people do not want that of course. But pollution can be reduced gradually.

Scientists and engineers can find the ways to reduce pollution from automobiles and factories. Government can pass the laws that would make enterprises take measures for reducing of pollution. Individuals and groups of people can work together to persuade enterprises to stop polluting activities.

20. BRANDS

What is a brand? It is not only a trademark of some company, but the name of certain product we use every day. For example, speaking about coffee most of us say Nescafe, but not "coffee". This short example also illustrates the main aim of producers – to create brand popularity, so that most of people would recognize the product among the competitors products.

Advertising campaigns are launched to enhance brand awareness, that is why sometimes brand costs more than the whole company. For example one day of advertising at Yandex website (what is called by Yandex sales managers as "increasing brand popularity") costs $20,000. Recognition of a brand or, how it is called, brand awareness helps people to find the necessary size, quantity, taste, especially, when they are in another country and do not know the local products specifications.

What qualities should brand name possess? First of all, it should be eye-catching. NameLab is the company, which creates brand names, gives an example of 7-Up Company, which lost $120 million using name "Lyke Cola" as a brand name first time after launching its product. Name Sony is based on "son", which means sound in most of the countries.

As all brand names are registered and protected by law, no one else can produce the same product under such brand name. It is very hard to create a new brand name, as more than 365,000 brands were registered in October, 2000 by American Patent Organization, whereas Oxford dictionary consists of 615100 words, so some companies use brand stretching - using a leader-brand to launch a new product in a new category.

Brands always add value to products. That is why branded products seem to be more expensive among other ones. But if we pay more, we want to get a better quality, and it is not guaranteed. All in all, brands are one of the moving forces of globalization.

21. NATURAL SCIENCES

Science is finding out about things around us. How do you find out about things? One way is to ask questions about them. But suppose no one knows the answers. Then you have to think of ways to find the answers yourself. This usually means doing something to the «thing» to see what happens. Doing something to see what happens is called experimenting. Scientists ask questions about things around us. They do experiments to find the answers.

Science has many parts. When we say «things around us» we can mean almost anything. Science can be finding out about anything we like. Usually we like to find out about one type of thing at a time. Here are some of the things a scientist might be interested in: the weather, the animals, the oceans, the plants, the stars, the human body, etc. Science has many parts and each part is about one type of thing. Each part of science is given a name of its own, e.g. the science of weather is called meteorology, the science of animals is called zoology, the science of plants is called botany, the science of human body is called human biology, the science of oceans is called oceanography, the science of rocks is called geology, etc. The parts of science are sometimes called science branches. This is because science is like a tree. Just as a tree trunk is divided into branches, the whole science can be divided into smaller parts. Each branch can be divided again into smaller branches. The two main branches of science are the biological sciences, and the physical sciences. Biology is about things that are alive. The study of plants and the study of animals are parts of biology. Physical science is about things that are not alive.

22. HOBBIES

Hobbies differ like tastes. If you have chosen a hobby according to your character and taste you are lucky because your life becomes more interesting.

Hobbies are divided into four large classes: doing things, making things, collecting things, and learning things. The most popular of all hobby groups is doing things. It includes a wide variety of activities, everything from gardening to travelling and from chess to volleyball.

Gardening is one of the oldest of man's hobbies. It's a well-known fact that the English are very fond of gardening and growing flowers, especially roses.

Both grown-ups and children are fond of playing different computer games. This is a relatively new hobby but it's becoming more and more popular. Making things includes drawing, painting, making sculpture, designing costumes, handicrafts. Two of the most famous hobby painters were President Eisenhower and Sir Winston Churchill.

Some hobbyists write music or play musical instruments. Almost everyone collects something at some period in his life: stamps, coins, matchboxes, books, records, postcards, toys, watches. Some collections have no real value. Others become so large and so valuable that they are housed in museums and galleries.

Many world-famous collections started in a small way with one or two items. People with a good deal of money often collect paintings, rare books and other art objects. Often such private

collections are given to museums, libraries and public galleries so that others might take pleasure in seeing them.

No matter what kind of hobby a person has, he always has the opportunity of learning from it. By reading about the things he is interested in, he is adding to what he knows. Learning things can be the most exciting aspect of a hobby.

23. HEALTHY WAY OF LIFE

Scientists say that in the future people will live longer. With healthier lifestyles and better medical care the average person will live to 90 or 100 instead of 70 and 75 like today. When the human genome is decoded, we'll probably live up to 150. Incurable diseases will be cured and "bad" genes replaced.

But that's tomorrow. And today, we continue to stuff ourselves with fast food – chips and pizzas, hamburgers and hot dogs. We are always in a hurry. We have no time to enjoy a home-cooked dinner with family and friends. We want to eat now and we want to eat fast. What is tasty is not always healthy. Doctors say that chips and pizzas are fattening, cola spoils our teeth and coffee shortens our lives.

If we eat too much, we'll become obese, and obesity leads to heart disease, diabetes and other serious illnesses. But the world today is getting fatter and fatter. America is the world's leader in obesity, but Europe is quickly catching up.

Lack of exercise is another serious problem. We spend hours in front of our computers and TV-sets. Few of us do morning exercises. We walk less, because we prefer to use cars or public transport. Research shows, however, that young people who don't take enough exercise often suffer from heart attacks.

It's common knowledge that smoking and drinking can shorten our lives dramatically. Cigarette-smoking, for example, kills about 3 million people every year. Many of them die from lung cancer. Some aren't even smokers. They are people who live or work with heavy smokers. Yet many young people smoke and drink. Why? One answer is that tobacco and drinks companies invest enormous sums of money in advertising their products. For them cigarettes and alcoholic drinks mean money. For us they mean disease and even death.

We all know that the healthier we are, the better we feel. The better we feel, the longer we live. So why not take care of ourselves?

24. IMMIGRATION

Immigration has existed during the whole history of humankind. At distant times tribes roamed in search for new pastures for their livestock, new places for hunting and fishery. Today migration still takes place in the world, people are forced to change their places of living due to different natural and man-made calamities. So migration is the process which takes place when an individual or a group leaves one country for another with the intention to settle permanently down in that country.

There are many reasons which make people leave their homes and move to other places. Economic reasons have always been among the main reasons for migration. Life in poverty and despair often forces people to search a better life. The gap between the developed countries and the third world countries increases year by year, as a result people move to industrialized countries in order to have stable earnings, better employment opportunities and higher standards of living. Many people migrate because of natural catastrophes; here it is possible to mention current situation in Japan – natural disasters have forced thousands of people leave their native country in search for security. Some people change their place of living in search for political freedom; it can be migration towards political liberty and political rights or escape from government persecution. It also makes sense to name ethnic and religious reasons. Ethnic conflicts in some countries and religious intolerance often force people to look for refuge in other countries. Wars and high rate of criminality also induce people to change the countries they live in.

Immigration has both positive and negative consequences for people. After immigration people receive more opportunities for education and self-realization at work, better life standards, security and confidence in their future, more social benefits, etc. But we shouldn’t forget about reverse of the coin. Immigration has its negative consequences as well. Pretty often immigration causes dissatisfaction of native citizens: it leads to racism, increased antagonism and other social problems.

25. MASS MEDIA

Newspapers, radio and especially TV inform us of what is going on in this world and give us wonderful possibilities for education and entertainment. They also influence the way we see the world and shape our views.

Of course, not all newspapers and TV programs report the events objectively, but serious journalists and TV reporters try to be fair and provide us with reliable information.

It is true that the world today is full of dramatic events and most news seems to be bad news. But people aren't interested in ordinary events. That is why there are so many programs and articles about natural disasters, plane crashes, wars, murders and robberies. Good news doesn't usually make headlines. Bad news does.

Some people say that journalists are given too much freedom. They often intrude on people's private lives. They follow celebrities and print sensational stories about them which are untrue or half-true. The question is – should this be allowed?

The main source of news for millions of people is television. People like TV news because they can see everything with their own eyes. And that's an important advantage. Seeing, as we know, is believing. Besides, it's much more difficult for politicians to lie in front of the cameras than on the pages of newspapers.

Still, many people prefer the radio. It's good to listen to in the car, or in the open air, or when you do something about the house.

Newspapers don't react to events as quickly as TV, but they usually provide us with extra detail, comment and background information.

The Internet has recently become another important source of information. Its main advantage is that news appears on the screen as soon as things happen in real life and you don't have to wait for news time on TV.

UNIT 4 SOME TIPS ON ENGLISH GRAMMAR

1. ВИДО-ВРЕМЕННЫЕ ФОРМЫ АНГЛИЙСКОГО СКАЗУЕМОГО

Грамматическое время – набор глагольных форм, показывающий хронологию действия, его взаимосвязь с моментом речи и другими действиями/состояниями. Английские времена разделяются по контексту на 3 (настоящее, прошлое, будущее) и по аспекту на 4 группы (простые, длительные, совершённые, совершённо-длительные).

Основные видо-временные формы английского сказуемого (действительный залог)

ASPECT		SIMPLE	PROGRESSIVE	PERFECT	PERFECT PROGRESSIVE
MEANING		a common aspect	a process	priority	priority + process
		When?	At what time?	By what time?	Since what time? How long?
Period of time		usually, often, always, seldom, every day (week, month, year)	now, at the moment	ever, never, just, already, nor...yet, by 3p.m.	since 3p.m., for a long lime, for a month...
Present	+	V, V**s**	Am is + V**ing** are	have + V**ed,** V**3**has	have + been + V**ing** has
	?	do, does… V	inversion	inversion	inversion
	-	do, does + not + V	am, is, are + not + V**ing**	have, has + not + V**ed,** V**3**	have, has + not + been + V**ing**
Period of time		yesterday, last week (month, year), long ago	yesterday at 3p.m., yesterday from 6 till 7, when you came...	yesterday by 3p.m., before some time in the past...	yesterday since 3p.m., for some time in the past
Past	+	V**ed**, V**2**	was + V**ing** were	had + V**ed,** V**3**	had + been + V**ing**
	?	did… V	inversion	inversion	inversion
	-	did + not + V	was, were + not + V**ing**	had + not + V**ed,** V**3**	had + not + been + V**ing**
Period of time		tomorrow, next week (month, year)	tomorrow at 3p.m., tomorrow from 6 till 7, when you come	tomorrow by 3p.m., by some time in the future	tomorrow since 3p.m., for some time in the future
Future	+	will + **V**	will + be + V**ing**	will + have + V**ed,** V**3**	will + have + been + V**ing**
	?	inversion	inversion	inversion	inversion
	-	won't + V	won't + be + V**ing**	won't + have + V**ed,** V**3**	won't + have + been + V**ing**

<u>Простые времена (Simple Tenses)</u>

Означают состояние, повторение, последовательность и часто идут с частотными наречиями (*never, seldom, sometimes, often, as a rule/ usually/normally/typically/commonly, always*) и в условных придаточных.

Present Simple(Indefinite) (настоящее простое) для обычных действий/состояний.

I often hear English words on TV.

Я часто слышу английские слова по ТВ.

Past Simple(Indefinite) (прошедшее простое) для прошлых действий/состояний.

It happened when I was 10.

Это случилось, когда мне было 10.

Future Simple(Indefinite) (будущее простое) для ожидаемых действий/состояний.

After the 2nd right turn you'll see your destination.

За вторым поворотом направо придёте по назначению.

Длительные времена

Означают процесс и часто идут с временными наречиями (*(right) now / at the moment / nowadays*) и союзами (*as, while*).

Present Continuous(Progressive) (настоящее длительное) для текущих действий/состояний.

What are you talking about?

Что ты несёшь?

Past Continuous(Progressive) (прошедшее длительное) для протекавших действий/состояний.

The sun was shining.

Сияло солнце.

Future Continuous(Progressive) (будущее длительное) для ожидаемо протекающих действий/состояний.

She'll be asking for more and more…

Она будет просить всё больше и больше…

Совершённые времена

Означают результат и часто идут с наречиями вроде *just, yet, already* и во временных придаточных (*when, after, before, no sooner*).

Present Perfect (настоящее совершённое) для свежих действий/ состояний.

Look what you've done!

Посмотри, что ты наделал!

Past Perfect (прошедшее совершённое) для предпрошедших действий/состояний.

He thought the party had started.

Он думал, что вечеринка уже началась.

Future Perfect (будущее совершённое) для предбудущих действий/ состояний.

Will you have done the work by lunch?

К обеду закончишь работу?

Совершённо-длительные времена

Означают результативный процесс и часто идут с наречиями вроде *lately / of late /recently* и временными предлогами *by, since, for, during*.

Present Perfect Continuous (настоящее совершённо-длительное) для результативно протекаюших действий/состояний.

We've been waiting here for a whole hour.

Мы ждем тебя уже целый час!

Past Perfect Continuous (прошедшее совершённо-длительное) для результативно протекавших действий/состояний.

I'd been watching him from my car before he disappeared.

Я наблюдал за ним из машины, пока он не исчез.

Future Perfect Continuous (будущее совершённо-длительное) для ожидаемых результативных процессов.

By 2020 the family will have been living there for 50 years.

В 2020 г. будет уже 50 лет как эта семья там живет.

2. ВЫРАЖЕНИЕ ОПРЕДЕЛЕНИЙ

Определение в английском языке (***Attribute***) уточняет существительное. Оно выражается:

- прилагательным

The live in the new house – Они живут в новом доме.

I received a long letter this morning – Утром я получил длинное письмо.

- причастием (и оборотом)

The playing boy is my son. – Играющий мальчик – мой сын.

The boy playing in the garden is my son. - Играющий в саду мальчик – мой сын.

The results obtained were promising. – Полученные результаты обнадёживали.

- числительным

We've seen 3 scientific films. – Мы посмотрели 3 научных фильма.

This is my 7th paper. – Это моя седьмая статья.

- местоимением

Her paper was interesting. – Её статья была интересной.

I know these songs. – Я знаю эти песни.

Which month is the warmest? – Какой месяц самый тёплый?

Any student can do it. – Любой студент может сделать это.

I don't know whose paper this is. – Я не знаю, чья это статья.

It's a secret of ours. – Это наша тайна.

- существительным

Jack's mother is a doctor. – Мама Джека – врач.

My student's paper was interesting. – Статья моего студента была интересной.

They visited one of the Moscow institutes. – Они посетили один из московских институтов.

A friend in need is a friend indeed. – Друг познаётся в беде.

- наречием

He returned the night before. – Он вернулся прошлым вечером.

Lunch out still seemed a good idea. – Сходить пообедать было ещё актуально.

- герундием (с предлогом)

There're many ways of solving this problem. – Есть много путей решения этой задачи.

- инфинитивом

The desire to do it was very strong. – Желание сделать это было очень сильным.

The method to be used isn't new. – Подлежащий использованию метод не нов.

- фразой

I have no news worth mentioning. – Мои новости не стоят даже упоминания.

- придаточным предложением (определительное)

Here's the book which we were speaking about. – Вот книга, о которой мы говорили.

Пояснение (Apposition) – подвид определения в английском языке. Пояснительное определение по-иному называет определяемое понятие. Вместе они указывают на одно и то же.

Engineer Smith is an expert. – Инженер Смит знаток своего дела. (= Этот инженер – знаток = Смит – знаток)

Подвиды пояснения

Английское пояснение бывает 2 подвидов **– привязанное** и **свободное**.

Привязанное пояснение напрямую уточняет определяемое без запятой. Оно обычно предшествует именам и местам для уточнения их звания, родства или раздела.

Mr. Smith – мистер Смит

Uncle Rodger – дядя Роджер

Queen Mary – королева Мария

the Isle of Wight – остров Вайт

You're as different from me as I am from my Uncle James. – Ты отличаешься от меня так же, как я от своего дяди Джеймса.

Mrs. Baynes, Bosinney's aunt, was in her kitchen when June was announced. – Миссис Бейнс, тётя Босини, была на кухне в момент объявления Джун.

Свободное пояснение отделяется от определяемого запятой, обычно следуя за ним.

Miss June Forsyte, old Jolyon's granddaughter. – мисс Джун Форсайт, внучка старого Джолиона.

Вставка

Свободное пояснение за вводно-соединительными лексемами типа namely, in other words, for example/instance, or better, that's to say тесно связано со вставкой (Parenthesis) – оценочным составляющим английского предложения.

Some people, for instance my brother, like such music. – Некоторые вроде моего брата слушают такую музыку.

Функции вставки:

- субъективность (отношение автора к истинности высказывания словами типа perhaps, maybe, certainly, of course, evidently, oh)

Of course, I always value your advice, Thomas. – Конечно, я всегда ценю твои советы, Томас.

- связка соседних предложений (лексемами типа first(ly), secondly, finally, after all, besides, that is, for example)

Perhaps, after all, I'll have a beer. – Пожалуй, выпью пива, в конце концов.

- комментарий (словосочетаниями типа to tell the truth, in other words, in my opinion, by the way)

In the long run, he's the only hope we have. – В дальней перспективе, он - наша единственная надежда.

Морфологическое выражение вставки:

- модальная лексема (вроде perhaps, no doubt, certainly, in fact, evidently, maybe)

Maybe that's why York made such an impression on me. – Возможно, поэтому Йорк так меня поразил.

- междометие (вроде Oh, Dear me, Good heavens)

Oh, I was right about the facts. – А ведь я оказался прав.

- соединитель (союзное наречие вроде finally, anyway, consequently, besides, moreover, otherwise)

In consequence, I'm inclined to reserve all judgment.s – В конечном счёте, я попридержу свои суждения.

- предложная фраза (вроде in my opinion, in short, by the way, on the other hand, on the contrary, at least)

At least, they won't hate us like they hate the French. – Они уж точно не будут ненавидеть нас как французов.

- инфинитивная фраза (вроде to tell the truth, to be sure, to begin with, to do smb. justice)

To be sure, we have heard many such promises before. – Точнее, мы уже слышали подобные обещания.

- причастная фраза (вроде frankly speaking, strictly speaking)

Strictly speaking, nobody is allowed in here. – По правилам, сюда нельзя.

- придаточное предложение

What is even more remarkable, he managed to inspire confidence in the most suspicious people. – Что ещё удивительнее, он умудрился вселить уверенность в самых сомневающихся.

3. ВЫРАЖЕНИЕ ОБСТОЯТЕЛЬСТВА

Наречие

I live there. – Я живу там.

Причастие (и оборот)

(While) reading, he made notes. – При чтении он делал заметки.

Having finished his experiments, he compared the results. – Закончив свои эксперименты, он сравнил результаты.

Предложный инфинитив

She went there to study physics. – Она поехала туда изучать физику.

Предложный герундий

She went there for studying physics. – Она поехала туда для изучения физику.

Предложное существительное

They were walking in the forest. – Они гуляли в лесу.

Эти части речи могут выступать обстоятельством одним словом, во фразе или синтаксическом комплексе.

He was walking slowly. – Он шёл медленно.

He goes there tomorrow. – Он идёт туда завтра.

The boy rushed in, his blue eyes shining happily. - Мальчик ворвался с горящими глазами.

Придаточное предложение

She'll do it when she returns. – Она сделает это по возвращению.

The plant grows where the others couldn't. -Это растение растёт там, где не могли бы другие.

As it was raining, we stayed at home. - Из-за дождя мы остались дома.

She must hurry lest she be late. – Ей надо торопиться, чтобы не опоздать.

Виды обстоятельства

- времени

He rose at dawn. – Он встал на рассвете.

He seldom goes there. – Он редко ходит туда.

- места

He lives in the south of England. – Он живёт на юге Англии.

He went south. – Он поехал на юг.

- образа действия

He talked to her slowly choosing his words. – Он говорил с ней, медленно подбирая слова.

He talked to her walking up and down the room. – Он говорил с ней, расхаживая по комнате.

- причины

Her eyes were red from want of sleep. – Её глаза были красными от недосыпа.

Not knowing what to add she stopped. – Не зная, что добавить, она остановилась.

- цели

He set the alarm clock to get up at 7. – Он поставил будильник на 7 утра.

- результатное

Обычно после предикативного прилагательного с предыдущим too или последующим enough.

It was too hot to go out into town. – Выбираться в город было душновато.

- условное

He always came if invited.– Он всегда приходил, если приглашали.

- уступительное

They managed in the end, in spite of great difficulties. – Они наконец управились несмотря на препятствия.

- степени (обычно перед определяемым)

She's awfully nice – Она ужасно мила.

I was a little uneasy – Мне было не по себе.

- сравнительное (обычно с as if/though)

Инфинитив выражает сравнение на основе цели, причастие – на основе образа.

He took her hand as if to shake it. – Он взял её руку словно для рукопожатия.

4. МЕТАФОРА

Метафора (Metaphor) – это связь словарного значения слова с контекстно-логическим на основе приписывания присущего свойства одной вещи другой, лишённой её изначально.

В метафоре мы находим полную замену одного другим.

Это мощнейшее средство образности – отношения реальности к её видению автором. Метафора получается в результате творчества на фоне цельного текста о человеке и его устремлениях, природе, истории, мифологии.

a sunny smile – сияющая улыбка
to purr with delight – урчать от удовольствия
a sun-drenched beach – залитый солнцем пляж
to pull strings – тянуть за ниточки
The news you bring me is a dagger to my heart. – Твои новости мне как нож в сердце.
I hope this will have cushioned your loss. – Надеюсь, это смягчит вашу потерю.
She just froze when she saw her ex-boyfriend. – При виде бывшего парня она просто застыла.
I didn't think she'd have the bottle to ask – Не думал, что она посмеет спросить.

Метафора создаётся на основе различных видов сходства формы, цвета, звука и т.п. Она может воплощаться в любую смысловую часть речи.

These thoughts melted away. – Эти мысли растаяли.
Leaves fell sorrowfully. – Листья грустно падали.

Частые метафоры склонны увядать. По неожиданности различают истинные (когда мы воспринимаем оба значения одновременно), стёртые (полуживое двоякое восприятие с потерей оригинальности, как в *a wall between 2 people*) и мёртвые метафоры (*to plant the seeds of smth*). Истинные метафоры присущи поэзии и эмоциональной прозе, стёртые – публицистике и риторике.

Составные метафоры

Некоторые составные существительные и прилагательные всегда метафоричны, т.е. значат не то, что по отдельности.

mindgames – головоломка
a nutcase – псих
a sinbin – скамейка штрафников
narrow-minded – предвзятый
bone-dry – пересохший
hard-bitten – стойкий
green-fingered – садоводческий
soul-searching – самоанализ

Фразовые метафоры

Это 2 упорядоченных слова через *and/or*.

Come rain or shine. – Будь что будет.
She was the life and soul of the party. – Она была душой компании.
It's a case of swings and roundabouts. – Никогда не знаешь, где найдёшь, где потеряешь.
Making mistakes is part and parcel of growing up. – Ошибки – часть взросления.
I'll move heaven and earth to achieve my goal. – Я горы сверну за свою цель.

This selling season is make or break for the car industry. – Этот продажный сезон решит судьбу автопрома.

She may act strangely, but live and let live is what I always say. – Она возможно и чудачка, но я никогда не лезу в чужую жизнь.

Развёрнутая метафора

Порой метафора затрагивает несколько образов.

A woman is a foreign land. – Все женщины – с другой планеты.

Although he there settles young. – И хоть знаком с ней с детства он.

The man will never understand. – Мужчина никогда не поймёт.

Its customs, politics and tongue. –.Её традиции, политику и язык.

Развёрнутые метафоры могут быть подсказными, когда вместо главного образа даны сопутствующие. Такие метафоры могут составлять загадки.

I have no spur to prick the sides of my intent. – У меня нет шпор, чтобы пришпорить мои намерения. ≈ Я никак не могу ускорить процесс…

5. ОСНОВНЫЕ СОКРАЩЕНИЯ В АНГЛИЙСКОМ ЯЗЫКЕ

Сокращения (*abbreviations*) в английском бывают ***акронимами*** и ***инициализмами***. Они происходят из научно-деловой терминологии и характерны не только для отраслей, но и для просторечного письма. Словесно-фразовые сокращения заполонили мобильную переписку, чаты и форумы. Поэтому без знания хотя бы основных аббревиатур невозможно полноценно ориентироваться в сегодняшнем английском – читать надписи, переписываться и даже разговаривать.

Сокращение/аббревиатура – сжатая форма слова/фразы. На письме сокращения могут заменять целые предложения для экономии места.

ASAP ['eisep/ˌeiəsei'piː] *как можно быстрее*

(Обычно письменно.)

I need that report ASAP – Мне нужен тот отчёт немедленно

RSVP répondez sil vou plait (по-французски) [ˌaːrəsviː'piː] *ждём ответа*

Формальное завершение писем и приглашений на события, требу-ющее подтверждения и ответных подробностей (по телефону/почте…)

Oh, you're going to their wedding? Have you RSVPed? – О, тебя пригласили на их свадьбу? Ты уже ответил?

ATTN [ə'tenʃn] *вниманию*

Обычно печатается сверху факсов для предназначения кому-то другому.

ATTN: *Joe Smith – Вниманию: Джо Смита*

CEO [ˌsiːiː'əu] *исполнительный директор*

Главный управляющий компании.

The CEO just took away all of our 401K funds! – Генеральный просто забрал весь 401-тысячный фонд!

No. ['nambə] *номер*

Не путать с отрицательным междометием.

No.1, (#)1 – №1

N/A [ˌnot 'æplikəbl] *неприменимо*

Письменная форма пропуска при заполнении, особенно анкет (например, рядом с именем супруга).

email address: n/a – адрес э-почты:

PR [ˌpi: 'a:(r)] *общественные отношения*

Отдел компании по связям с общественностью.

the PR (department) - пиарщики

Jennifer works public relations for McDonalds – Дженнифер ведёт PR в «Макдональдсе»

Акронимы

Акронимы обычно произносятся по своим полным исходникам (кроме самостоятельно развившихся сокращений типа *radar*).

сокращение	значение
addr.	*адрес*
approx.	*около*
Ch.	*глава*
c/o	*для передачи*
corp.	*корпорация*
Dept.	*отдел, министерство*
e.g.	*например*
encl.	*приложение*
esp.	*особенно*
etc.	*и т.д.*
FAQ(s)	*часто задаваемые вопросы*
fwd	*пересылка*
Govt.	*правительство*
HQ	*штаб-квартира*
i.e.	*то есть*
info.	*информация*
Ltd.	*ООО*
max.	*максимум*
min.	*минимум*
mph	*миль/час*
NB	*внимание!*
No.	*№*
OS	*ОС*
para.	*параграф*
pls.	*пожалуйста*
qtr	*четверть*
Rep.	*республиканец, представитель*
sec.	*секунда*
SME/SMB	*малый и средний бизнес*
VP	*вице-президент*
vs	*против*

Текстик

Акронимы стали основой тайнописи в дружеской и мгновенной переписке. Помимо инициализации просторечных фраз в буквенные наборы, текстик широко применяет для сокращения слогов и слов сходнозвучащие математические символы (*too late for you > 2L8 4U*).

сокращение	значение
&	*и*
@	*в, при, на*
24/7	*круглосуточно*
404	*не знаю*
AAMOF	*по сути*
AFAIK	*насколько знаю*
BTW	*кстати*
CU	*увидимся*
F2F	*очно, наедине*
FOAF	*от знакомого знакомого*
FYA	*к твоей радости*
FYI	*к сведению*
IC	*ясно*
IM	*мгновенное сообщение*
IMHO	*по моему скромному мнению*
IOW	*другими словами*
IWBNI	*хорошо, если бы*
JK	*шучу*
KIS	*будь проще*
NRN	*ответ необязателен*
OTOH	*с другой стороны*
POV	*мнение*
R	*получено*
TFS	*спасибо, что поделился*
TIA	*заранее спасибо*
TUVM	*спасибо большое*
WOBTAM	*потеря времени и денег*
WRT	*с уважением к*

Инициализмы

Инициализмы служат экономии места и ускорению прочтения, поэтому чаще произносятся алфавитно, по буквам (*USA*).

сокращение	значение
AGM	*общее ежегодное собрание*
aka	*также известный как*
ASAP	*как можно скорее*
CEO	*исполнительный директор*
CRM	*клиентские отношения*
CV	*резюме*
DIY	*сделай сам*
ETA	*расчётное время прибытия*
et al.	*и другие*
GMT	*по Гринвичу*
HR	*трудовые ресурсы*
ISBN	*международный стандартный книжный номер*
OK	*ладно*
PLC/plc/Plc.	*ОАО*
PR	*связи с общественностью*
R&D	*НИОКР*
SWOT	*достоинства, недостатки, возможности, угрозы*
WYSIWYG	*что видишь, то и печатается*
BA	*бакалавр искусств*
BEd	*бакалавр педагогики*
BSc	*бакалавр наук*
MA	*магистр искусств*
MBA	*магистр делового управления*
MSc	*магистр наук*
PhD	*доктор философии*
VIP	*элита*

ТЕКУЩИЕ КОНТРОЛЬНЫЕ ЗАДАНИЯ

Контрольная работа № 1

1. Read the newspaper article about the influence of food on people's health and answer the questions following it. Each question has 4 answers. Choose the one which you think fits best.

Is Broccoli the New Prozac?

Could our memory and ability to learn be affected by what we eat? That old saying: "We are what we eat", seems more pertinent than ever with a spate of research that suggests we may have to go no further in our search for brain power and happiness than our dinner plate. A study now being conducted by the Human Nutrition Department of the CSIRO is looking at how folates and other B vitamins found in green leafy vegetables can influence our moods and our ability to think and remember. "Folate is a vitamin that helps us feel good," says project leader Dr Janet Bryan. "People suffering depression often have low levels of folate, and people who have lower blood levels of folate and other B vitamins perform relatively poorly on tests of mental performance." Another recent study published in the American Journal of Epidemiology indicated that people who ate inadequately or missed meals experienced greater memory loss than those who ate regularly. Zinc, found in seafood, red meat, poultry and eggs, has also been found to affect the brain's performance.

And even much-maligned fat may be important in the pursuit of health and happiness. Research published in the journal Psychosomatic Medicine suggests that low-fat diets can lead to depression. The research found that young women who had low levels of cholesterol displayed higher measures of depression and anxiety than those with normal or high cholesterol.

While these might be significant findings for the world of modern science, they are nothing new to the branch of medicine known variously as natural, alternative or complementary. Natural therapists have long insisted that a properly balanced diet is as essential for the healthy function of the mind as it is for the body.

To David Stelfox, director of the Melbourne College of Natural Medicine the idea that foods could affect the function of the brain is self-evident. Foods are cocktails of literally hundreds of chemicals which can have an effect on the human body, Stelfox says. "We know that certain foods affect the function of certain organs and body systems. The kidneys and urinary tract for instance are stimulated by foods such as watermelon parsley and celery. In the same way, some foods can affect our mental performance and moods. What we eat can determine whether we are anxious or relaxed, happy or depressed, alert or dull-headed." This explains why we turn to stodgy comfort food when we're feeling miserable, and why we were always told to eat fish before an exam. High-protein foods revive up our brains to tackle a difficult mental task.

1. The writer aims at drawing the reader's attention to the fact that ...
   A. we should be vegetarians.
   B. we should follow a balanced diet.
   C. we don't need meat, but we need a great lot of vitamins in order to be healthy.
   D. we should eat what we like and enjoy our life.
2. It is said in the article that it has been found recently that ...
   A. irregular meals can tell sadly on our ability to remember events and experiences.
   B. our eating habits very rarely have any influence on us.
   C. children's mental performance can suffer from high-fat diets.
   D. old people are always in bad moods and it is not because of their diet.
3. It has been proved in some studies that depression is caused by ...
   A. the lack of zinc.
   B. the low content of cholesterol in the blood.

C. the high content of cholesterol in the blood.
D. the lack of seafood and vegetables in the diet.

4. There is an opinion that the bad mood can be improved by ...
A. using the special medicine.
B. keeping a properly balanced diet.
C. eating food which holds a lot of vitamin B.
D. eating only seafood.

5. Some years ago it was found that ...
A. any fruits could be used to treat mental illnesses.
B. health problems could be treated only with the help of new medicine.
C. there was a connection between certain foods and certain organs in the human body.
D. children's diet should consist only of milky food.

2. Translate:

1. Trade union power rests on the ability to withdraw the supply of labour, that is, the strike weapon.
2. An Equal Pay Act came into force in Britain in December 1975.
3. Changes in the total population and changes in the age distribution will affect both the total demand for goods and services and the composition of that demand.
4. Economic conditions are changing all the time.
5. He didn't see anything while the meeting was going on.
6. The large scale transfer of ownership of industry from the public sector to the private sector has led to an important increase in the individual ownership of shares.
7. She said she had never been to Italy.
8. I will have finished all this typing by 5 p.m.
9. Most government securities are marketable and may be bought and sold on the Stock Exchange.
10. At the end of the summer they will have been married for 10 years.
11. Based on the total figure, it appears that an error was made in the budget.
12. Raw materials and agricultural products are usually sold in open markets, where the influence of cost on supply is much less pronounced.
13. Increasing concern has been expressed about the continued growth in world population.
14. The persons forming a company are required to submit several documents to the Registrar of Companies.
15. The production of the Liberty ships showed similar effects, the first taking many months to build and the last only three days.
16. Most industries make use of a variety of machines, each machine carrying out a different operation.
17. Put simply, a business process is the set of activities performed to serve a customer.
18. So far as temperature is concerned, Britain is fortunate in having warmer winds than any other district in the same latitude.
19. More than 200 years ago, the economist Adam Smith formulated a theory to describe industrial practices that were already centuries old.
20. There are nation-wide schemes to encourage industrial investment.
21. In order to create a supply of loans, people with the necessary financial resources have to be persuaded to loan.
22. The free market economy is said to be more flexible.
23. The strike is expected to end soon.
24. Consumers are assumed to wish to maximize their utility of satisfaction.
25. Neither of these possibilities is very realistic.

Контрольная работа № 2

1. Read the article about one of the famous singers among young people, Joey Mclntyre. Look at the statements below and indicate which of them are TRUE and which of them are FALSE.

New Baby on the Block

This blue-eyed baby boy was born to parents Tom and Kay Mclntyre on December 31, 1972 in the small town of Needham, Massachusetts. Excitedly awaiting the arrival of future phenom Joseph (a.k.a. Joey) Mulrey Mclntyre were his seven older sisters — Judy, Alice, Susan, Patricia, Carol, Jean and Kate — and older brother Tom. Always the eager entertainer, Joey grew up performing for the family and pretending to be a pop star with his sister Carol and his trusty air guitar. THE RIGHT STUFF Tom, a union official, and Kay, a homemaker with experience as a community-theatre actress, had a sneaking suspicion that their darling young son wasn't just your average Joe, so to speak, so they Boston, where they relocated. With tons of natural talent under his belt, the boy showed superstar potential from the minute he stepped foot on stage in the musical productions of Oliver and The Sound of Music and he awed audiences night after night. That same knack for captivating crowds is what caught the eye of talent agents recruiting boys for a music group they hoped would hit it big. Little did they know how big they would be! The New Kids On The Block — which teamed Joey with Donnie Wahlberg, Danny Wood and brothers Jon and Jordan Knight — soon dominated the globe with stellar hits like "Please Don't Go Girl," "Hangin' Tough" and "The Right Stuff" between the years of 1988 and 1994, setting the stage for many future boy bands and establishing sweetie Joey as the resident heart-throb of the talented troupe. HANGIN' TOUGH Joey admits that after the globe-trotting guys called it quits, it was a difficult adjustment to make. 'You are like the biggest group in the world," the now 26-year-old expresses, "and then you are not doing anything!" But that didn't discourage him from jumping back onto the stage — he did theatre acting for a while — and eventually back into the recording studio, where he wrote and recorded his recently released solo CD, Stay the Same. This energetic entertainer still ranks golf and working out as his fave hobbies, and his musical tastes remain the same, too. "I still like Michael Jackson and Lionel Richie," he remarks about the love-song legends who influenced his album full of beauteous ballads. "I mean, I love the stuff that's out right now that you can dance to," clarifies the cutie, who lives in an eight-bedroom house he bought in Boston back in 1990, "but that's just not me."

1. It is mentioned in the article that one of Joey's parents was involved in show business. **True/False**
2. It is stressed there that Joey's skills in acting and singing came from his early childhood. **True/False**
3. It is said there that Joey is not only a singer, he is quite capable of writing his own songs. **True/False**
4. The article draws the reader's attention to the fact that since his childhood Joey's parents have tried hard to prevent him from becoming a professional singer. **True/False**
5. It is written that the band in which he played was extremely popular at the end of the 1980s and at the beginning of 1990s. **True/False**
6. It is said that Joey's musical tastes haven't changed a great lot since his early youth. **True/False**
7. It is mentioned in the article that only once in his life this talented singer did theatre acting. **True/False**
8. Joey is from the USA. **True/False**
9. As the only child, he often feels lonely. **True/False**

2. Translate:

1. They usually hold their European meeting in Paris.
2. Bank-notes first came into use in Britain during the seventeenth century.

3. The imposition of indirect taxes will bring about changes in supply.
4. They are starting a new sales campaign next week.
5. What were you doing at this time last month?
6. In recent years the government has provided financial assistance towards the costs of developments in micro-electronics, office automation, computer-aided design, robots and aerospace.
7. I suggested meeting again after we had read the proposals.
8. Before 5.00 he will have finished ail the chores.
9. Many books are read by few people.
10. At this stage the raw materials are loaded into this container.
11. The gradual trend towards larger enterprises has not been confined to manufacturing industry.
12. A personnel manager has now been appointed.
13. In addition, the University will continue to have graduate students working with them on research projects.
14. With increasing numbers entering the working population, expanding industries will have little trouble in recruiting labour.
15. The selling price must relate to the production cost, which in turn, depends on the quantity sold, this quantity being dependent upon the sales price.
16. Other things being equal, the demand for a commodity will tend to vary directly as the price of its substitute.
17. The information obtained is very valuable.
18. He risks loosing all of his money.
19. The employers agreed to accept the terms of the pay deal.
20. It is important to carry out these changes as quickly as possible.
21. When an increase in the scale of production yields a more than proportionate increase in output, the enterprise is said to be experiencing economies of scale.
22. Many people are reported to be homeless after the floods.
23. The company is said to be losing a lot of money.
24. A good is said to be in composite demand when it is demanded for several different uses.
25. We'll have either to withdraw from the market totally or to concentrate our efforts on a small sector.

ОБРАЗЕЦ ПРОМЕЖУТОЧНОГО ТЕСТА:

I. Прочитайте текст и заполните пропуски A–F частями предложений, обозначенными цифрами 1–7. Одна из частей в списке 1–7 — лишняя. Занесите цифры, обозначающие соответствующие части предложений, в таблицу.

Changing image

For more than 200 years Madame Tussaud's has been attracting tourists from all over the world and it remains just as popular as it ever was. There are many reasons for this enduring success, but at the heart of it all is good, old-fashioned curiosity.

Madame Tussaud's original concept has entered a brand new era of interactive entertainment **A** _____. Today's visitors are sent on a breathtaking journey in black cabs through hundreds of years of the past. They have a unique chance to see the great legends of history, **B** _____ of politics.

Much of the figure construction technique follows the traditional pattern, beginning whenever possible with the subject **C** _____ and personal characteristics. The surprising likeliness of the wax portraits also owes much to many stars **D** _____, either by providing their stage clothes, or simply giving useful advice.

The museum continues constantly to add figures **E** _____ popularity. The attraction also continues to expand globally with established international branches in New York, Hong Kong, Amsterdam and many other cities. And they all have the same rich mix of interaction, authenticity and local appeal.

The museum provides a stimulating and educational environment for schoolchildren. Its specialists are working together with practicing teachers and educational advisors to create different programmes of activities, **F** _____.

1. as well as resources on art, technology and drama
2. as well as the idols of popular music and the icons
3. who is sitting to determine exact measurements
4. ranging from special effects to fully animated figures
5. ranging from all kinds of souvenirs to sports equipment
6. that reflect contemporary public opinion and celebrity
7. who are eager to help in any possible way they can

Пропуск	A	B	C	D	E	F
Часть предложения						

II. Now read the next five questions. Listen again and then mark your answers.

6. Irena says that her journey was…
   a) good.
   b) not so bad.
   c) terrible.

6. Irena says she is sorry because…
   a) she went to the wrong office.
   b) she forgot something important.
   c) She didn't arrive on the time.

8. The plane was delayed because of …
   a) the weather.
   b) security problems.
   c) a mechanical problem.

9. Ruth's office is on the … floor.
   a) 1st
   b) 4th
   c) 5th

10. Bob offers…
   a) to carry Irena's bags.
   b) to take Irena's coat.
   c) to bring Irena a cup of coffee.

III. Vocabulary

A. Mark the word that doesn't belong to each group.

Example:

a) car b) plane *c) airport* d)train e) truck

11. a) sales b) marketing c) finance d) manager e) personnel
12. a) engineer b) visitor c) secretary d) receptionist c) accountant
13. a) company b) department c) head office d) subsidiary e) meeting
14. a) voice mail b) e-mail c) report d) letter e) memo
15. a) client b) colleague c) assistant d) manager e) team member

B. Choose a word from the box which has a similar meaning.

Example: telephone – **c)** call

a) journey b) profit c) call d) pay e) buy f) invoice g) client h) employment

16. **bill…..**
17. trip…..
18. salary…..
19. job…..
20. customer…..

C. Mark the verb that does *not* go with the noun.

Example:

a) send	b) receive	c) pay	d) make	an invoice
21. a) drive	b) attend	c) lead	d) arrange	a meeting
22. a) finish	b) read	c) write	d) pay	the report
23. a) make	b) receive	c) solve	d) have	a phone call
24. a) enjoy	b) spend	c) start	d) leave	your job
25. a) spend	b) make	c) lose	d) attend	money

D. Choose the best answer to complete each sentence.

26. When a salesperson wants to visit a client, he or she normally telephones a week or two before to make…
    a) a message.
    b) an appointment.
    c) an engagement.
    d) a reservation.

27. When you arrange to meet someone, it is a good idea to send an e-mail to … the date and the time of your meeting.
    a) cancel
    b) order
    c) place
    d) confirm

28. When you are a visitor and you arrive at a company, you should go first to…
    a) Deliveries.
    b) the restaurant.
    c) Reception.
    d) the mail room.

29. Sales staff sometimes … their important customers at a restaurant.
    a) entertain
    b) employ
    c) estimate
    d) enjoy

30. If you want to a popular restaurant, you should telephone first to … a table.
    a) fix
    b) recommend
    c) reserve
    d) order

IV. Grammar

A. Choose the best word or phrase from the box to complete the text.

a) the cheapest	c) more	e) slowest	g) than
b) faster	d) less	f) as	h) *better*

If you have a long distance to travel, and money is not a problem, then it is, *better* to go by plane, because it is … (31) and … (32) convenient. Travelling by bus is… (33) But also the … (34) form of transport. Trains are usually more expensive … (35) buses.

B. Write the past simple form of each verb to complete the text.

Bill Gates (write) *wrote* his first computer program at the age of 13. He (spend) … (36) a lot of time using computers. But at that time computers were expensive: it (cost)… (37) $40 an hour to use one. Bill (work) … (38) during his school holidays. That way, he (make) … (39) some money, and he also (learn)… (40) a lot about using computers.

C. Choose the best word or phrase to complete the text.

Ben driver and Shiela Quirke both *work* for AAA, the Australian Advertising Agency. Bur they … (41) know each other. Ben … (42) based in Sydney and … (43) a lot in his work. Shiela … (44) travel much. John Fowles, … (46) Managing Director thinks highly of both of … (47). The Agency … (48) open a new office in Perth, and John is planning to appoint either Ben or Shiela as the Manager. Shiela … (49) more managing experience, but Ben is excellent at client relations. What … (50) John do?

Example:

a) *work* b)works c)is working d)worked

41. a) aren't b) doesn't c) don't d) not
42. a) am b) is c) are d) he's
43. a) travels b) travel c) travelling d) are travelling
44. a) work at b) works at c) work for d) works for
45. a) aren't b) isn't c) don't d) doesn't
46. a) they b) there c) their d) they're
47. a) they b) them c) their d) him
48. a) going b) going to c) is going to d) be going to
49. a) is having b) had c) have d) has
50. a) can b) may c) should d) need

D. Cross out the extra word to form a correct question.

Example: Do you *do* speak French?

51. How many people do work for your company?
52. Is it is a manufacturing company?
53. Do can you describe some of your products?
54. Are these products are yours?
55. Where to do you export to?

V. Reading

A. Read the article and answer the questions below.

A young boy and his mother were shopping in the toy section in Takashimaya Co's store in Tokyo right before Christmas. On display was a robot cat that looked and moved just like a living animal. 'It's so real, Mum' the boy cried as he watched the cat.

'Excellent. We should take that' said the boy's mother, 26-year-old Junko Shibata, who seemed happy to pay ¥ 185,000 (nearly US $ 1,500) for the toy.

The cat, which has 15 electric motors inside it, sounds like a real cat, moves its body and responds to the people around it. Omron Corp, a major Japanese maker of robots and automated equipment, has decided to start developing digital animals as toys. The firm launched the new cat in November.

'Our robot cat may be too pricey, but this is our first product in the market of robot pets. We want to find out who really wants our product,' said Toshihiro Tashima, who leads Omron's project on electric pets.

At the toy shop in Tokyo, most visitors said they would like to bring home such toys, and hope that prices will drop. A report says that by 2015 personal robots will have a 50.2% market

share of the entire Japanese robot market. This will be most double the share for robots for industrial use (28.4%). The boom of various robots for personal and family use in Japan started in 1999 when Sony Corp launched its popular series of Aibo robot pets.

The market has since grown steadily with newcomers such as a man-like robot that can walk down the stairs and electric fish that can swim.

Choose the best answer to each question.

56. The article is mainly about …
a) robot animals.
b) robots for use in industry.
c) Christmas shopping in Tokyo.
d) The Japanese electronics industry.

57. The robot cat is …
a) computer game.
b) a live animal.
c) equipment for use in the house.
d) a toy.

58. The robot cat is …
a) very expensive.
b) quite expensive.
c) medium-priced.
d) low-priced.

59. The robot cat is produced by…
a) Takashimaya Co.
b) Omron Corp.
c) Sony Corp.
d) The manufacturer's name is not in the article.

60. Which is true?
a) The robot cat is a new product.
b) The robot cat has been in the market since 1999.
c) The company that makes the cat knows a lot about the market for this product.
d) The company already makes other robot animals.

61. Most visitors to the store …
a) loved the cat.
b) were happy with the price.
c) thought that the cat was not very real.
d) didn't like the cat.

62. The market share for personal robots in Japan…
a) is not growing at the moment.
b) will not increase very much.
c) will be much bigger than the market share for the industrial robots by 2010.
d) will be twice as big by 2010.

63. The meaning of *pricey* is …
a) cheap
b) high-priced.
c) has no fixed price.
d) difficult to price.

64. The meaning of *boom* is…
a) a rapid increase in sales.
b) a sharp fall in sales.
c) a slow rise in sales.
d) a steady fall in sales.

65. The meaning of *newcomers* in this article is…

a) new types of business.
b) new customers.
c) new trends in the market.
d) products that are new in the market.

ПРИМЕРЫ КОММУНИКАТИВНЫХ ЗАДАНИЙ:

1. Образцы текущих коммуникативных заданий :

1. Make a survey on the situation on the drug problem in your educational establishment, your native city. Report in class about its results.

Express your opinion on drug addiction.

What are the main arguments on how teenagers can be convinced to stop?

Prepare the small report on the harmful effects and risks of taking drugs.

2. Образец коммуникативного задания, предлагаемого на зачете или экзамене.

Work in pairs. Read the role cards below and make up a conversation.

Role play either the fashion designer or the general manager.

Fashion Designer

You are a self-employed young fashion designer at the start of your career. A large store is selling T-shirts which look exactly the same as some of your new designs which you haven't sold yet. You meet the general manager of the store to make your complain and ask for financial compensation.

General Manager

You are going to meet a young designer who thinks you have stolen their designs. It is quite common for the store's design team to get ideas for products from student fashion shows and art school exhibitions. Be sympathetic, but admit nothing.

3. Образец конкретной ситуации, предлагаемой для анализа на зачете или экзамене.

Case study.

The famous fast food company, McDonald's, launched Campaign 55to help it compete against rivals like Burger King and Wendy's. They had a six-week promotion costing $ 320 million. McDonald's offered a Big Mac (a type of hamburger) for 55 cents instead of $ 1.90. When customers were at the cash register, they found that they had to buy French fries and a drink at the full price to get the cheap burger.

- Why do you think this promotion was unpopular with McDonald's?
- How do you think McDonald's dealt with the situation?

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Учебно-методическое пособие по дисциплине

«ИНОСТРАННЫЙ ЯЗЫК (АНГЛИЙСКИЙ)»