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И. В. Соломатина

 Английский язык для экономистов

Учебное пособие

Краснодар

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Учебное пособие разработано в соответствии с программой по иностранным языкам для неязыковых вузов.

В издании даны уроки, содержащие домашнее задание и аудиторную работу, а также грамматический справочник. Тематика текстов охватывает широкий спектр экономических вопросов.

Предназначено для студентов-бакалавров экономических специальностей и производственного менеджмента для аудиторных и самостоятельных работ.

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**ПРЕДИСЛОВИЕ**

Данный учебник предназначен для студентов экономических специальностей вузов. Цель учебника – научить студентов читать, переводить тексты и вести беседу по специальности.

Учебник состоит из 10 уроков, каждый из которых содержит домашнее задание и аудиторную работу, рассчитанных на два часа занятий. Упражнения составлены таким образом, что в аудитории студенты закрепляли основные задания по грамматике и лексике соответствующего урока, а дома еще раз прорабатывали тот же материал самостоятельно. Большинство заданий на дом содержат дополнительный материал по теме урока в виде мини-текстов с упражнениями. Упражнения могут выполняться подряд или выборочно, по усмотрению преподавателя.

Основное внимание в учебнике уделяется изучению грамматики английского языка как основы понимания, воспроизведения и создания высказывания на иностранном языке. В учебнике представлены практически все разделы грамматики, необходимые для понимания и говорения по-английски. Грамматический материал, изучаемый в школе, дан в обобщающих параграфах в Грамматическом справочнике (видовременные формы глаголов, простые формы причастий и т.п.). Кроме того, в уроках имеется много упражнений на его повторение и закрепление. Грамматический материал, который недостаточно рассматривается или вовсе не изучается в средней школе, изложен в Грамматическом справочнике.

Пользуясь настоящим учебником, преподаватель в зависимости от уровня подготовки студентов может вводить грамматический материал в качестве нового или же закреплять и развивать знания, умения и навыки, приобретенные ранее.

Весь грамматический материал тщательно отрабатывается в упражнениях постепенно нарастающей сложности.

Для работы над языковым материалом используются оригинальные тексты из современной английской и американской экономической литературы, адаптированные и сокращенные в соответствии с задачами данного издания.

Тематика текстов охватывает различные разделы экономики, поскольку тематика текстов не носит узкоспециального характера, учебник может быть использован студентами разных факультетов, связанных с изучением экономики.

Лексический материал содержит как экономическую терминологию, так и общеупотребительные слова и словосочетания, которые студенты могут использовать в разговоре на различные неспециальные темы. Большое внимание уделяется обучению активному владению лексикой, включающему знание сочетаемости слов, а также правильному употреблению предлогов.

В учебнике представлен перечень устойчивых фраз для написания письма.

После повторительных разделов рекомендуется проводить текущий контроль усвоения материала, для чего имеются три контрольные работы.

В конце учебника предлагается англо-русский словарь, включающий активную лексику.

Материалы учебника были апробированы в течение нескольких лет на экономическом факультете Кубанского государственного аграрного университета. Однако данный учебник является самостоятельным изданием, значительно переработанным с учетом высказанных предложений и опыта самого автора.

**Unit 1**

**Part 1**

***Грамматика и лексика****:*
   1.**Временные формы глагола (повторение)**
   2. **Глагол to be в сочетании С инфинитивом**
   3. **Оборот «to be + of + существительное»**
   4. **Существительное в функции определения**

 5. **Числительные**

***Задание на дом***

 **1. В разделе «Грамматические материалы» проработайте § 5, 6, 8, 17 и 19.**

**2. Определите время и залог сказуемого. Переведите следующие предложения на русский язык:**

   1. They translated this text at the last lesson.
   2. Are you translating the text?
   3. What were you doing when they came? – We were translating an exercise.
   4. Has he translated this article? – No, he hasn't.
   5. He will translate the article in a week, I think.
   6. We often translate from English into Russian at lessons.
   7. This article has already been translated.
   8. A new book will be translated by him next year.
   9. This book was translated into Russian last year.
   10. A lot of books are translated from English into Russian every year.
   11. The fax is being translated now.

   **3. Переведите на русский язык следующие словосочетания, содержащие существительное в функции определения:**

 lecture hall, school year, university laboratories, command economy, market economy, government intervention, land resources, government restrictions, Soviet bloc countries

   **4. Определите по суффиксам, к какой части речи относятся следующие слова:**

 economist, production, productivity, highly, mechanism, worker, limitless, manager, consumption, entirely, restriction, government, technical, decision, priceless, extensive, mainly, population

   **5. Переведите на русский язык предложения, содержащие оборот *to be + of + существительное.***

   1. This book on economics is of great interest.
   2. Independent work at the library is of great value to every university student.
   3. These new machines may be of use on farms.
   4. Knowledge of foreign languages may be of great importance to everybody.

 **6. Прочитайте и переведите текст.**

**1. Organisational structure**

Every organisation made up of more than one person will need some form of organisational structure.

The way in which a company is organised can be illustrated for a packaging company. The company will be owned by shareholders that choose directors to look after their interests. The directors then appoint managers to run the business on a day-to-day basis. The Managing Director has the major responsibility for running of the company, including setting company targets and keeping an eye on all departments.

The Distribution Manager is responsible for controlling the movement of goods in and out of the warehouse, supervising drivers and overseeing the transport of goods to and from the firm.

The Production Manager is responsible for keeping a continuous supply of work flowing to all production staff and also for organising manpower to meet the customers' orders.

The Sales Manager is responsible for making contact with customers and obtaining orders from those contacts.

The Company Accountant controls all the financial dealings of the company and is responsible for producing management accounts and financial reports.
Other organisations will have different structures. For example most organisations will have a marketing department responsible for market research and marketing planning. A customer services department will look after customer requirements. A human resources department will be responsible for recruitment and selection of new employees, employee motivation and a range of other people focused activities. In addition there will be a number of cross-functional areas such as administration and Information Technology departments that service the functional areas of the company. These departments will provide back up support and training.

Organisations are structured in different ways:

1. by function as described above,

2. by regional area - a geographical structure e.g. with a marketing
manager North, marketing manager South etc.,

3. by product e.g. marketing manager crisps, marketing manager drinks, etc.,

4. into work teams, etc.,

Reporting in organisations often takes place down the line. An employee might be accountable to a supervisor, who is accountable to a junior manager, who is then accountable to a senior manager - communication and instructions can then be passed down the line.

**7. Соотнесите слова и их определения.**

|  |  |
| --- | --- |
| 1. shareholder | a. someone whose job is to manage part or all of a company or other organization |
| 2. market | b. someone who owns shares in a company or business |
| 3. accountant | c. the job of hiring people |
| 4. recruitment | d. a place to buy and sell things |
| 5. manager | e. someone whose job is to keep and check financial accounts |

**8. Переведите следующие слова и выражения на английский язык.**

|  |  |
| --- | --- |
| 1. руководитель отдела продаж | 6. назначать  |
| 2. начальник отдела сбыта | 7. отдел информационных технологий |
| 3. рабочая группа | 8. отдел обслуживания клиентов |
| 4. руководитель отдела маркетинга | 9. начальник производственного отдела |
| 5. акционер | 10. получать заказы |

**9. Переведите следующие слова и выражения на русский язык.**

|  |  |
| --- | --- |
| 1. provide back up support | 6. organisational structure |
| 2. employee | 7. work teams |
| 3. senior manager | 8. shareholder |
| 4. junior manager | 9. human resources department |
| 5. set company targets | 10. market research |

**10. Выберите правильный вариант ответа.**

1. …….controls all the financial dealings of the company.

a) Senior Manager b) Accountant c) Sales Manager

2. The ……. is responsible for keeping a continuous supply of work flowing to all production staff.

a) Production Manager b) Sales Manager c) Distribution Manager

3. The ……. has the major responsibility for running of the company.

a) Distribution Manager b) Managing Director c) Production Manager

4. A human resources department is responsible for recruitment of new ……..

a) employers b) directors c) employees

5. A marketing department is responsible for ………

a) recruitment b) market research c) promotion

**11. Ответьте на вопросы.**

1. What is organizational structure?

2. Who are directors chosen by?

3. What is the function of a human resources department?

4. What are the main departments needed for a company to function properly?

5. What department is responsible for servicing the functional areas of the company?

***Аудиторная работа***

   **12. Отработайте чтение числительных.**
   а) В англоязычных странах в составных числительных после миллионов и тысяч ставится запятая. После сотен произносится союз *and.* Например: 8,861 – eight thousand eight hundred and sixty– one.
   **Прочитайте следующие числительные:**
   38; 179; 345; 29,633; 1,849; 211; 40,100; 74,203; 1,001,800; 49,641,788; 73,235,441
   б) Цифры, обозначающие годы, читаются следующим образом: 1892– eighteen ninety-two; 1900 – nineteen hundred; 1802 – eighteen о two; 2000 – two thousand; 2002 – two thousand and two
   **Скажите по-английски:**
   1343; 1799; 2008; 1908; 1999: 1954; 1603; 3013

   **13.** **Найдите в следующих предложениях сказуемое и переведите предложения на русский язык.**

   1. For 43 years after 1941 countries in Eastern Europe had planned economies in which market mechanisms played only a small role.
   2. The government plays an important role in allocating resources in the economy.
   3. Goods are produced on farms or in factories. Goods of the both groups are consumed by the people who buy them.
   4. A government planning office decides what will be produced, how it will be produced, and for whom it will be produced.
   5. Resource allocation decisions are being made every day in every city, mostly through the mechanisms of markets and prices.
   6. When there was a bumper coffee crop (очень высокий урожай кофе) in Brazil, much coffee was bought by the Brazilian government from farmers and then burnt.
   7. Grain (зерно) markets have greatly changed over the last 25 years in the United States and Europe. Both have high levels of government intervention in their agriculture.
   8. The ideas of Adam Smith, the famous Scottish philosopher and economist, have been studied by economists for over two hundred years.

   **14. Переведите следующие предложения на русский язык. Обратите внимание на разные значения глагола** ***to be*****перед инфинитивом.**

   1. Prices are to regulate production and consumption in a market economy.
   2. The problem with government regulation of markets is to control how government restrictions work in real life.
   3. The aim of that book is to form a theory of the role of government in economic life.
   4. The market is to decide how much to produce.
   5. A building society is a financial organization whose purpose is to help people buy houses or flats.
   6. When the authors of the textbook discussed examples, their intention (намерение) was to prepare students for future economic analyses.
   7. Governments are to regulate or plan production and consumption. The former is typical of mixed economies, the latter is typical of command economies.

**Part 2**

**1. Прочитайте незнакомые слова перед прослушиванием текста.**

May I take a message? – Могу я что-либо передать?

software products – программные изделия

after-sales service – гарантийное и постгарантийное обслуживание

**2. Прослушайте текст «Business Communications» (для прослушивания кликните один раз на приведенную ниже ссылку, удерживая клавишу «Ctrl», после загрузки страницы нажмите на кнопку проигрывателя).**

Ссылка для прослушивания: <http://esl-lab.com/tc1/tc1.htm>

**3. Выберите правильный вариант ответа.**

1. Why can't Elaine Strong answer the phone?

A. She's in a meeting

B. She's out of the office

C. She's talking with another customer

2. What does caller want the secretary to send?

A. information on after-sales service

B. a picture of the newest computers

C. a list of software products

3. What time should the secretary send the material?

A. 2:30 PM

B. 3:30 PM

C. 5:00 PM

4. What is the caller's name?

A. Cordell

B. Kordel

C. Kordell

5. What is the caller's telephone number?

A. 560-1287

B. 560-1828

C. 560-2187

**4. Выразите свою точку зрения.**

1. An automobile company decides to open a new dealership in a foreign country. The manager is asked to choose all the possible positions and vacancies for a new dealership. What staff should be hired, what departments should be established?

2. You are an applicant at the interview applying for a position of human resources manager at a clothes shop. You are asked to enumerate the responsibilities of a distribution manager, production manager, sales manager and an accountant. What responsibilities can you mention?

3. Do you think working abroad is essential for a successful career? Why / Why not?

При ответе используйте фразы:

|  |  |
| --- | --- |
| To my mind … | In my experience … |
| In my opinion … | As far as I understand … |
| On the one hand, …on the other hand  | From my point of view … |
| If my memory serves me right … | If I am not mistaken … |
| It seems to me that … | Personally, I think … |
| My personal view is that … | I am sure/certain/convinced that … |
| The fact is that … | This proves that … |
| It is obvious that … | There is no doubt that … |

**Part 3**

**Ответьте на письмо, используя нижеприведенные задания. Используйте раздел «Перечень устойчивых фраз для написания письма», приведенный в конце пособия.** **При написании ответа используйте нижеприведенное письмо в качестве образца.**

You are a Director of Sales department. One of your salesmen sent you a request for promotion to the position of a sales manager. Your task is:

a) thank Mr. Watkins for his letter;

b) express Mr. Watkins the idea that you agree with his request to promote him to the position of a sales manager and give reasons for that;

c) settle the time for meeting in order to discuss all the details.

|  |
| --- |
| **REQUEST FOR PROMOTION** 17.01.2011 Tom Wilson Electronics ltd. 12 South Street, Sheffield, UK125367 Dear Mr. Wilson, As you know, I am very happy to work and contribute to Electronics ltd. under your authority. Allow me to mention an opportunity I see for greater profits. I'm confident that you will agree that my efforts as your salesman have been successful to the company; my sales in dollars for the past year were roughly $425,000, which far surpassed the $250,000 goal we anticipated at our year-end meeting twelve months ago.I would like you to know that I believe I can be of even more benefit to you and Electronics ltd. as your Sales Manager. Having had four years of experience in selling our computer software, I have gained a clear idea as to what our customers' needs are and how we can meet them. I know how we can increase sales dramatically and I can inspire our sales team to do precisely that. As your Sales Manager, I truly believe that we can achieve in excess of $10,000,000 in sales by the year 2012. I understand that you are a very busy person. I will thus be delighted to meet with you at any time you please to discuss my request. Cordially,Dave Watkins  |

**Unit 2**

**Part 1**

***Грамматика и лексика***:
   1. **Конструкция «сложное дополнение»**2.**Значение слова due и сочетаний с ним**3.**Значения слова which**
   ***Задание на дом***

   **1. В разделе «Грамматические материалы» проработайте § 20 и 21.**

**2. Переведите на русский язык следующие предложения, обращая внимание на конструкцию «сложное дополнение».**

   a) 1. We know many newly industrialized countries to have weak trade unions.
   2. The developing countries want the rich countries to stop imposing tariffs on imports from the Third World.
   3. Economists consider land to be the factor of production supplied by nature.
   4. As the prices of fuels rise, we expect their production to expand.
   5. Some businessmen think trade union regulations to result in fewer jobs.
   b) 1. A rise in the price of a unit of labour will make the firm start using a more capital-intensive technology (капиталоемкая технология).
   2. Higher prices for oil make research laboratories work at substitutes for oil.
   3. The command economy does not let an individual make free economic decisions.
   4. Increased output per worker in agriculture lets more workers be transferred from agriculture to industry.
   5. Allocation of additional capital lets a high level of production be maintained with fewer workers.

   **3. Переведите предложения на русский язык, обращая внимание на слово *due* и сочетания с ним.**

   1. The growth of labour force due to growing numbers of women workers results in higher unemployment.
   2. The increase in the value of fuel exports was due mainly to the rise in oil prices after 1973.
   3. The Prime Minister says due steps will immediately be taken in order to control inflation.
   4. Economists believe that all governments will pay due attention to economic problems caused by growing scarcity of natural resources.
   5. Due to a wage increase, more capital-intensive technologies may become substitutes for labour.

   **4. Переведите предложения на русский язык, обращая внимание на то, что слово *which* относится ко всему предыдущему предложению и переводится словом *что.***

   1. Employment among young men is very low in Germany, which is due to the government's subsidies for education.
   2. The government did not pay due attention to the economists' recommendations, which led to lower economic growth.
   3. Some economists expect world population to reach 12–13 billion as soon as 2020–2025, which will require much more non-renewable resources than at present.
   4. The consumer incomes have risen, which has resulted in lower demand for inferior goods.
   5. Under conditions of food shortage a government might impose a price ceiling on food, which will let poor people buy adequate quantities of food.

   **5. Прочитайте и переведите текст.**

**2. Microeconomics**

Microeconomics, like macroeconomics, is a fundamental method for analyzing the [economy](http://en.wikipedia.org/wiki/Economy) as a [system](http://en.wikipedia.org/wiki/Economic_system). It treats households and firms interacting through individual markets as irreducible elements of the economy, given scarcity and [government regulation](http://en.wikipedia.org/wiki/Government_regulation). A [market](http://en.wikipedia.org/wiki/Market) might be for a product, say fresh corn, or the services of a [factor of production](http://en.wikipedia.org/wiki/Factor_of_production), say bricklaying. The theory considers [aggregates](http://en.wikipedia.org/wiki/Aggregation_problem) of quantity demanded by buyers and quantity supplied by sellers at each possible price per unit. It combines these together to describe how the market may reach [equilibrium](http://en.wikipedia.org/wiki/Economic_equilibrium) as to price and quantity or respond to market changes over time.

Such analysis includes the theory of [supply and demand](http://en.wikipedia.org/wiki/Supply_and_demand). It also examines market structures, such as [perfect competition](http://en.wikipedia.org/wiki/Perfect_competition) and [monopoly](http://en.wikipedia.org/wiki/Monopoly) for implications as to behavior and [economic efficiency](http://en.wikipedia.org/wiki/Economic_efficiency). Analysis of change in a single market often proceeds from the simplifying assumption that relations in other markets remain unchanged, that is, [partial-equilibrium](http://en.wikipedia.org/wiki/Partial_equilibrium) analysis. [General-equilibrium](http://en.wikipedia.org/wiki/General_equilibrium) theory allows for changes in different markets and aggregates across all markets, including their movements and interactions toward equilibrium.

Here economists distinguish between Production theory, [Opportunity cost](http://en.wikipedia.org/wiki/Opportunity_cost), [Economic efficiency](http://en.wikipedia.org/wiki/Economic_efficiency), and [Production-possibility frontier](http://en.wikipedia.org/wiki/Production-possibility_frontier).

In microeconomics, [production](http://en.wikipedia.org/wiki/Production) is the conversion of [inputs](http://en.wikipedia.org/wiki/Factor_of_production) into [outputs](http://en.wikipedia.org/wiki/Output_%28economics%29). It is an economic process that uses inputs to create a [commodity](http://en.wikipedia.org/wiki/Good_%28economics%29) for [exchange](http://en.wikipedia.org/wiki/Trade) or direct use. Production is a [flow](http://en.wikipedia.org/wiki/Stock_and_flow) and thus a rate of output per period of time. Distinctions include such production alternatives as for [consumption](http://en.wikipedia.org/wiki/Consumption_%28economics%29) (food, haircuts, etc.) vs. [investment goods](http://en.wikipedia.org/wiki/Investment#In_economics_or_macroeconomics) (new tractors, buildings, roads, etc.), [public goods](http://en.wikipedia.org/wiki/Public_good) (national defense, small-pox vaccinations, etc.) or [private goods](http://en.wikipedia.org/wiki/Private_good) (new computers, bananas, etc.), and ["guns" vs. "butter"](http://en.wikipedia.org/wiki/Guns_versus_butter_model).

[Opportunity cost](http://en.wikipedia.org/wiki/Opportunity_cost) refers to the [economic cost](http://en.wikipedia.org/wiki/Economic_cost) of production: the value of the next best opportunity foregone. Choices must be made between desirable yet [mutually exclusive](http://en.wikipedia.org/wiki/Mutually_exclusive) actions. It has been described as expressing "the basic relationship between [scarcity](http://en.wikipedia.org/wiki/Scarcity) and [choice](http://en.wikipedia.org/wiki/Choice).". The opportunity cost of an activity is an element in ensuring that scarce resources are used efficiently, such that the cost is weighed against the value of that activity in deciding on more or less of it. Opportunity costs are not restricted to monetary or financial costs but could be measured by the [real cost](http://en.wikipedia.org/wiki/Real_versus_nominal_value) of [output forgone](http://en.wikipedia.org/wiki/Production-possibility_frontier#Opportunity_cost), [leisure](http://en.wikipedia.org/wiki/Leisure), or anything else that provides the alternative benefit.

Inputs used in the production process include such primary [factors of production](http://en.wikipedia.org/wiki/Factors_of_production) as [labour services](http://en.wikipedia.org/wiki/Labour_%28economics%29), [capital](http://en.wikipedia.org/wiki/Capital_%28economics%29) (durable produced goods used in production, such as an existing factory), and [land](http://en.wikipedia.org/wiki/Land_%28economics%29) (including natural resources). Other inputs may include [intermediate goods](http://en.wikipedia.org/wiki/Intermediate_good) used in production of final goods, such as the steel in a new car.

[Economic efficiency](http://en.wikipedia.org/wiki/Economic_efficiency) describes how well a system generates desired output with a given set of inputs and available [technology](http://en.wikipedia.org/wiki/Technology). Efficiency is improved if more output is generated without changing inputs, or in other words, the amount of "waste" is reduced. A widely-accepted general standard is [Pareto efficiency](http://en.wikipedia.org/wiki/Pareto_efficiency), which is reached when no further change can make someone better off without making someone else worse off.

**6. Соотнесите слова и их определения.**

|  |  |
| --- | --- |
| 1. market | a. a situation in which there is not enough of something |
| 2. scarcity | b. the act of buying and using products  |
| 3. goods | c. the process of making or growing things to be sold |
| 4. consumption | d. the place where people buy and sell goods |
| 5. production | e. things that are produced in order to be sold |

**7. Переведите следующие слова и выражения на английский язык.**

|  |  |
| --- | --- |
| 1. редкие ресурсы | 6. оптимальные издержки |
| 2. факторы производства | 7. государственное регулирование |
| 3. спрос и предложение | 8. совершенная конкуренция |
| 4. предел производственных возможностей | 9. экономическая эффективность |
| 5. равновесие | 10. вмененные потери |

**8. Переведите следующие слова и выражения на русский язык.**

|  |  |
| --- | --- |
| 1. production theory | 6. [mutually exclusive](http://en.wikipedia.org/wiki/Mutually_exclusive) actions |
| 2. [inputs](http://en.wikipedia.org/wiki/Factor_of_production) and [outputs](http://en.wikipedia.org/wiki/Output_%28economics%29) | 7. market changes |
| 3. goods and services | 8. [real cost](http://en.wikipedia.org/wiki/Real_versus_nominal_value) |
| 4. [monopoly](http://en.wikipedia.org/wiki/Monopoly) | 9. buyers and sellers  |
| 5. market structure | 10. [public goods](http://en.wikipedia.org/wiki/Public_good) |

**9. Выберите правильный вариант ответа.**

1. A fundamental method for analyzing the [economy](http://en.wikipedia.org/wiki/Economy) as a [system](http://en.wikipedia.org/wiki/Economic_system) is …….

a) government regulation b) microeconomics c) production theory

2. [Labour services](http://en.wikipedia.org/wiki/Labour_%28economics%29), [capital](http://en.wikipedia.org/wiki/Capital_%28economics%29) and land are called ……..

a) production process b) costs c) factors of production

3. The market may reach [………..](http://en.wikipedia.org/wiki/Economic_equilibrium) when price and quantity balance.

a) [equilibrium](http://en.wikipedia.org/wiki/Economic_equilibrium) b) balance c) equation

4. [……….](http://en.wikipedia.org/wiki/Production) is the conversion of [inputs](http://en.wikipedia.org/wiki/Factor_of_production) into [outputs](http://en.wikipedia.org/wiki/Output_%28economics%29).

a) distribution b) consumption c) production

5. [……..](http://en.wikipedia.org/wiki/Investment#In_economics_or_macroeconomics) include new buildings, trucks, roads, etc.

a) [investment goods](http://en.wikipedia.org/wiki/Investment#In_economics_or_macroeconomics) b) public goods c) private goods

**10. Ответьте на вопросы.**

1. What is microeconomics?

2. What does economic efficiency describe?

3. What is production?

4. How can a market reach [equilibrium](http://en.wikipedia.org/wiki/Economic_equilibrium)?

5. What do factors of production include?

   ***Аудиторная работа***

   **11. *а)* Запомните написание данных ниже слов и потренируйтесь правильно произносить их.**
   through – через, посредством
   though – хотя
   although – хотя *(в начале предложения)*
   thought – *прошедшее время от*
   to think – думать
   thorough – тщательный
   thoroughly – тщательно

**б) Заполните пропуски в предложениях этими словами.**   1… some farmers have enough money to purchase land, they prefer to lease it over several years to examine the conditions for farming in the given area….
   2. A lot of countries are mixed economies… some are nearer to command economies and others are nearer to free market economies.
   3… economic analysis is essential for good results.
   4. Farming efficiency is raised… improved technology, fertilizers, crops, and livestock (домашний скот, животные).
   5. If we want resources to be allocated efficiently, government intervention… environmental standards can be used.
   6. In earlier days economists… rent only to be income received from land.
   7… the firm is run by its manager, not its owners, profit maximization is the most essential aim of the firm's business.

   **12.** **Переведите на русский язык предложения с конструкцией «сложное дополнение».**

   1. When market conditions change, economists expect the price for land to vary.
   2. Too high cost of imported cotton (хлопок) has made a lot of textile enterprises close down in Russia.
   3. Economists believe the availability of labour to be an essential requirement for economic activity.
   4. Private-sector producers consider profitability to be the most essential condition of their business.
   5. Economists consider demand for non-essential goods to be particularly inelastic.
   6. A decrease in prices for energy could let farmers improve technology rapidly.
   7. High oil prices make consumers purchase substitute commodities.

   **13.** **Выберите подходящее по смыслу слово из предлагаемых в скобках вариантов.**

   1. *(Provided / although)* an economist knows of services which people *(provide j purchase)* not for money, he is not interested in these services.
   2. On the labour market the seller may be *(providing / looking for)* a buyer as much as the buyer *(provides / looks for)* the seller.
   3. Advanced economies may *(be due / vary)* greatly *(to / in)* the importance of their governments for economic development.
   4. If an industry's demand for resources is *(supplied j met)* in *(due / due to)* time, we can expect the industry to develop at a rapid rate (быстрыми темпами).
   5. The US economists expect agriculture *(profitable /profitability)* to grow rapidly in the near future.
   6. The government feels housing in the (*area / environment)* requires improvement.
   7. In the first years of perestroyka an enormous housing programme was adopted. The government pledged (торжественно обещать) to *(provide / supply)* a flat or house for each family by the year of 2000.
   8. Trade unionists consider a minimum wage to be *(an incentive / a disincentive)* for employers to give jobs to workers with little human capital.
   9. One knows firms to carry on *(business /purchase)* for the purpose of making profit.

   **14.  Составьте предложения:**

**а) из двух подходящих по смыслу частей:**

   1. Economists believe the price of land
   2. Economists expect the price of ore
   3. They expect rising prices for mineral resources
   4. Economists believe a low wage level
   5. We expect farmers
   6. We don't believe the rent in the area
   7. Economists don't believe the present-day condition in mining
   8. We don't believe cost of production in mining
   9. Economists believe profitability of housing
   10. We don't expect the farmer

   a. to be a disincentive for potential investors.
   b. to lease the land as he has enough money to purchase it.
   c. to be high enough to scare off (отпугнуть) all potential tenants.
   d. to meet the requirements of potential investors.
   e. to be too high to make the industry profitable.
   f. to change due to a change in its condition.
   g. to rise as its supply reduces.
   h. to apply fertilizers on this poor soil.
   i. to be a disincentive for businessmen to look for capital-intensive technologies.
   j. to be a strong enough incentive for people to look for their substitutes;

**б)  из частей *А, В,* и С. Вставьте в нужном месте глаголы  *make* или *let* в соответствующей форме, образуя конструкцию «сложное дополнение».**   A
   1. The small rent
   2. A large supply of raw materials and spare parts (запасные части)
   3. Profitability of housing in areas near big cities
   4. Used up supplies of mineral resources
   5. An increased rent

   В
   the manager landowners tenant farmers the enterprise

   С
   work smoothly *(зд.* без остановок), make their farms profitable, transfer land from farming to housing, raise the price of the output.
   transfer land from mining to other uses.

**Part 2**

**1. Прочитайте незнакомые слова перед прослушиванием текста.**

queue – очередь

be under warranty – быть на гарантийном обслуживании

be at wit's end – быть в тупике

ultimate – последний, окончательный

**2. Прослушайте текст «Computer Sales and Repairs» (для прослушивания кликните один раз на приведенную ниже ссылку, удерживая клавишу «Ctrl», после загрузки страницы нажмите на кнопку проигрывателя).**

Ссылка для прослушивания: <http://esl-lab.com/computer/computer-rd1.htm>

**3. Выберите правильный вариант ответа.**

1. What is the man's main problem with his computer?

A. It crashes a lot

B. His computer has a virus

C. It has a lot of junk software

2. What is the issue with the computer warranty?

A. The warranty has expired since he bought the computer

B. The warranty isn't valid because didn't register the computer

C. The warranty doesn't cover software issues and problems

3. What can we infer from the first company's response to the caller?

A. They sent the man the wrong computer in the first place

B. The company doesn't provide warranties for their products

C. They are understaffed to handle customer complaints

4. Which of the following is a main selling point for the second company being advertised?

A. Their products are the newest on the market

B. The computers are cheaper than those sold by competitors

C. The company manufactures secure and trustworthy machines

5. What is the name of the second company?

A. Turbo Command

B. Turvo Computers

C. Turban Camando

**4. Выразите свою точку зрения.**

1. What everyday problems do people who work at finance departments of international companies have?

2. How often do you work on a computer? How does computer help you at your work / study?

3. What are some common computer problems that people encounter when running their machines, and what issues can cause them? When you encounter such problems, what do you do to resolve them: seek help from a friend, consult a computer store, or read a computer book or magazine?

При ответе используйте фразы:

|  |  |
| --- | --- |
| To my mind … | In my experience … |
| In my opinion … | As far as I understand … |
| On the one hand, …on the other hand  | From my point of view … |
| If my memory serves me right … | If I am not mistaken … |
| It seems to me that … | Personally, I think … |
| My personal view is that … | I am sure/certain/convinced that … |
| The fact is that … | This proves that … |
| It is obvious that … | There is no doubt that … |

**Part 3**

**Напишите письмо-приглашение, используя задания ниже. Используйте раздел «Перечень устойчивых фраз для написания письма», приведенный в конце пособия.**

You are a Chief Executive Officer of Welldone Computer Corporation. On 12.06.2011 your company holds a business conference dedicated to the issues of Computer Technologies in Economics.

a) write an invitation letter to your partner Jack Halary who works for CompUtair ltd. As a Financial Director;

b) ask him to take part in the conference;

c) express your hope for the future cooperation.

**Unit 3**

**Part 1**

***Грамматика и лексика****:*
   **1. Причастия I и II (повторение)**   2. **Слова some, the same**
   3. **Значения слова as и сочетаний с ним**
   4. **Степени сравнения прилагательных и наречий, сравнительные конструкции**
   5. **Числительные**

***Задание на дом***

   **1. В разделе «Грамматические материалы» проработайте § 1, 2, 19 и 22.**

 **2. Отработайте чтение числительных и употребление связанных с ними слов.**

     В экономических текстах часто встречаются цифровые показатели и выражения с числительными. Давайте научимся правильно произносить их по-английски.
    У простых дробей в числителе указывается количественное числительное, а в знаменателе – порядковое. Если числитель больше 1, знаменатель употребляется во множественном числе. Например – one– fourth; 2/3 – two-thirds.
    **Прочитайте простые дроби:** 3/4, 1/6, 3/8, 1/5
   В десятичных дробях после целых чисел *ставится не запятая, а точка,* которая читается point. Например: 1.53 – one point fifty-three.
**Прочитайте десятичные дроби:**3.71; 83.12; 17.4; 20.5; 11.33
   Когда речь идет об изменении каких-либо показателей, то по– русски говорят *увеличился на 3 %.* В английском языке предлогу *на* соответствует предлог by. Например: grew by 3 percent,
    **Скажите по-английски:**

 возрос на 1,7 %; уменьшился (decreased) на 8 %; возрос на 1/3; уменьшился на 2/5.; возрос на 25 %; уменьшился на 30,1 %
     Русскому обороту *в… раз* соответствует английское слово… times без предлога. Например: *уменьшился в два раза*– decreased two times.
    **Скажите по-английски:**уменьшился в три раза; увеличился в четыре раза; уменьшился во много раз; увеличился в пять раз
    Часто говорят *увеличился (уменьшился) с… до*… – increased (decreased) from… to…
    **Скажите по-английски:** уменьшился с 103 % в 1988 г. до 58 % в 1999 г.; увеличился с 30 тысяч тонн в 1992 г. до 45 тысяч тонн в 1998 г.; увеличился с $23 500 в 1997 г. до $24 630 в 1998 г.

   **3. Образуйте причастия I и II от следующих глаголов, назовите их русские эквиваленты:**

to work, to allocate, to limit, to analyze, to say, to make, to produce, to study, to buy, to give

   **4. Переведите следующие предложения на русский язык, обращая внимание на функции причастий:**

   1. Exports are goods and services sold to other countries.
   2. In free market economies changes in price are never results of regulations imposed by governments.
   3. Imposing some restrictions on food prices, governments make it possible for all the people to buy enough food.
   4. The 3.8 billion (миллиард) people of the world in the early 1970s had about 20 percent more to eat than the 2.7 billion living 20 years earlier.
   5. Knowing that their resources are limited, people make a decision how to allocate them in the best possible way (наилучшим образом).
   6. The government can regulate monopolies controlling the prices or supplying the products itself.

   **5. Образуйте степени сравнения следующих прилагательных и наречий и переведите их на русский язык:**
   a) large, old, few, new; high, poor, low;
   b) good, bad, little, many;
   c) important, reliable, effective, difficult, limited, developed, popular;
   d) effectively, soon, successfully, quickly, often, slowly, much, well

   **6. Прочитайте и переведите текст.**

**3. Supply and demand**



The [supply and demand](http://en.wikipedia.org/wiki/Supply_and_demand) model describes how prices vary as a result of a balance between product availability and demand. The graph depicts an increase (that is, right-shift) in demand from D1 to D2 along with the consequent increase in price and quantity required to reach a new equilibrium point on the supply curve (S).

[Prices and quantities](http://en.wikipedia.org/wiki/Prices_and_quantities) have been described as the most directly observable attributes of goods produced and exchanged in a [market](http://en.wikipedia.org/wiki/Market) economy. The theory of supply and demand is an organizing principle for explaining how prices coordinate the amounts produced and consumed. In [microeconomics](http://en.wikipedia.org/wiki/Microeconomics), it applies to price and output determination for a market with [perfect competition](http://en.wikipedia.org/wiki/Perfect_competition), which includes the condition of no buyers or sellers large enough to have price-setting [power](http://en.wikipedia.org/wiki/Market_power).

For a given market of a [commodity](http://en.wikipedia.org/wiki/Good_%28economics_and_accounting%29), demand is the relation of the quantity that all buyers would be prepared to purchase at each unit price of the good. Demand is often represented by a table or a graph showing price and quantity demanded (as in the figure). [Demand theory](http://en.wikipedia.org/wiki/Consumer_theory) describes individual consumers as [rationally](http://en.wikipedia.org/wiki/Rational_choice_theory) choosing the most preferred quantity of each good, given income, prices, tastes, etc. A term for this is 'constrained utility maximization' (with income and [wealth](http://en.wikipedia.org/wiki/Wealth_%28economics%29) as the [constraints](http://en.wikipedia.org/wiki/Budget_constraint) on demand). Here, [utility](http://en.wikipedia.org/wiki/Utility) refers to the hypothesized relation of each individual consumer for ranking different commodity bundles as more or less preferred.

The [law of demand](http://en.wikipedia.org/wiki/Law_of_demand) states that, in general, price and quantity demanded in a given market are inversely related. That is, the higher the price of a product, the less of it people would be prepared to buy of it (other things [unchanged](http://en.wikipedia.org/wiki/Ceteris_paribus)). As the price of a commodity falls, consumers move toward it from relatively more expensive goods (the [substitution effect](http://en.wikipedia.org/wiki/Substitution_effect)). In addition, [purchasing power](http://en.wikipedia.org/wiki/Purchasing_power) from the price decline increases ability to buy (the [income effect](http://en.wikipedia.org/wiki/Income_effect)). Other factors can change demand; for example an increase in income will shift the demand curve for a [normal good](http://en.wikipedia.org/wiki/Normal_good) outward relative to the origin, as in the figure.

Supply is the relation between the price of a good and the quantity available for sale at that price. It may be represented as a table or graph relating price and quantity supplied. Producers, for example business firms, are hypothesized to be profit-maximizers, meaning that they attempt to produce and supply the amount of goods that will bring them the highest profit. Supply is typically represented as a directly-proportional relation between price and quantity supplied (other things unchanged). That is, the higher the price at which the good can be sold, the more of it producers will supply, as in the figure. The higher price makes it profitable to increase production. Just as on the demand side, the position of the supply can shift, say from a change in the price of a productive input or a technical improvement.

[Market equilibrium](http://en.wikipedia.org/wiki/Market_equilibrium) occurs where quantity supplied equals quantity demanded, the intersection of the supply and demand curves in the figure above. At a price below equilibrium, there is a shortage of quantity supplied compared to quantity demanded. This is posited to bid the price up. At a price above equilibrium, there is a surplus of quantity supplied compared to quantity demanded. This pushes the price down. The [model](http://en.wikipedia.org/wiki/Model_%28economics%29) of supply and demand predicts that for given supply and demand curves, price and quantity will stabilize at the price that makes quantity supplied equal to quantity demanded. Similarly, demand-and-supply theory predicts a new price-quantity combination from a shift in demand (as to the figure), or in supply.

For a given quantity of a consumer good, the point on the demand curve indicates the value, or [marginal utility](http://en.wikipedia.org/wiki/Marginal_utility), to consumers for that unit. It measures what the consumer would be prepared to pay for that unit. The corresponding point on the supply curve measures [marginal cost](http://en.wikipedia.org/wiki/Marginal_cost), the increase in total cost to the supplier for the corresponding unit of the good. The price in equilibrium is determined by supply and demand. In a [perfectly competitive market](http://en.wikipedia.org/wiki/Perfect_competition), supply and demand equate marginal cost and marginal utility at equilibrium.

Other applications of demand and supply include the [distribution of income](http://en.wikipedia.org/wiki/Distribution_%28economics%29) among the [factors of production](http://en.wikipedia.org/wiki/Factors_of_production), including labour and capital, through factor markets. In a competitive [labour market](http://en.wikipedia.org/wiki/Labour_market) for example the quantity of labour employed and the price of labour (the wage rate) depends on the [demand for labour](http://en.wikipedia.org/wiki/Labour_economics#Neoclassical_microeconomic_model_.E2.80.94_Demand) (from employers for production) and supply of labour (from potential workers).

**7. Соотнесите слова и их определения.**

|  |  |
| --- | --- |
| 1. producer | a. the idea that the price of goods and services depends on how much of something is being sold and how many people want to buy it |
| 2. surplus | b. the usefulness of something |
| 3. supply and demand  | c. more than is needed |
| 4. labour | d. a company, country or person that makes goods |
| 5. utility | e. practical work, especially that which involves physical effort |

**8. Переведите следующие слова и выражения на английский язык.**

|  |  |
| --- | --- |
| 1. рыночная экономика | 6. рыночное равновесие |
| 2. предельная полезность | 7. факторы производства |
| 3. рынок труда | 8. эффект замещения |
| 4. предельная стоимость | 9. закон спроса |
| 5. рынок с совершенной конкуренцией | 10. распределение доходов |

**9. Переведите следующие слова и выражения на русский язык.**

|  |  |
| --- | --- |
| 1. demand-and-supply theory | 6. profit-maximizers |
| 2. [demand for labour](http://en.wikipedia.org/wiki/Labour_economics#Neoclassical_microeconomic_model_.E2.80.94_Demand) | 7. [purchasing power](http://en.wikipedia.org/wiki/Purchasing_power) |
| 3. [income effect](http://en.wikipedia.org/wiki/Income_effect) | 8. [perfect competition](http://en.wikipedia.org/wiki/Perfect_competition) |
| 4. product availability | 9. [law of demand](http://en.wikipedia.org/wiki/Law_of_demand) |
| 5. [normal good](http://en.wikipedia.org/wiki/Normal_good) | 10. supply curve |

**10. Выберите правильный вариант ответа.**

1. [………](http://en.wikipedia.org/wiki/Consumer_theory) describes individual consumers as [rationally](http://en.wikipedia.org/wiki/Rational_choice_theory) choosing the most preferred quantity of each good, given income, prices, tastes, etc.

a) supply theory b) market equilibrium c) demand theory

2. The point on the demand curve indicates [……….](http://en.wikipedia.org/wiki/Marginal_utility) to consumers for a given customer good.

a) [marginal utility](http://en.wikipedia.org/wiki/Marginal_utility) b) supply c) [perfect competition](http://en.wikipedia.org/wiki/Perfect_competition)

3. The quantity of labour employed and the price of labour (the wage rate) depends on the [………..](http://en.wikipedia.org/wiki/Labour_economics#Neoclassical_microeconomic_model_.E2.80.94_Demand)

a) [purchasing power](http://en.wikipedia.org/wiki/Purchasing_power) b) [demand for labour](http://en.wikipedia.org/wiki/Labour_economics#Neoclassical_microeconomic_model_.E2.80.94_Demand) c) [income effect](http://en.wikipedia.org/wiki/Income_effect)

4. The …………. describes how prices vary as a result of a balance between product availability and demand.

a) normal good b) demand for labour c) [supply and demand](http://en.wikipedia.org/wiki/Supply_and_demand) model

5. Producers, for example business firms, are hypothesized to be ………….

a) market b) profit-maximizers c) consumers

**11. Ответьте на вопросы.**

1. What does the [supply and demand](http://en.wikipedia.org/wiki/Supply_and_demand) model describe?

2. What do [factors of production](http://en.wikipedia.org/wiki/Factors_of_production) include?

3. When does [market equilibrium](http://en.wikipedia.org/wiki/Market_equilibrium) occur?

4. What does [demand theory](http://en.wikipedia.org/wiki/Consumer_theory) describe?

5. What are profit-maximizers?

   ***Аудиторная работа***

   **12. Определите по суффиксам, к каким частям речи относятся следующие слова:**

   information, develop, situation, growth, productive, productivity, investment, important, agricultural, importance, health, industrial, wealth, worker, active, activity

   **13. Выберите из приведенных ниже слов пары однокоренных глаголов и существительных и переведите их на русский язык.**

   to fall, consumer, to stabilize, organization, demand, to sell, buyer, influence, to invest, to improve, consumption, fall, improvement, stabilization, to intervene, to organize, investment, seller, to consume, to buy, to demand, increase, to reduce, reduction, to influence, to increase, intervention

   **14. Переведите следующие предложения на русский язык, обращая внимание на причастные обороты:**

   1., In East-European countries consumers couldn't get goods, and factories couldn't buy inputs at prices held low by governments.
   2. Governments intervene in economies controlling the supply of money, limiting monopolies and helping private industries.
   3. An improvement in technology will increase the supply of a good, increasing the quantity supplied at each possible price.
   4. Governments regulate economic activities imposing some restrictions.
   5. The governments can influence for whom goods are produced, taking income away from some people and giving it to others.
   6. The high price for a good is the market mechanism telling suppliers it is now time to increase production.
   7. The developing countries hope that the industrial countries will raise imports from the less developed countries imposing tariffs on imports from other industrial countries.
   8. Income is money of all kinds coming in regularly to a person, family or organization.
   9. Active money is money going from man to man and used by the people in buying and selling goods and services.
   10. Reducing our imports, we decrease the exports of others.
   11. At prices above equilibrium we have a situation known as excess supply, or surplus.

   **15. Выберите подходящее по смыслу слово из предлагаемых в скобках вариантов.**

   1. The fashion for miniskirt *(increased/ reduced)* the demand for textile materials.
   2. Even in *(some/the same)* middle-income countries many people are very poor.
   3. Government regulations sometimes *(decrease/ impose)* a change in *(technology/quantity)* that producers do not want to use.
   4. Stabilization of prices is of great importance to industrial nations *(as well as /as well)* the Third World countries.
   5. Freeing up (освобождение) prices leads to their *(decrease/increase).*
   6. *(Inferior/normal)* goods are usually low-quality goods for which there are higher-quality *(improvements/substitutes)* sold at higher prices.
   7. A decrease in *(complement/input)* prices makes the production less expensive.

   **16. Закончите предложения, использовав сравнительные конструкции со словами *than* или *as.***

   1. The market is in equilibrium when the demanded quantity is as large…
   2. Prices rise when they are not so high…
   3. Prices rise when they are lower…
   4. We may have excess supply if prices are higher…
   5. The demand for inferior goods at high incomes will not be as high…

   **17. Вставьте предлоги, где это необходимо.**

   1… a mixed economy the government may be a producer… private goods, for example, steel and motor cars.
   2. An increase… the price… an input will lead to a reduction… the demand… that input.
   3. The firm can sell as much as it wants… the market price.
   4. A consumer's tastes and income as well as prices… other goods influence… his or her demand.
   5. Consumers almost always respond to an increase… a good's price… a reduction… the quantity… it consumed… them.
   6. A change… the supply… a good and… its demand both influence… its equilibrium price.
   7. Rupert Murdoch, the media magnate, is planning to supply the services… his network… satellites… Internet development. If Internet is operated… satellites, there will be access… it… televisions and mobile phones, not only… personal computers… the near future.
   8… a command economy, plans are imposed… producers… government agencies.
   9. Scientists and engineers have been developing substitutes… natural building materials… several past decades.
   10. Supplying people… food as well as industry… raw materials, agriculture is… great importance… an economy.

**Part 2**

**1. Прочитайте незнакомые слова перед прослушиванием текста.**

literacy – грамотность

deadline – конечный срок

apply – подавать заявление

**2. Прослушайте текст «English Language Center» (для прослушивания кликните один раз на приведенную ниже ссылку, удерживая клавишу «Ctrl», после загрузки страницы нажмите на кнопку проигрывателя).**

Ссылка для прослушивания: <http://esl-lab.com/elc/elcrd1.htm>

**3. Выберите правильный вариант ответа.**

1. Which was NOT mentioned as part of the purpose of the English Language Center?

A. to help international students prepare to enter institutions of higher learning

B. to teach students how to use English in their daily lives and at work

C. to provide work opportunities for graduating students in the community

2. What is one course taught at the English Language Center?

A. business English

B. US Culture

C. TOEFL

3. If the Fall semester begins on August 29th, by what date should one apply to the program?

A. May 29th

B. June 29th

C. July 29th

4. What is the tuition for a full-time student?

A. $2030

B. $2300

C. $2013

5. Which one was NOT mentioned as part of the application packet a student must send to the center?

A. sponsorship form

B. high school transcripts

C. application fee

**4. Выразите свою точку зрения.**

1. Tell in a few words what the theory of demand and supply is.

2. Imagine you are a Product Manager of a computer corporation. Two years ago the goods of your company were sold in large amount on the market. Now your sales are very poor. Think what you can do to increase sales.

3. How do you understand the expression “Where there is demand, there is supply”?

При ответе используйте фразы:

|  |  |
| --- | --- |
| To my mind … | In my experience … |
| In my opinion … | As far as I understand … |
| On the one hand, …on the other hand  | From my point of view … |
| If my memory serves me right … | If I am not mistaken … |
| It seems to me that … | Personally, I think … |
| My personal view is that … | I am sure/certain/convinced that … |
| The fact is that … | This proves that … |
| It is obvious that … | There is no doubt that … |

**Part 3**

**Ответьте на нижеприведенное письмо. Используйте раздел «Перечень устойчивых фраз для написания письма», приведен-ный в конце пособия.**

|  |
| --- |
| 05.02.2011 Sergey SakharovRusInvestment ltd.12 Prospect Mira, Moscow, Russia, 425450Dear Mr. Sakharov,We are glad to send you the information on the forthcoming Detroit Auto Show exhibition that will take place on 11 - 24 March 2011 upon your request (see the attached file). You will have opportunity to see new models and concept cars and make investments to develop concept cars for future sale.Please let us know if you would like to take part in this event so that we could send you the invitation letter to get the visa ready and book a room at the hotel. Also we would like to you to let us know what group discussion you would like to take part in: - Investment in Concept Cars;- Investment in Car Market;- Hybrid Automobiles Investment;Best regards, Stuart Field Chiefe Executive of Detroit Auto Show16 West Street,Detroit, USA546789 |

**Unit 4**

**Part 1**

 ***Грамматика***:
**1**. **Причастие II в постпозиции**
**2.** **Глаголы, выражающие долженствование**
   **3**. **Временные формы глаголов и причастий I и II (*повторение)******Задание на дом***

   **1. В разделе «Грамматические материалы» проработайте § 2, 3, 7 и 17.**

 **2. Переведите следующие предложения на русский язык, обращая внимание на способы выражения долженствования:**

   As the price of one good rises, the consumer has to buy another good, whose price has not risen.
   Government regulations should be in the interests of society.
   The buyers have to reconcile what they want to do and what the market will allow them to do.
   We ought to answer the question what should be done now to prepare managers on whom we'll be able to rely in the year 2010.
   A foreign company in Great Britain must give certain information about itself to the government offices. It must also write its name and country of registration on all its documents.
   The limited supply of energy in some sectors of the US economy is to lead to changes in the economic situation as a whole.
   Making a decision, the economist should rely on all the information that he can find.
   You ought to have the firm re-registered as soon as possible or you may have trouble.

   **3. Переведите следующие предложения на русский язык, обращая внимание на употребление причастия в постпозиции.**

   The economist is investigating how an increase in the price of one good influences the quantity of another good demanded.
   When all goods are normal, a reduction in income will reduce the quantity demanded of all goods.
   As incomes rise, the quantity of food bought will rise but only a little.
   Demand is the quantity needed of a good.
   As the quantity supplied increases with an improvement in technology, firms seek to produce more at the same price level.
   Production is the entire quantity of the goods produced.

   **4. Прочитайте и переведите текст.**

**4. Market failure**

[Pollution](http://en.wikipedia.org/wiki/Pollution) can be a simple example of market failure. If [costs of production](http://en.wikipedia.org/wiki/Costs_of_production) are not borne by producers but are by the environment, accident victims or others, then prices are distorted.

The term "[market failure](http://en.wikipedia.org/wiki/Market_failure)" encompasses several problems which may undermine standard economic assumptions. Although economists categorise market failures differently, the following categories emerge in the main texts.

[Natural monopoly](http://en.wikipedia.org/wiki/Natural_monopoly), or the overlapping concepts of "practical" and "technical" monopoly, is an extreme case of failure of competition as a restraint on producers. The problem is described as one where the more of a product is made, the greater the unit costs are. This means it only makes economic sense to have one producer.

[Information asymmetries](http://en.wikipedia.org/wiki/Information_asymmetries) arise where one party has more or better information than the other. The existence of information asymmetry gives rise to problems such as [moral hazard](http://en.wikipedia.org/wiki/Moral_hazard), and [adverse selection](http://en.wikipedia.org/wiki/Adverse_selection), studied in [contract theory](http://en.wikipedia.org/wiki/Contract_theory). The economics of information has relevance in many fields, including [finance](http://en.wikipedia.org/wiki/Finance), [insurance](http://en.wikipedia.org/wiki/Insurance), [contract law](http://en.wikipedia.org/wiki/Contract_law), and decision-making under risk and uncertainty.

[Incomplete markets](http://en.wikipedia.org/wiki/Incomplete_markets) is a term used for a situation where buyers and sellers do not know enough about each other's positions to price goods and services properly. Based on [George Akerlof](http://en.wikipedia.org/wiki/George_Akerlof)'s article, the paradigm example is of a dodgy second hand car market. Customers without the possibility to know for certain whether they are buying a "lemon" will push the average price down below what a good quality second hand car would be. In this way, prices may not reflect true values.

[Public goods](http://en.wikipedia.org/wiki/Public_goods) are goods which are undersupplied in a typical market. The defining features are that people can consume public goods without having to pay for them and that more than one person can consume the good at the same time.

[Externalities](http://en.wikipedia.org/wiki/Externalities) occur where there are significant social costs or benefits from production or consumption that are not reflected in market prices. For example, air pollution may generate a negative externality, and education may generate a positive externality (less crime, etc.). Governments often tax and otherwise restrict the sale of goods that have negative externalities and subsidize or otherwise promote the purchase of goods that have positive externalities in an effort to correct the price [distortions](http://en.wikipedia.org/wiki/Distortions_%28economics%29) caused by these externalities. Elementary demand-and-supply theory predicts equilibrium but not the speed of adjustment for changes of equilibrium due to a shift in demand or supply.

In many areas, some form of [price stickiness](http://en.wikipedia.org/wiki/Price_stickiness) is postulated to account for quantities, rather than prices, adjusting in the short run to changes on the demand side or the supply side. This includes standard analysis of the [business cycle](http://en.wikipedia.org/wiki/Business_cycle) in [macroeconomics](http://en.wikipedia.org/wiki/Macroeconomics). Analysis often revolves around causes of such price stickiness and their implications for reaching a hypothesized long-run equilibrium. Examples of such price stickiness in particular markets include wage rates in labour markets and posted prices in markets [deviating](http://en.wikipedia.org/wiki/Imperfect_competition) from [perfect competition](http://en.wikipedia.org/wiki/Perfect_competition).

[Macroeconomic instability](http://en.wikipedia.org/wiki/Macroeconomics), addressed below, is a prime source of market failure, whereby a general loss of business confidence or external shock can grind production and distribution to a halt, undermining ordinary markets that are otherwise sound.

Some specialised fields of economics deal in market failure more than others. The [economics of the public sector](http://en.wikipedia.org/wiki/Economics_of_the_public_sector) is one example, since where markets fail, some kind of regulatory or government programme is the remedy. Much [environmental economics](http://en.wikipedia.org/wiki/Environmental_economics) concerns externalities or "[public bads](http://en.wikipedia.org/wiki/Public_bad)".

[Policy](http://en.wikipedia.org/wiki/Policy) options include regulations that reflect [cost-benefit analysis](http://en.wikipedia.org/wiki/Cost-benefit_analysis) or market solutions that change incentives, such as [emission fees](http://en.wikipedia.org/wiki/Emissions_trading) or redefinition of property rights.

**5. Соотнесите слова и их определения.**

|  |  |
| --- | --- |
| 1. insurance | a. money provided by a bank or other institution to help buy or do something |
| 2. finance | b. protection against something bad happening |
| 3. decision-making | c. someone who buys goods or services |
| 4. customer | d. an advantage, improvement, or help that you get from something |
| 5. benefit | e. the process of making important decisions |

**6. Переведите следующие слова и выражения на английский язык.**

|  |  |
| --- | --- |
| 1. рыночная цена | 6. внешние факторы экономической деятельности |
| 2. совершенная конкуренция | 7. естественная монополия |
| 3. государственный сектор | 8. рыночная неэффективность |
| 4. негибкость цены | 9. несовершенный рынок |
| 5. общественные товары (блага) | 10. издержки производства |

**7. Переведите следующие слова и выражения на русский язык.**

|  |  |
| --- | --- |
| 1. external shock | 6. [business cycle](http://en.wikipedia.org/wiki/Business_cycle) |
| 2. [macroeconomic instability](http://en.wikipedia.org/wiki/Macroeconomics) | 7. undermine markets |
| 3. wage rates | 8. consumption |
| 4. information asymmetry | 9. restraint on producers |
| 5. second hand car market | 10. good quality  |

**8. Выберите правильный вариант ответа.**

1. […………](http://en.wikipedia.org/wiki/Incomplete_markets) is a situation where buyers and sellers do not know enough about each other's positions to price goods and services properly.

a) business cycle b) competition c) incomplete market

2. [………….](http://en.wikipedia.org/wiki/Externalities) occur where there are significant social costs or benefits from production or consumption that are not reflected in market prices.

a) emission fees b) [externalities](http://en.wikipedia.org/wiki/Externalities) c) wage rates

3. [………](http://en.wikipedia.org/wiki/Macroeconomics) is a prime source of market failure.

a) [macroeconomic instability](http://en.wikipedia.org/wiki/Macroeconomics) b) consumption c) restraint on producers

4. [……….](http://en.wikipedia.org/wiki/Information_asymmetries) arise where one party has more or better information than the other.

a) [information asymmetries](http://en.wikipedia.org/wiki/Information_asymmetries) b) external shocks c) restraint on producers

5. […………](http://en.wikipedia.org/wiki/Public_goods) are goods which are undersupplied in a typical market.

a) private goods b) personal goods c) [public goods](http://en.wikipedia.org/wiki/Public_goods)

**9. Ответьте на вопросы.**

1. When does market failure happen?

2. What is information asymmetry?

3. What is [cost-benefit analysis](http://en.wikipedia.org/wiki/Cost-benefit_analysis)?

4. What are public goods?

5. What is incomplete market?

   ***Аудиторная работа***

    **10. Переведите следующие прилагательные**
   *а)* с отрицательными приставками:
   ineffective – effective (эффективный); inactive – active (активный); irregular – regular (регулярный); improper – proper (правильный);
   б) образованные от существительных при помощи суффиксов*– fid* (обозначает наличие качества) и*– less* (обозначает отсутствие качества):
   landless, fruitful, fruitless, endless, resourceful

   **11. Напишите русские эквиваленты следующих интернациональных слов. Сгруппируйте слова по частям речи.**

   reserve, traditionally, to finance, industrialization, to exploit, politician, quota, strategy, exports, imports, tariff, protectionism, statistics, license, energy, dynamic, equivalent, dividend, subsidy, corruption, specific, special, partner, to calculate, calculation, migration, investment, rent, real, indicator, privatization, standard

   **12. Назовите номера предложений, в которых причастие в функции определения употреблено в постпозиции.**

   1. Reductions in income increase the quantity demanded if a good is inferior.
   2. There is an assumption that the consumer chooses the good having the greatest utility for him.
   3. The entire quantity produced does not have to be sold at once.
   4. The utility depends on the quantities of the goods consumed.
   5. Marginal utility is the utility obtained from that unit of a good that a consumer thinks is important for him to obtain.
   6. As consumers prefer more to less, an increase in the amount of a good bought increases utility.
   7. The consumer will always prefer buying the good that gives him more marginal utility per dollar spent.

   **13. Переведите следующие предложения на русский язык, обращая внимание на глаголы, выражающие долженствование.**

   1. The consumer has to decide by how much the good *A* is preferred to the good B.
   2. A great increase in the supply of money in the form of bank notes and bank credit is to result in inflation, that is, a rise in the general level of prices.
   3. If prices change, the consumer will have to change the quantities demanded if he is to maintain utility at the same level.
   4. Not all partners in a firm must take an active part in management.
   5. The economist should be able to say which factors affect the allocation of resources for producing a particular good.
   6. He ought to take a more active part in decision making on the exports strategy of the company.
   7. Provided additional inputs are to be obtained, producers must have smaller risks of a fall of price between the time of making a decision and the time of selling their products.
   8. Having the aim to maximize profit, the producer should make a decision how to reduce inputs.

   **14. Замените русские слова в скобках их английскими эквивалентами.**

   1. Large quantities of one good may be needed for compensating small reduction in the other good if a (*постоянный*) level of*(полезности)* is *(должен поддерживаться).*
   2. In a free market it *(предполагается)* that every producer seeks to *(максимизировать)* profits by selling the product at the highest possible price, and every buyer seeks to *(максимизировать полезность)* by obtaining the product at the lowest possible price.
   3. Consumer demand is not the quantity that the consumers would like to have but the quantity that they want to pay for,*(то есть),* demand in the economic sense (смысл).
   4. Economic system is the *(конкретный)* way in which the economic activity in a country is organized, such as capitalism or socialism.
   5. The model of consumer *(расходы)* on different goods *(зависит от)* the level of consumer income.
   6. Increases in the quantities demanded typically *(изменяются)* with different goods as incomes rise.
   7. Energy demand will increase at about 3.6 percent *(в год) (в)* the coming ten years in the USA

   **15. Выберите правильную форму причастия из предлагаемых в скобках вариантов.**

   1. Market is an *(organizing / organized)* group of buyers and sellers of a particular good who are in contact with each other and who know the level of demand and supply so that there is only one price *(calling/called)* the market price.
   2. Changes in prices of the products *(producing/produced)* with the same resources will change the supply.
   3. The economist is interested in factors *(affecting/affected)* the allocation of resources for producing particular goods.
   4. Excess supply is a situation in which, at a certain price, the quantity of a particular product *(demanding/demanded)* by buyers is less than the quantity *(supplying/ supplied)* by industry.
   5. Improvements in technology may be a factor (*leading to / led to)* changes in supply

**Part 2**

**1. Прочитайте незнакомые слова перед прослушиванием текста.**

break even - не приносить ни прибыли, ни убытка

throw in – добавлять, вставлять

**2. Прослушайте текст «Street Market» (для прослушивания кликните один раз на приведенную ниже ссылку, удерживая клавишу «Ctrl», после загрузки страницы нажмите на кнопку проигрывателя).**

Ссылка для прослушивания: <http://esl-lab.com/flea/fleard1.htm>

**3. Выберите правильный вариант ответа.**

1. Why did the man not buy the ring for sale?

A. He doesn't think it is very special

B. Someone else bought it before him

C. He has no need for a ring

D. The ring is too small

2. What is the problem with the CD player?

A. The buttons are scratched

B. The CD casing is chipped

C. The handle is damaged

D. The display is loose

3. The man is not interested in the leather jacket because:

A. it is stained
B. he already has one

C. its too expensive
D. the seams are coming undone

4. What is the customer's initial counter offer for the records?

A. $25

B. $28

C. $30

D. $35

5. From the conversation, what does the customer probably purchase from the merchant in the end?

A. only records

B. only a vase

C. some records and a vase

D. nothing

**4. Выразите свою точку зрения.**

1. What is a market? What other meanings does this word have?

2. What is market economy? Is Russia a market economy?

3. Imagine you are a product manager of a fast food company. Your company possesses 5% of the fast food industry market share. What can you do to increase your market share?

При ответе используйте фразы:

|  |  |
| --- | --- |
| To my mind … | In my experience … |
| In my opinion … | As far as I understand … |
| On the one hand, …on the other hand  | From my point of view … |
| If my memory serves me right … | If I am not mistaken … |
| It seems to me that … | Personally, I think … |
| My personal view is that … | I am sure/certain/convinced that … |
| The fact is that … | This proves that … |
| It is obvious that … | There is no doubt that … |

**Part 3**

**Напишите письмо-подтверждение на нижеприведенное письмо. Используйте раздел «Перечень устойчивых фраз для написания письма», приведенный в конце пособия.**

You have received goods from your supplier.

a) write confirmation letter;

b) confirm receiving the goods;

c) thank Mr. Farley for goods delivery.

|  |
| --- |
| 16th March 2010The Secretary Security Inc.15, South Street,New-York, USADear Mr. Williams, In accordance with our shipment agreement we have delivered 300 units of our surveillance cameras on 18.04.2011. Please confirm receiving the purchases upon delivery. Best regards, Nick Farley  |

**Unit 5**

**Part 1**

***Грамматика***:
   1. **Временные формы глаголов и причастий I и II (*повторение)***2.**Бессоюзное присоединение определительных придаточных предложений*****Задание на дом***

    **1. В разделе «Грамматические материалы» проработайте § 17 и 9.**

**2. Переведите следующие предложения на русский язык, обращая внимание на бессоюзное присоединение определительных придаточных предложений.**

    The European economy of the 2020s will be very different from that of the Europe we have known for the last decades.
    Higher incomes have much more influence on the way people eat (more meat, less bread) than on the amount they eat.
    With changed prices the consumer has to change the quantities he demands if he is to maintain utility at the same level.
    Real income is the amount of the goods and services a consumer can buy with his money income.
    A consumer is a person who consumes the products and services he buys.
    The price at the time the good is ready for marketing may be different from the price at the time the decision to produce it was made.

   **3. Прочитайте и переведите текст.**

**5. Budget**

The process of calculating the costs of starting a small business begins with a list of all necessary purchases including tangible assets (for example, equipment, inventory) and services (for example, remodeling, insurance), [working capital](http://en.wikipedia.org/wiki/Working_capital), sources and collateral. The budget should contain a narrative explaining how you decided on the amount of this reserve and a description of the expected financial results of business activities. The assets should be valued with each and every cost. All other expenses are like labour factory overhead all freshmen expenses are also included into business budgeting.

The budget of a [company](http://en.wikipedia.org/wiki/Company_%28law%29) is often compiled annually, but may not be. A finished budget, usually requiring considerable effort, is a plan for the short-term future, typically one year. While traditionally the Finance department compiles the company's budget, modern software allows hundreds or even thousands of people in various departments (operations, human resources, IT, etc.) to list their expected revenues and expenses in the final budget.

If the actual figures delivered through the budget period come close to the budget, this suggests that the managers understand their business and have been successfully driving it in the intended direction. On the other hand, if the figures diverge wildly from the budget, this sends an 'out of control' signal, and the share price could suffer as a result.

A budget is a fundamental tool for an [event director](http://en.wikipedia.org/wiki/Event_management) to predict with reasonable accuracy whether the event will result in a profit, a loss or will break-even. A budget can also be used as a [pricing tool](http://en.wikipedia.org/wiki/Pricing_science).

There are two basic approaches or philosophies when it comes to budgeting. One approach focuses on mathematical models, and the other on people.

The first school of thought believes that financial models, if properly constructed, can be used to predict the future. The focus is on variables, inputs and outputs, drivers and the like. Investments of time and money are devoted to perfecting these models, which are typically held in some type of financial spreadsheet application.

The other school of thought holds that it’s not about models, it’s about people. No matter how sophisticated models can get, the best information comes from the people in the business. The focus is therefore in engaging the managers in the business more fully in the budget process, and building accountability for the results. The companies that adhere to this approach have their managers develop their own budgets. While many companies would say that they do both, in reality the investment of time and money falls squarely in one approach or the other.

**4. Соотнесите слова и их определения.**

|  |  |
| --- | --- |
| 1. purchase | a. property or other goods that you promise to give someone if you cannot pay back the money they lend you |
| 2. collateral | b. the things that a company owns |
| 3. assets | c. something you buy, or the act of buying it |
| 4. budget | d. the amount of money that you have to pay in order to buy, do, or produce something |
| 5. costs | e. the money that is available to an organization or person, or a plan of how it will be spent |

**5. Переведите следующие слова и выражения на английский язык.**

|  |  |
| --- | --- |
| 1. материальные активы |  6. переменная |
| 2. подотчетность  |  7. курс (цена) акции |
| 3. механизм ценообразования  |  8. расходы |
| 4. выручка |  9. финансовый отдел |
| 5. оборотный (рабочий) капитал |  10. составление бюджета |

**6. Переведите следующие слова и выражения на русский язык.**

|  |  |
| --- | --- |
| 1. to predict with reasonable accuracy | 6. financial models |
| 2. overhead expenses | 7. human resources department |
| 3. business budgeting | 8. financial spreadsheet |
| 4. mathematical models | 9. inputs and outputs |
| 5. profit | 10. compile budget |

**7. Выберите правильный вариант ответа.**

1. The budget of a [company](http://en.wikipedia.org/wiki/Company_%28law%29) is usually compiled ………..

a) every week b) every month c) annually

2. ……… is a fundamental tool to predict with reasonable accuracy whether the event will result in a profit, a loss or will break-even.

a) budget b) financial model c) overhead expense

3. Traditionally the ……….. compiles the company's budget.

a) manager b) accountant c) Finance department

4. When a company owns some material things they are called ………

a) liabilities b) tangible assets c) intangible assets

5. The managers involved in the budget process have …………….

a) responsibility b) duties c) accountability

**8. Ответьте на вопросы.**

1. What is a budget?

2. What should the budget contain?

3. Who compiles the budget?

4. What two basic approaches are used in budgeting?

5. How often is budget compiled?

***Аудиторная работа***
   **9. Назовите русские эквиваленты следующих интернациональных слов:**

   organization, elastic, lord, standard, person, personal, million, to circulate, to calculate, calculation, typically, equivalent, real, to cultivate, quota, syndicate, activity, migration

   **10. Определите, к какой части речи относятся следующие слова, и переведите их на русский язык, не пользуясь словарем:**
   1) to limit, limited, unlimited, limit, limitation
   2) to change, changing, changed, unchanged, change
   3) to affect, affected, unaffected, affecting

   **11. Назовите предложения, где пропущен эквивалент слова *который.* Переведите их на русский язык.**
   1. Supply is the amount of a good that will be offered in the market at a certain price and time.
   2. Firms' decisions about how much to produce depend on the costs of production and on the revenues they receive from selling the output.
   3. The amount of output firms want to offer depends on costs and revenues.
   4. Inputs are the factors of production (land, labour and capital, including materials) that are put into a business for producing output as a commodity or a service.
   5. The economist is interested in the role of costs and profits affecting the firm's supply decisions and the allocation of resources for producing particular goods.

   **12. Переведите следующие словосочетания на русский язык. Обратите внимание на значения причастий и на интернациональные слова.**
    a business owned and run by one or more members of the same family; financial analysis using statistical information about the past and examining present market tendencies; limited resources; supplying farm commodities; commodities supplied by individual firms; men running their own businesses; commodities offered at the market; decisions following the economic analysis; goods consumed; choice restrictions imposed by prices

   **13. Замените русские слова в скобках их английскими эквивалентами.**
   1. For each output level *(производственные издержки)* depend on technology.
   2. The concepts (понятия) of *(предельных издержек)*  and  *(предельного дохода)*  are of great *(польза)* for economic analysis, supply analysis, *(в особенности).*
   3. For each possible *(объема производства)* level, a firm will want to know how much it will cost to produce this*(продукцию)* and how much  *(дохода)* will be *(заработано)* by selling it.
   4. Land is one of the factors of production called natural resources  *(включая)* also minerals, water, weather, etc.
   5. The concept of *(альтернативных издержек)* is of great importance in economics because it affects every decision in which limited resources and a choice between *(альтернативными использованиями)* play their role.
   6. The financial capital may be used *(где-нибудь еще)* and bring in profit.

**Part 2**

**1. Прочитайте незнакомые слова перед прослушиванием текста.**

dough – деньги (сленг)

spend yourself in a hole – слишком много тратить

sky-high – очень дорогой

**2. Прослушайте текст «A Student Credit Card» (для прослушивания кликните один раз на приведенную ниже ссылку, удерживая клавишу «Ctrl», после загрузки страницы нажмите на кнопку проигрывателя).**

Ссылка для прослушивания: [http://esl-lab.com/ credit/credit cardrd 1.htm](http://esl-lab.com/%20%20credit/credit%20cardrd%201.htm)

**3. Выберите правильный вариант ответа.**

1. According to the conversation, which item did the woman NOT purchase with her credit card?

A. a digital camera

B. a TV

C. a stereo

2. What is one reason to explain why the woman obtained a student credit card?

A. She wants to buy things at a discount using the card

B. She hopes to establish a good credit rating

C. She doesn't want to borrow from her parents

3. According to the man, what is one reason for NOT having a credit card?

A. People generally have a difficult time getting out of debt

B. Students often apply for more credit cards than they need

C. The interest rates on student cards are very high

4. What does the woman imply about how she plans on resolving her credit card problems?

A. She hopes that someone will give her the money

B. She plans on getting rid of her student credit cards

C. She is going to return the items she purchased on the card

5. What is the man going to do for the woman to help her manage her money?

A. help her find a better paying job to cover her expenses

B. teach her how to prepare a financial management plan

**4. Выразите свою точку зрения.**

1. Imagine you are a Chief Financial Officer of an airline company. What main income and expenses of your company budget can you innumerate?

2. Do you plan your personal budget / family budget? What are the usual items of your budget?

3. Do you often use a credit card to buy goods? Why / Why not? Are credit cards popular in Russia?

При ответе используйте фразы:

To my mind In my experience

In my opinion As far as I understand

On the one hand, …on the other hand From my point of view

If my memory serves me right If I am not mistaken

It seems to me that  Personally, I think

My personal view is that  I am sure/certain that

The fact is that This proves that

It is obvious that  There is no doubt that

**Part 3**

**Напишите письмо-жалобу, используя нижеприведенные задания. Используйте раздел «Перечень устойчивых фраз для написания письма», приведенный в конце пособия.**

You bought a lap-top computer. In three months your computer broke down but you have a warranty period of one year. You gave in the computer to the Service Department. You were promised to get your computer ready within 2 weeks but in 2 months you still did not get your lap-top computer. Write complain letter to the company Computer International for Mr. Stratton.

**Unit 6**

**Part 1**

 ***Грамматика и лексика***:
   1.**Инфинитив в функции подлежащего, обстоятельств цели и Следствия**
   2. **Оборот «for + существительное + инфинитив»**
   3. **Значения слова one** *(повторение)*
   4. **Значения слова it** *(повторение)*
 ***Задание на дом***

   **1. В разделе «Грамматические материалы» проработайте § 12, 13, 14, 15 и 23.**

 **2. Переведите, не пользуясь словарем, следующие группы однокоренных слов, опираясь на значение одного из них. Обратите внимание на отрицательные приставки.**

   *а)* efficient (*эффективный*): inefficient, efficiently, inefficiently, efficiency, inefficiency;
   *б)* to employ *(нанимать, предоставлять работу*): employed, employment, unemployed, unemployment

   **3. Переведите предложения на русский язык, обращая внимание на инфинитив.**

   а) То run a business is to plan its activities and to determine all operations necessary at each step.
     To control an economy is the same as to intervene in it.
     To develop new information technologies is of prime importance for those countries that wish to lead in the world economy.
     To stay in the tobacco market is not an easy task for Russian manufacturers.
    To use food stamps (карточки, талоны) was common practice in many countries in wartime.
   б) In order to consume, we need income.
    In order to earn income, we have to work.
    Firms and individuals spend their income to consume and to invest.
    To analyze the labour market, an economist should first explain how people allocate their time to production.
     With an increase in the price of one factor of production, to produce a given output the firm starts using a technology economizing on the factor whose price has risen.
    To calculate profit-maximizing output and the corresponding quantities of the factors demanded, we have to calculate the total cost for all output levels.
   в) As a rule, resources in industrialized countries are used effectively enough to make a solid basis for economic growth.
     The imports tariffs were not raised high enough to decrease imports.
     Statistics depends too much on limited information resources to avoid (избегать) compromises.
     The economic growth is too slow now to expect a rapid increase in demand and supply.
     In developing countries, labour efficiency is too low in agriculture to hope for an increase in food supply in the near future.

   **4. Переведите предложения на русский язык, обращая внимание на оборот *for + существительное + инфинитив.***

   1. The free market is one way for society to solve the economic problems as to what, how and for whom to produce.
   2. Economically advanced countries' aid to the Third World is not generally strong enough for the latter to achieve economic independence.
   3. For research and development to be carried out, the governments in less developed countries have to invest enough resources in their own research institutes.
   4. For higher profit to be obtained, firms have to increase efficiency of labour.
   5. Unemployment is growing too rapidly for labour markets to be in equilibrium.

   **5. Прочитайте и переведите текст.**

**6. Monetary policy**

Monetary policy rests on the relationship between the rates of interest in an economy, that is, the price at which money can be borrowed, and the total supply of money. Monetary policy uses a variety of tools to control one or both of these, to influence outcomes like [economic growth](http://en.wikipedia.org/wiki/Economic_growth), [inflation](http://en.wikipedia.org/wiki/Inflation), exchange rates with other currencies and [unemployment](http://en.wikipedia.org/wiki/Unemployment). Where currency is under a monopoly of issuance, or where there is a regulated system of issuing currency through banks which are tied to a central bank, the monetary authority has the ability to alter the money supply and thus influence the interest rate (to achieve policy goals). The beginning of monetary policy as such comes from the late 19th century, where it was used to maintain the [gold standard](http://en.wikipedia.org/wiki/Gold_standard).

A policy is referred to as [contractionary](http://en.wikipedia.org/wiki/Contractionary_monetary_policy) if it reduces the size of the money supply or increases it only slowly, or if it raises the interest rate. An [expansionary](http://en.wikipedia.org/wiki/Expansionary_monetary_policy) policy increases the size of the money supply more rapidly, or decreases the interest rate. Furthermore, monetary policies are described as follows: accommodative, if the interest rate set by the central monetary authority is intended to create economic growth; neutral, if it is intended neither to create growth nor combat inflation; or tight if intended to reduce inflation.

There are several monetary policy tools available to achieve these ends: increasing interest rates by fiat; reducing the [monetary base](http://en.wikipedia.org/wiki/Monetary_base); and increasing [reserve requirements](http://en.wikipedia.org/wiki/Reserve_requirement). All have the effect of contracting the [money supply](http://en.wikipedia.org/wiki/Money_supply); and, if reversed, expand the money supply. Since the 1970s, monetary policy has generally been formed separately from [fiscal policy](http://en.wikipedia.org/wiki/Fiscal_policy). Even prior to the 1970s, the [Bretton Woods system](http://en.wikipedia.org/wiki/Bretton_Woods_system) still ensured that most nations would form the two policies separately.

Within almost all modern nations, special institutions (such as the [Federal Reserve System](http://en.wikipedia.org/wiki/Federal_Reserve_System) in the United States, the [Bank of England](http://en.wikipedia.org/wiki/Bank_of_England), the [European Central Bank](http://en.wikipedia.org/wiki/European_Central_Bank), the [People's Bank of China](http://en.wikipedia.org/wiki/People%27s_Bank_of_China), and the [Bank of Japan](http://en.wikipedia.org/wiki/Bank_of_Japan)) exist which have the task of executing the monetary policy and often independently of the [executive](http://en.wikipedia.org/wiki/Executive_%28government%29). In general, these institutions are called [central banks](http://en.wikipedia.org/wiki/Central_bank) and often have other responsibilities such as supervising the smooth operation of the financial system.

The primary tool of monetary policy is [open market operations](http://en.wikipedia.org/wiki/Open_market_operation). This entails managing the quantity of money in circulation through the buying and selling of various financial instruments, such as treasury bills, company bonds, or foreign currencies. All of these purchases or sales result in more or less base currency entering or leaving market circulation.

Usually, the short term goal of open market operations is to achieve a specific short term interest rate target. In other instances, monetary policy might instead entail the targeting of a specific exchange rate relative to some foreign currency or else relative to gold. For example, in the case of the USA the Federal Reserve targets the [federal funds rate](http://en.wikipedia.org/wiki/Federal_funds_rate), the rate at which member banks lend to one another overnight; however, the [monetary policy of China](http://en.wikipedia.org/w/index.php?title=Monetary_policy_of_China&action=edit&redlink=1) is to target the [exchange rate](http://en.wikipedia.org/wiki/Exchange_rate) between the Chinese [renminbi](http://en.wikipedia.org/wiki/Renminbi) and a basket of foreign currencies.

**6. Соотнесите слова и их определения.**

|  |  |
| --- | --- |
| 1. interest rate | a. the number of people in a particular country or area who cannot get a job |
| 2. unemployment | b. the percentage charged by a bank etc. when you borrow money or paid to you by a bank when you keep money in an account there |
| 3. currency  | c. a continuing increase in prices |
| 4. [inflation](http://en.wikipedia.org/wiki/Inflation) | d. the value of the money of one country compared to the money of another country |
| 5. exchange rate | e. the system or type of money that a country uses |

**7. Переведите следующие слова и выражения на английский язык.**

|  |  |
| --- | --- |
| 1. денежная политика | 6. экономический рост |
| 2. казначейский вексель | 7. Федер. резервная система |
| 3. облигация | 8. обменный курс |
| 4. деньги в обращении | 9. Бреттонвудская валютная система |
| 5. валютная корзина | 10. налогово-бюджетная политика |

**8. Переведите следующие слова и выражения на русский язык.**

|  |  |
| --- | --- |
| 1. [federal funds rate](http://en.wikipedia.org/wiki/Federal_funds_rate) | 6. borrow |
| 2. [open market operations](http://en.wikipedia.org/wiki/Open_market_operation) | 7. lend |
| 3. [central banks](http://en.wikipedia.org/wiki/Central_bank) | 8. to combat inflation |
| 4. [money supply](http://en.wikipedia.org/wiki/Money_supply) | 9. decreases the interest rate |
| 5. [gold standard](http://en.wikipedia.org/wiki/Gold_standard) | 10. to issue currency |

**9. Выберите правильный вариант ответа.**

1. ……… rests on the relationship between the rates of interest in an economy.

a) [Bretton Woods system](http://en.wikipedia.org/wiki/Bretton_Woods_system) b) fiscal policy c) monetary policy

2. At the beginning monetary policy was used to maintain ………...

a) foreign policy b) national currency c) [gold standard](http://en.wikipedia.org/wiki/Gold_standard)

3. Monetary policy has generally been formed separately from …………..

a) [fiscal policy](http://en.wikipedia.org/wiki/Fiscal_policy) b) federal funds c) Federal Reserve System

4. The primary tool of monetary policy is […………….](http://en.wikipedia.org/wiki/Open_market_operation)

a) central bank b) [open market operations](http://en.wikipedia.org/wiki/Open_market_operation) c) interest rate

5. [Open market operations](http://en.wikipedia.org/wiki/Open_market_operation) entail managing the quantity of …………. through the buying and selling of various financial instruments.

a) banks b) federal funds c) money in circulation

**10. Ответьте на вопросы.**

1. What is monetary policy?

2. What tools does monetary policy use?

3. [What is contractionary](http://en.wikipedia.org/wiki/Contractionary_monetary_policy) policy?

4. What is central bank?

5. What is the primary tool of monetary policy?

 ***Аудиторная работа***

   **11. Переведите предложения на русский язык, обращая внимание на значения слова *it.* Укажите номера предложений, в которых *it* не переводится.**

   1. In principle, it is possible, but in practice, it is very inefficient to control the output of cars changing the incomes of potential buyers and manipulating transport costs. It is easier to control the output of cars controlling the availability of raw materials, for example steel, to manufacturers.
   2. Firms can either save (копить, накапливать) their income or pay it out to their owners.
   3. It is common practice to include all the more or less durable means of production, such as land, buildings and machinery in fixed capital.
   4. Early economists such as Adam Smith and David Ricardo said that the value of product depended upon the amount of labour needed to produce it.
   5. In comparing national incomes (in total and per person) it is not important which members of the population earn this income, in analyzing incomes within a country, it is important.

   **12. Переведите на русский язык следующие предложения, обращая внимание на значения слова *one.***

   1. One thing in which workers are different is human capital.
   2. Many people who do not get a new job after quitting (оставлять) the old one often leave the labour force to return to school, to work in a family garden, or for other purposes.
   3. Everyone can find himself in one of three situations: employed, or unemployed, or out of the labour force.
   4. One can be more economical buying large quantities of a good rather than small quantities.
   5. A worker in the United Kingdom earns more than the one in India
   6. One should know that present-day economists, unlike economists of the 19th century; include land in capital.
   7. One has to replace inputs used up in one production cycle.
   8. If, with a change of price, the supply increases by less than one per cent, it is called inelastic.
   9. One defines (определять) efficiency as the relationship between factor inputs and output of goods and services.
   10. One calls a consumer good such as a television, which is used over long periods of time rather than immediately, a durable good.

   **13. Определите, в каких предложениях оборот *for + существительное + инфинитив* является обстоятельством цели.**
   1. Simplified (упрощенные) models of economic units are used in macroeconomics analysis for an economist to be able to study various relationships within the economy
   2. For the business to be efficient, all production costs have to be minimised.
   3. It is important for every manager to know labour efficiency in his enterprise.
   4. For statistical systems to meet the requirements of dynamic policies, they have to be constantly updated (обновлять).
   5. If labour markets are inefficient, it is more difficult for a worker to find a job.
   6. Agricultural production in poorer developing countries is so inefficient that almost everyone has to work on the land for enough food to be produced.
   7. For the workers to spend less time in unemployment, high efficiency of labour markets is required.

   **14. Переведите предложения на русский язык и скажите, какие функции инфинитив выполняет в этих предложениях.**
   1. То produce goods and services firms use the following factors of production: workers' time, talents and knowledge, equipment, land, buildings.
   2. To know the contribution of every industry to the national economy is very important for the government.
   3. The government ought to take steps to reduce the unemployment rate.
   4. The problem is that demands are practically limitless and the resources – natural resources, labour and capital – available at one time to produce goods and services are limited in supply.
   5. To meet the requirements of a variety of potential users is the purpose of economic statistics.
   6. Like physical capital, human capital is important enough to be an indicator of economic development of a nation.
   7. To build atomic power stations near rivers is common practice as they require a lot of water for cooling (охлаждение).

**Part 2**

**1. Прочитайте незнакомые слова перед прослушиванием текста.**

work out – сработать, быть успешным

commute – ездить на работу

utilities – коммунальные услуги

**2. Прослушайте текст «Apartments for Rent» (для прослушивания кликните один раз на приведенную ниже ссылку, удерживая клавишу «Ctrl», после загрузки страницы нажмите на кнопку проигрывателя).**

Ссылка для прослушивания: <http://esl-lab.com/live/liverd1.htm>

**3. Выберите правильный вариант ответа.**

1. What is the main topic of the conversation?

A. problems with living in an apartment

B. a search for a new apartment

C. the cost of rent near universities

2. Why doesn't Ann like her current apartment?

A. It's too expensive

B. The neighborhood is noisy

C. It's located some distance from school

3. How much money does Ann want to pay for rent?

A. no more than $200

B. around $200

C. a little more than $200

4. What kind of place is she looking for?

A. somewhere that is within a short driving distance of campus
B. an apartment with furniture already in it

C. a place where she can live alone

5. How is Roger going to help her?

A. He is planning on calling a friend who owns an apartment building

B. He will check the newspapers to see if he can find an apartment for rent

C. He is going to visit an apartment building near his place

**4. Выразите свою точку зрения.**

1. Comment on the expressions «Money makes money», «Time is money», «Money never sleeps».

2. Where can people keep money and what is the role of inflation in it.

3. Imagine you have $1000000. What projects would you like to invest this sum of money into? What return would you expect?

При ответе используйте фразы:

|  |  |
| --- | --- |
|  To my mind … | In my experience … |
| In my opinion … | As far as I understand … |
| On the one hand… | From my point of view … |
| If my memory serves me right … | If I am not mistaken … |
| It seems to me that … | Personally, I think … |
| My personal view is that … | I am sure/certain/convinced that … |
| The fact is that … | This proves that … |
| It is obvious that … | There is no doubt that … |

**Part 3**

**Напишите поздравительное письмо партнеру по работе и поздравьте его с получением новой должности. Используйте раздел «Перечень устойчивых фраз для написания письма», приведенный в конце пособия.**

Write a congratulation letter to your partner Frederick Berg who worked as a salesman and now got promoted to the position of a sales manager.

**Unit 7**

**Part 1**

***Грамматика и лексика*:**
   1. **Инфинитив в функции определения**2.**Вводящее слово there**

   ***Задание на дом***

   **1. В разделе «Грамматические материалы» проработайте § 15 и 16.**

 **2. Переведите на русский язык следующие предложения с инфинитивом в качестве определения.**

   How much more efficiently than the government the private sector uses resources remains a problem to be discussed.
   To keep the economy as close as possible to full employment is an essential aim to be reached by the government.
   Larger investments in production expansion result in smaller amounts to be saved and to be distributed as dividends.
   Durable goods are goods to be used in production in future or to be consumed over a long period of time.
   A person starting his own business should have some financial capital to be used for buying needed inputs.
   Farmers normally attract additional labour force to be used at harvest time.

   **3. Переведите на русский язык предложения с вводящим словом *there.***

   Since the 1960s there has been an increasing tendency for population to move from city centers to the countryside.
   Although in a perfect market there should always be a variety of sellers, large numbers of sellers are not always available in the real life.
   There must be equilibrium between demand for and supply of goods.
   In the United States, there live at present over two hundred million people.
   There is clearly seen a tendency to put less weight on the government's role in an economy than in the past.
   There have recently been offered nationwide schemes providing incentives for industrial investment.

   **4. Прочитайте и переведите текст.**

**7. Inflation**

In [economics](http://en.wikipedia.org/wiki/Economics), inflation is a rise in the general [level of prices](http://en.wikipedia.org/wiki/Price_level) of goods and services in an [economy](http://en.wikipedia.org/wiki/Economy) over a period of time. When the general price level rises, each unit of currency buys fewer goods and services. Consequently, inflation also reflects an erosion in the [purchasing power](http://en.wikipedia.org/wiki/Purchasing_power) of money – a loss of real value in the internal medium of exchange and unit of account in the economy. A chief measure of price inflation is the [inflation rate](http://en.wikipedia.org/wiki/Inflation_rate), the annualized percentage change in a general [price index](http://en.wikipedia.org/wiki/Price_index) (normally the [Consumer Price Index](http://en.wikipedia.org/wiki/Consumer_Price_Index)) over time.

Inflation's effects on an economy are various and can be simultaneously [positive](http://en.wikipedia.org/wiki/Inflation#Positive#Positive) and [negative](http://en.wikipedia.org/wiki/Inflation#Negative#Negative). Negative effects of inflation include a decrease in the real value of money and other monetary items over time, uncertainty over future inflation may discourage investment and savings, and high inflation may lead to shortages of [goods](http://en.wikipedia.org/wiki/Good_%28economics%29) if consumers begin [hoarding](http://en.wikipedia.org/wiki/Hoarding) out of concern that prices will increase in the future. Positive effects include ensuring central banks can adjust nominal interest rates (intended to mitigate [recessions](http://en.wikipedia.org/wiki/Recession)), and encouraging investment in non-monetary capital projects.

Economists generally agree that high rates of inflation and [hyperinflation](http://en.wikipedia.org/wiki/Hyperinflation) are caused by an excessive growth of the [money supply](http://en.wikipedia.org/wiki/Money_supply). Views on which factors determine low to moderate rates of inflation are more varied. Low or moderate inflation may be attributed to fluctuations in [real](http://en.wikipedia.org/wiki/Real_versus_nominal_value) [demand](http://en.wikipedia.org/wiki/Demand) for goods and services, or changes in available supplies such as during [scarcities](http://en.wikipedia.org/wiki/Scarcity), as well as to growth in the money supply. However, the consensus view is that a long sustained period of inflation is caused by money supply growing faster than the rate of [economic growth](http://en.wikipedia.org/wiki/Economic_growth).

Today, most [mainstream economists](http://en.wikipedia.org/wiki/Mainstream_economists) favor a low steady rate of inflation. Low (as opposed to zero or [negative](http://en.wikipedia.org/wiki/Deflation)) inflation may reduce the severity of economic [recessions](http://en.wikipedia.org/wiki/Recessions) by enabling the labor market to adjust more quickly in a downturn, and reduce the risk that a [liquidity trap](http://en.wikipedia.org/wiki/Liquidity_trap) prevents [monetary policy](http://en.wikipedia.org/wiki/Monetary_policy) from stabilizing the economy. The task of keeping the rate of inflation low and stable is usually given to [monetary authorities](http://en.wikipedia.org/wiki/Monetary_authority). Generally, these monetary authorities are the [central banks](http://en.wikipedia.org/wiki/Central_bank) that control the size of the money supply through the setting of [interest rates](http://en.wikipedia.org/wiki/Interest_rate), through [open market operations](http://en.wikipedia.org/wiki/Open_market_operations), and through the setting of banking [reserve requirements](http://en.wikipedia.org/wiki/Reserve_requirements).

A connection between inflation and unemployment has been drawn since the emergence of large scale unemployment in the 19th century, and connections continue to be drawn today. In [Marxian economics](http://en.wikipedia.org/wiki/Marxian_economics), the unemployed serve as a [reserve army of labour](http://en.wikipedia.org/wiki/Reserve_army_of_labour), which restrain wage inflation.

**5. Соотнесите слова и их определения.**

|  |  |
| --- | --- |
| 1. demand | a. a period or process in which business activity is reduced and conditions become worse |
| 2. downturn  | b. the people looking for work and the jobs that are available at that time |
| 3. labour market | c. the need or desire that people have for particular goods and services |
| 4. consensus | d. the amount of money you have to pay for something |
| 5. price  | e. an opinion that everyone in a group agrees with or accepts |

**6. Переведите следующие слова и выражения на английский язык.**

|  |  |
| --- | --- |
| 1. покупательская способность |  6. товары и услуги |
| 2. ликвидность |  7. уровень цен |
| 3. темпы инфляции | 8. инвестиции и свободный капитал |
| 4. дефицит товаров  |  9. спад деловой активности  |
| 5. индекс потребительских цен |  10. гиперинфляция  |

**7. Переведите следующие слова и выражения на русский язык.**

|  |  |
| --- | --- |
| 1. [mainstream economists](http://en.wikipedia.org/wiki/Mainstream_economists) | 6. goods and services |
| 2. [money supply](http://en.wikipedia.org/wiki/Money_supply) | 7. labour market |
| 3. capital projects | 8. scarcity |
| 4. wage inflation | 9. percentage |
| 5. banking [reserve requirements](http://en.wikipedia.org/wiki/Reserve_requirements) | 10. fluctuations in [real](http://en.wikipedia.org/wiki/Real_versus_nominal_value) [demand](http://en.wikipedia.org/wiki/Demand) |

**8. Выберите правильный вариант ответа.**

1. ……….. is a rise in the general [level of prices](http://en.wikipedia.org/wiki/Price_level) of goods and services.

a) wage inflation b) recession c) inflation

2. High rates of inflation are caused by an excessive growth of the […………](http://en.wikipedia.org/wiki/Money_supply)

a) labour market b) [money supply](http://en.wikipedia.org/wiki/Money_supply) c) scarcity

3. The task of keeping the rate of inflation low and stable is usually given to [………….](http://en.wikipedia.org/wiki/Monetary_authority).

a) monetary policy b) mainstream economists c) [monetary authorities](http://en.wikipedia.org/wiki/Monetary_authority)

4. Low or moderate inflation may be attributed to fluctuations in ………… for goods and services.

a) [real](http://en.wikipedia.org/wiki/Real_versus_nominal_value) [demand](http://en.wikipedia.org/wiki/Demand) b) wage inflation c) capital projects

5. Monetary authorities are ………..

a) business owners b) mainstream economists c) [central banks](http://en.wikipedia.org/wiki/Central_bank)

**9. Ответьте на вопросы.**

1. What is inflation?

2. What are positive and negative effects of inflation?

3. Why do most [mainstream economists](http://en.wikipedia.org/wiki/Mainstream_economists) favor a low steady rate of inflation?

4. What authorities are engaged in keeping the rate of inflation low and stable?

5. What is the connection between inflation and unemployment?

   ***Аудиторная работа***

   **10. Назовите номера предложений, в которых инфинитив является определением, и переведите их на русский язык.**

   1. In some rural areas of the USA and Canada it is common practice to be employed on a farm and elsewhere at the same time.
   2. When each unit of capital input costs £320 per week and each unit of labour input costs £300 per week, the cheapest way to produce 100 units of output is to use labour-intensive technology (трудоемкая технология).
   3. The value of the total output to be produced in the public sector and the private sector will make up the gross national product.
   4. We know the quantity of capital inputs to affect the total output.
   5. Competing suppliers may maintain their prices at a low level to attract customers from a higher-price firm.
   6. Imports may be raw materials for domestic production or the goods to be consumed directly by households, such as a Japanese television set or a bottle of French wine.

   **11. Переведите на русский язык предложения со словом *there.***

   1. There may be a number of ways to solve the problem of scarce information resources.
   2. There exists considerable unemployment in some economies while a lot of vacancies (вакансия, незанятое рабочее место) cannot be filled.
   3. In the 1980s, there continued a rise in the GNP per person in all groups of countries.
   4. Since government intervention in agriculture has grown, there have occurred considerable changes in grain markets both of the USA and Europe.
   5. There is a large amount of economic activity that cannot be measured, such as household services and the underground economy.
   6. There exists close (тесная) relationship between minimum wages and standard of living.
   7. If there is a subsidy for housing, there may be an incentive for the landowner to transfer land from farming to housing.
   8. There is unequal (неравный) income distribution within each country as well as between (different) countries.

   **12. Найдите среди английских словосочетаний эквиваленты следующих русских словосочетаний:**

   амортизация фондов, обложение собственности налогом, экономика в целом, отечественное производство, существующие фонды, средняя заработная плата, средняя семья, крупная собственность, собственность за рубежом

   existing assets, fiscal policy, to replace assets, taxation of assets abroad, property taxation, depreciation measure, depreciation of assets, circular flow of payments, average household, household spending, taxes imposed on households, home production, property abroad, economy as a whole, average wage, domestic production rather than production abroad, household property, domestic production, considerable property

   **13. Выберите подходящее по смыслу слово из предлагаемых в скобках вариантов.**

   1. The *(measure / way)* in which the European Union's statistical system is adapting to requirements of the 21st century is of importance both inside and outside the European Union.
   2. The marginal product of labour is how much each extra worker *(adds to /makes up)* total output.
   3. In a dynamic political society old statistic systems have to be *(replaced / determined)* by new ones.
   4. If a person can do what he wishes with his own *(property / output),* time, and energy, then economists say that he is economically free.
   5. The price of a good in a market is *(determined / measured)* by the law of demand and supply
   6. (Gross/aggregate) *demand is the total amount of* (spending/ depreciation) *on* (final / domestic) *goods and services.*
   7. You and your family have an annual (годовой) income which allows you to consume various goods and services, live in a particular neighbourhood (район) and maintain a certain (*standard of living/fiscal policy).*

**Part 2**

**1. Прочитайте незнакомые слова перед прослушиванием текста.**

gouge – вымогать

lemon – брак, поломка

hassle – препятствие, трудность

**2. Прослушайте текст «Car Rental» (для прослушивания кликните один раз на приведенную ниже ссылку, удерживая клавишу «Ctrl», после загрузки страницы нажмите на кнопку проигрывателя).**

Ссылка для прослушивания: <http://esl-lab.com/rentcar/rentcarrd1.htm>

**3. Выберите правильный вариант ответа.**

1. Why did the man settle on renting the full-size car?

A. It was roomy enough for him

B. It was more economical than the minivan

C. It had more features than the other vehicles

2. What was one of his major concerns about renting the car?

A. He couldn't add an additional driver to the rental plan

B. He was only limited to a certain number of miles per day

C. The vehicle would probably consume a lot of gas

3. How would you describe his rental car?

A. It was a little larger than he expected

B. The car doesn't look very attractive

C. The engine has problems and runs poorly

4. In which situation would the car protection plan NOT help the customer?

A. The car is stolen from a store parking lot with all of your valuables
B. The driver loses control of the car and crashes it into power pole

C. The car's exterior and windows are damaged in a hail storm

5. What can we infer from the closing statement about roadside assistance?

A. You should call the police in case your car has mechanical difficulties

B. Getting assistance might require some time and patience

C. The company will compensate you for delays in your travel

**4. Выразите свою точку зрения.**

1. What is inflation? How does it influence ordinary people?

2. Why are prices different in various shops?

3. Imagine you own a food chain store? The price for petrol rose by 5%. What can you do to minimize expenses?

При ответе используйте фразы:

|  |  |
| --- | --- |
| To my mind … | In my experience … |
| In my opinion … | As far as I understand … |
| On the one hand, …on the other hand  | From my point of view … |
| If my memory serves me right | If I am not mistaken … |
| It seems to me that … | Personally, I think … |
| My personal view is that … | I am sure/certain/convinced that … |
| The fact is that … | This proves that … |
| It is obvious that … | There is no doubt that … |

**Part 3**

**Используя структуру нижеприведенного резюме, составьте свое личное резюме.**

|  |
| --- |
| **Peter Townsled**35 Green RoadSpokane, WA 87954Phone (503) 456 - 6781 Fax (503) 456 - 6782E-mail petert@net.com **Personal Information**Marital status: MarriedNationality: US**Work experience**1998 - Present / Jackson Shoes Inc. / Spokane, WA*Manager*Responsibilities:- Provide helpful service to customers concerning shoe choices- Design and implement computer based tools using Microsoft Access and Excel for staff- Monthly bookkeeping- Suggest changes in product offerings on a quarterly basis based on detailed analysis of sales patterns - Provide in-house training for new employees as needed 1995 - 1998 / Smith Office Supplies / Yakima, WA*Assistant Manager*Responsibilities:- Managed warehouse operations - Programmed Excel spreadsheet implemented to control sales strengths and weaknesses on quarterly basis- Interviewed new applicants for open positions- Travelled locally offering on-site visits to regular customers- Supervised bookkeeping staff**Education**1991 - 1995 / Seattle University / Seattle, WABachelor of Business AdministrationFour year business administration course focusing and retail work environments **Additional Skills**Advanced level skills in Microsoft Office Suite, basic HTML programming, spoken and written proficiency in FrenchREFERENCES Available upon request |

**Unit 8**

**Part 1**

***Грамматика и лексика:***
   1. **Конструкция «сложное подлежащее» при сказуемом: в форме страдательного залога**2.**Значения слова result и сочетаний с ним**3.**Значения слова most**4.**Значения слов that и those**

***Задание на дом***

   **1. В разделе «Грамматические материалы» проработайте § 22, 23 и 24.**

 **2. Переведите следующие предложения на русский язык, обращая внимание на конструкцию «сложное подлежащее».**

   The budget deficit is known to be the excess of government expenditure over government revenue.
   Markets are said to bring together buyers and sellers of goods and services.
   The massive influx (зд, включение) of women into the labour force is sometimes assumed to result in unemployment.
   Alcohol and tobacco are usually believed to be products with a very inelastic demand.
   An increase in the wage rate is expected to reduce the quantity of labour demanded.
   A subsidy is known to be money or other resources provided by the government to support a business activity or a person.

  **3. Выберите по два предложения на каждое значение *that*и *those.*Переведите их на русский язык**.

1. Due to an increase in the price of one factor of production the firm reduces the input of the factor that has become more expensive.

2. An increase in the price of one factor will result in a reduction in the quantity of that factor demanded.

3. When we talk about "the national labour force", we are thinking of all those people who are available for work within the nation.

4. If a person runs a private business, his work is partly that of an employ­ er and partly that of a worker.

5. There are a lot of factors in agriculture that must be assumed as risks by farmers.

6. Students studying economics can expect higher earnings than those of students studying philosophy.

7. The economics of factor markets differs from that of output markets since there is something special about demand in factor markets.

8. It is a biological fact that living organisms consist of a variety of cells.

9. An increase in real wages will bring into work some more people while those already working will not vary their own supply.

10. Trade unions represent those people who work, not those people who are unemployed.

11. At that price the quantity demanded exceeded the quantity supplied.

**4. Прочитайте и переведите текст.**

**8. Marketing and sales**

[Marketing](http://www.thetimes100.co.uk/theory/theory--marketing-strategy--244.php) is the process of identifying, anticipating and then meeting the needs and requirements of consumers in order to make a profit. In contrast, selling involves persuading customers that your products or services provide the benefits that they are looking for.

You can therefore see that there is an important difference between marketing and sales. [Marketing](http://www.thetimes100.co.uk/theory/theory--market-research-development--357.php) puts the needs of the customer first. Through market research, it is possible to find out about customer tastes and requirements.

In contrast selling takes place after marketing has helped the business to identify those sorts of goods that customers are looking for. The sales person is convinced that theirs is the best in the market. It is their job to then convince customers that this is the case.

The [marketing department](http://www.thetimes100.co.uk/theory/theory--marketing-techniques--186.php) of a firm that produces razors like BIC or Gillette carries out research to find out the sorts of shaving developments that their customers are looking for. They ask customers to tell them what improvements they would like to see to existing products and what new products they would like developing. They test market a range of possible products on customers. As a result of the marketing process they are able to come up with the most suitable products.

Having invested so much in customer focused marketing they must then sell the benefits of the new product developments to customers. This involves advertising and promotion to [communicate](http://www.thetimes100.co.uk/theory/theory--communication--173.php) product benefits. It involves providing the appropriate support literature and direct selling to retail outlets that will stock the new razors. The sales force is effectively selling the benefits of the new products. These benefits were developed as a result of market and product research. Marketing and sales therefore go hand in hand.

Marketing is all about finding out what the customer wants. Selling is all about showing the customer that you can please them by providing them with the products that they want.

Marketing is designed to achieve profitable sales. It involves the use of powerful tools to manipulate the decisions of individuals and of other firms in the private and public sectors. This means that boundaries must be set to define the limits of acceptable behaviour.

Some limitations are imposed on a voluntary basis by firms themselves and by industry-based organisations such as the Advertising Standards Authority. But the law must provide the ultimate source of regulation in areas such as:

consumer protection: laws regulating product safety, honesty in product description and rights to refunds and exchanges;

credit: laws requiring lenders to provide full information about a loan including the Annual Percentage Rate (APR); also giving time for borrowers to change their minds;

information: obligation to disclose information held about consumers;

child protection:  age limits for the sale of alcohol and tobacco products; film certification.

Overall the law has to find a balance between the importance of profitable business enterprise and the need to protect consumers from unfair or anti-social marketing activity.

**5. Соотнесите слова и их определения.**

|  |  |
| --- | --- |
| 1. marketing  | a. a company, organization, or business |
| 2. refund | b. someone who has borrowed money and has not yet paid it all back |
| 3. enterprise | c. the activity of deciding how to advertise a product |
| 4. obligation  | d. an amount of money that is given back to you if you are not satisfied with the goods or services that you have paid for |
| 5. borrower | e. a moral or legal duty to do something |

**6. Переведите следующие слова и выражения на английский язык.**

|  |  |
| --- | --- |
| 1. продавец | 6. продвижение (товара) |
| 2. разглашать информацию  | 7. реклама |
| 3. годовая процентная ставка | 8. торговый персонал |
| 4. выгодный сбыт  | 9. защита прав потребителей |
| 5. магазин розничной продажи | 10. маркетинговый отдел  |

**7. Переведите следующие слова и выражения на русский язык.**

|  |  |
| --- | --- |
| 1. to manipulate the decisions of individuals | 6. product safety |
| 2. private and public sectors | 7. loan |
| 3. to make a profit | 8. market and product research |
| 4. limitations | 9. to change mind  |
| 5. industry-based organisations | 10. to use powerful tools  |

**8. Выберите правильный вариант ответа.**

1. […………..](http://www.thetimes100.co.uk/theory/theory--marketing-strategy--244.php) is the process of identifying, anticipating and then meeting the needs and requirements of consumers.

a) refund b) product safety c) marketing

2. Communicating product benefits includes ………….. and promotion.

a) product research b) advertising c) product safety

3. Marketing involves the use of powerful tools to …………. the decisions of individuals.

a) manipulate b) change c) encroach

4. The ……….. is effectively selling the benefits of the new products.

a) marketing b) sales force c) promotion

5. The job of ………… is to convenience customers.

a) sales person b) manager c) consumer

**9. Ответьте на вопросы.**

1. What is marketing?

2. What is sales force?

3. What should be done to increase sales?

4. What limitations are provided by the ultimate source of regulation?

5. What is the job of a sales person?

***Аудиторная работа***

**10. Назовите номера предложений, где употребляется конструкция «сложное под­лежащее».**

1. High unemployment rate in Europe is assumed to result from high un­ employment benefits.

2. The private sector is normally considered to use resources more pro­ductively than the government.

3. Social security payments and unemployment benefits are known as transfer payments.

4. It is known that taxes raised at the national level, such as income tax or VAT (value added tax), are usually supplemented (дополнять) by local taxes.

5. More people have been found to choose to stay unemployed in coun­tries with very high tax rates.

6. Chemical and steel workers know their earnings to increase more than those in textile and trade sectors.

7. The UK government is known to take nearly 40 percent of national income in taxes.

8. Macroeconomics is concerned with demand for goods by households or the total spending on machinery and buildings by firms.

**11. Назовите номера предложений, в которых слово *most*имеет значение 1) *«боль­шинство, большая часть»*и 2) *«весьма, крайне».***

1. Most of public expenditure is financed through taxation and govern­ment borrowing.

2. In a situation of full employment, the supply of most goods and servic­es will be inelastic.

3. Most often we look at the GNP per capita, or the average income in a country.

4. In 1986 there was a most sharp fall in world oil prices.

5. In most European countries and the USA, work experience (тру­довой стаж) is required to receive unemployment benefits. For this reason, more people have an incentive to go into employment at an earlier age.

6. The International Monetary Fund (IMF) is considered to be one of the most influential multinational institutions stimulating international trade and maintaining balance-of-payments equilibrium.

7. The arts are a most important economic activity: their contribution to Britain's GDP was reported to be nearly £6,000 million in 1990.

8. As a result of the Industrial Revolution at the end of the 18th century, most workers became employed in large factories.

9. With some groups of population, payments from social security funds may be a most important contribution to household incomes.

**12. Переведите предложения на русский язык, обращая внимание на значение су­ществительного *result*и глагола *to result.***

1. A tax rate over 45 percent is known to result in a reduction in the taxes raised.

2. If labour supply is inelastic, there will be an increase in wages as a result of improvements in technology.

3. When transfers (e.g., unemployment benefits, disability payments) are added to labour incomes and distributed profits, the result is personal income.

4. Due to the tax reform the taxed income was lowered and an increase in tax revenue resulted though it was not as big as the government had expected it to be.

5. Higher profit resulted from decreased transportation expenses.

**13. Укажите, в каких предложениях *that*и *those* являются словами-заместителя­ми. Переведите предложения на русский язык.**

1. Part of the profit goes to those who have provided the initial capital needed to start a business.

2. If markets allocate resources efficiently so that consumers' requirements are met at minimum cost, why should governments intervene in the economy at all?

3. To have on-farm and off-farm jobs at the same time is common prac­tice in rural areas of the USA and Canada, especially among those work­ing on small farms.

4. One reason why labour is a special commodity is that wages include the costs of investing in human capital, which brings in profit over a long period of time.

5. Unlike OPEC countries, oil-importing nations had to give up (отка­заться от) much of their production in exchange for the imports that they required when prices for oil had risen.

6. Tax revenue following a reduction in taxable income and a rise of the number of taxpayers was expected to be much higher than that raised previously.

**14. Выберите подходящее по смыслу слово из предлагаемых в скобках вари­антов.**

1. Public spending has to be financed *(nearly*/*mostly)*through taxation and government*(borrowing/ share).*

*2.* Over the last 100 years real wages have increased between five and fifteen times, *(whereas / still)*working time has been cut by nearly half.

3. Because unemployment often results in personal trauma, *(unemploy­ment benefits I retirement pensions)*are said to be needed for psycholog­ical reasons.

4. Natural resources research in the USA in the 1930s was *(nearly I ini­tially)*based on collecting information from various sources.

5. Due to a more *{productive*/*required)*capital and more know-how, wages in West Germany in the early 1980s were about three times as much as

*(those I that)*in the East. (*Whereas*/ *as a result),*many East Germans moved to the West.

6. Productive processes are *(mostly / still)*prohibited because they are dangerous to workers or to the environment.

**15. Переведите на русский язык предложения со словом *по.***

1. Transfer payments are the payments for which no direct economic ser­vice is provided in return (в ответ).

2. No workers means no output.

3. A mother may work very hard caring for her children but she receives no wages for her work.

4. Closed economy is an economic abstraction used to analyze a country with no relationship with the rest of the world.

5. Because no two jobs and no two persons are the same, to find a job is not always easy.

6. No economy relies entirely on command.

**Part 2**

**1. Прочитайте незнакомые слова перед прослушиванием текста.**

give a hand with something – помочь с чем-либо

receipt – чек

carbohydrates – углеводы

picky – разборчивый, требовательный

groceries – продовольственные товары

**2. Прослушайте текст «Grocery Shopping» (для прослушивания кликните один раз на приведенную ниже ссылку, удерживая клавишу «Ctrl», после загрузки страницы нажмите на кнопку проигрывателя).**

Ссылка для прослушивания:

<http://esl-lab.com/supermarket/supermarketrd1.htm>

**3. Выберите правильный вариант ответа.**

1. Why did the man buy dog food at the supermarket?

A. Their dog was hit by a truck and needed special food to recover

B. The man adopts a dog from a stranger, and they don't have food for it

C. The product was on sale at the supermarket for that day only

2. Why does he buy tomato juice?

A. He plans on making a unique spaghetti sauce

B. He's trying to modify the way he eats

C. He wants to make a vegetable drink

3. How much was the milk?

A. $2.05

B. $2.15

C. $2.50

4. Which item did the man NOT buy?

A. a package of cookies

B. some cans of tuna

C. a carton of orange juice

5. Why does the woman get upset at the end of the conversation?

A. The man is preparing the steaks for the dog

B. The man only bought one steak for himself

C. The grill can't be used to cook the steaks

**4. Выразите свою точку зрения.**

1. Does advertisement influence people? Whom is advertisement aimed at? Why?

2. What TV commercial can you watch on TV every day? What goods / services are advertised more frequently than others? What is your favourive TV commercial? Why?

3. You are the Marketing Manager of a clothes producing company. Think of an advertisement campaign that you can launch to advertise your clothes.

При ответе используйте фразы:

|  |  |
| --- | --- |
| To my mind … | In my experience … |
| In my opinion … | As far as I understand … |
| On the one hand, …on the other hand  | From my point of view … |
| If my memory serves me right | If I am not mistaken … |
| It seems to me that … | Personally, I think … |
| My personal view is that … | I am sure/convinced that … |
| The fact is that … | This proves that … |
| It is obvious that … | There is no doubt that … |

**Part 3**

**Составьте резюме потенциального кандидата на приведенное ниже рекламное объявление.**

|  |
| --- |
| **Computer Sales ltd***is looking for a dynamic***SALES MANAGER** |
|  If your qualifications include:- University degree in Economics or Management- Fluent English, Spanish is a plus- Computer literate - Working experience in sales or marketing- Ability for teamwork, communicative skillsPlease send your resume to hh.compsales.com, attn. Mary Recruiter |

**Unit 9**

**Part 1**

***Грамматика и лексика:***

1.**Сложные формы инфинитива.**

2. **Неполные предложения.**

3. **Сравнительная конструкция the... the..**

4. **Значения слова for.**

***Задание на дом***

**1. В разделе «Грамматика и словообразование» проработайте § 12, 14, 15, 22 и 25.**

**2. Переведите на русский язык предложения, где употребляются сложные фор­ мы инфинитива:**

***а)*пассивный инфинитив в конструкциях «сложное дополнение» и «сложное подлежащее»:**

All product prices are expected to be raised due to the new tax.

Lead (свинец) and zink are known to be found in the same ore.

Economists consider an alternative to finding a job to be provided by unemployment benefits.

In many less developed countries, most food has been found to be pro­duced within the family.

***б)*перфектный инфинитив в конструкциях «сложное дополнение» и «слож­ное подлежащее»:**

Microeconomics is said to have offered a thorough analysis of individ­ual decisions about particular commodities.

Every firm is known to have tried to reduce the use of oil-based prod­ucts in the 1970s when the price of oil increased six times.

Nationalized industries are said to have become the most important source of national income.

They believe the firm to have leased all its capital equipment.

***в)*перфектно-пассивный инфинитив в конструкциях «сложное дополнение» и «сложное подлежащее»:**

Advertising is assumed to have been made the most important tool of selling commodities.

Economists believe the US grain market to have been strongly affected by government agricultural policies and by competition inside and out­ side the country.

AH the capital equipment of the firm is believed to have been leased.

Most decisions in Soviet block countries are known to have been made centrally by the government.

***г)*продолженный инфинитив в конструкциях «сложное дополнение» и «слож­ное подлежащие»:**

We know the government to be considering the necessity of cutting tax­es in industry.

Economic conditions are assumed to be changing all the time.

The population of Russia has been found to be decreasing at a rapid rate.

The GDP was reported to be constantly falling in Russia.

Chemical firms are known to be working at substitutes for oil inputs.

***д)*сложные формы инфинитива с модальными глаголами:**

The work of a farm worker and a nurse are very different, but each can be measured in terms of payment.

Tax revenue could have grown with lower tax rates.

This financial capital could have been used elsewhere.

The government must be working at a scheme to stimulate domestic investment.

**3. Переведите предложения на русский язык, обращая внимание на неполные предложения.**

1. A public good is a good that, even if consumed by one person, can still be consumed by other people.

2. Although different, all markets perform the same economic func­tion.

3. If provided with the necessary resources, an enterprise can increase its output.

4. When used, money makes an economy more efficient.

5. Although of high quality, the product is not in great demand due to its high price.

6. This enterprise may earn high profit, if managed well.

**4. Прочитайте и переведите текст.**

**9. Price**

In ordinary usage, price is the quantity of payment or compensation given by one party to another in return for goods or services.

In all modern economies, the overwhelming majority of prices are quoted in (and the transactions involve) units of some form of [currency](http://en.wikipedia.org/wiki/Currency). Although in theory, prices could be quoted as quantities of other goods or services this sort of barter exchange is rarely seen.

Price can sometimes alternatively refer to the quantity of payment requested by a seller of goods or services, rather than the eventual payment amount. This requested amount is often called the [asking price](http://en.wikipedia.org/wiki/Ask_price) or selling price, while the actual payment may be called the transaction price or traded price. Likewise, the [bid price](http://en.wikipedia.org/wiki/Bid_price) or buying price is the quantity of payment offered by a buyer of goods or services, although this meaning is more common in asset or financial markets than in consumer markets.

Economists sometimes define price in a more general or abstract sense to the widely understood definition above. According to this view, price is defined as the ratio between the quantity of goods that are exchanged for each other in a transaction.

For example, consider the case of two people exchanging goods, say 5 apples for 2 loaves of bread. An economist might say that the price of apples was 2/5 = 0.4 loaves of bread. Likewise, the price of bread would be 5/2 = 2.5 apples. Hence if we consider that currency is simply another type of good like apples or bread, then this conception forms the general case of the widely held definition outlined above.

However it is far from clear that this generalisation serves any useful purpose at all. As noted above, in all real economies prices are virtually always quoted in (and transactions always involve) units of currency. Hence, an alternative view is that the most basic and general definition of price is that involving exchange of goods or services for money, and that the exchange ratio between two goods is simply derived from the two individual prices.

The exchange ratio is sometimes referred to as the real price, while the price quoted in money referred to as the nominal price.

This distinction is sometimes made to make sense of inflation. When all prices are quoted in terms of money units, and the prices in money units change more or less proportionately, the ratio of exchange may not change much. In the extreme case, if all prices quoted in money change in the same proportion, the relative price remains the same.

It is now becoming clear that the distinction is not useful and indeed hides a major confusion. The conventional wisdom is that proportional change in all nominal prices does not affect real price, and hence should not affect either demand or supply and therefore also should not affect output. The new criticism is that the crucial question is why is there more money to pay for the same old real output. If this question is answered, it will show that dynamically, even as the real price remains exactly the same, output in real terms can change, just because additional money allow additional output to be traded. The supply curve can shift such that at the old price, the new higher output is sold. This shift if not possible without additional money.

From this point of view, a price is similar to an [opportunity cost](http://en.wikipedia.org/wiki/Opportunity_cost), that is, what must be given up in exchange for the good or service that is being purchased. For example, if x=1 and y=2, the relative price of x in terms of y is 2, and the price of y in terms of x is 0.5.

**5. Соотнесите слова и их определения.**

|  |  |
| --- | --- |
| 1. output | a. an amount of money that must be paid |
| 2. transaction | b. the amount of goods or work produced |
| 3. buyer  | c. what you earn by working and can use to buy things |
| 4. payment  | d. a business deal or action, such as buying or selling something |
| 5. money  | e. someone who buys something |

**6. Переведите следующие слова и выражения на английский язык.**

|  |  |
| --- | --- |
| 1. стоимость упущенной выгоды | 6. потребительский рынок |
| 2. продавец | 7. товары и услуги |
| 3. первоначальная цена | 8. номинальная цена |
| 4. цена продажи | 9. цена предложения |
| 5. коэффициент обмена  | 10. финансовый рынок |

**7. Переведите следующие слова и выражения на русский язык.**

|  |  |
| --- | --- |
| 1. supply and demand | 6. real price |
| 2. goods and services | 7. transaction price |
| 3. traded price  | 8. unit of currency |
| 4. nominal price | 9. relative price |
| 5. barter | 10. asset  |

**8. Выберите правильный вариант ответа.**

1. Price is the ………….. given in return for goods or services.

a) barter b) output c) quantity of payment

2. Proportional change in all nominal prices does not affect ………….

a) payment b) real price c) bid price

3. The eventual payment amount requested by a seller is often called […………..](http://en.wikipedia.org/wiki/Ask_price)

a) [asking price](http://en.wikipedia.org/wiki/Ask_price) b) real price c) nominal price

4. What must be given up in exchange for the good or service that is being purchased is called [……………](http://en.wikipedia.org/wiki/Opportunity_cost)

a) real price b) nominal price c) [opportunity cost](http://en.wikipedia.org/wiki/Opportunity_cost)

5. In all real economies prices are virtually always quoted in …………..

a) units of currency b) exchange goods c) coins

**9. Ответьте на вопросы.**

1. What is price?

2. What is called asking price?

3. What is opportunity cost?

4. What is price measured by?

5. What is the difference between real price and nominal price?

**А*удиторная работа***

**10. Переведите на русский язык предложения с парным союзом *the ... the ...***

1. The greater a person's income, the more he will usually buy.

2. The higher the labour productivity, the lower the production cost.

3. The higher is the demand, the higher can the price for the commodity be.

 4. The greater is the number of sellers in a market, the better choice can a buyer make.

 5. The more inelastic is the demand, the more will a tax fall on purchasers rather than sellers.

 6. The more efficiently is the equipment used, the higher is the labour productivity and the more effective is the production.

 7. In each industry, the more workers there are, the greater is the total output of the good produced.

 8. The higher the real wage, the more individuals the labour force com­prises.

**11. Назовите номера предложений, в которых есть неполные придаточные пред­ложения.**

1. If decreased, input prices will make the production less expensive.

2. If kept accurately, accounts are easy to check.

 3. If a man's assets have been found to be large, the banker believes his chances of repaying the loan to be high.

 4. When deferred, the wage should be indexed, which is not actually done.

 5. Although swaps are widely made in less developed economies, they make economic mechanisms function more inefficiently.

 6. Although serving as an actual means of payment, the trouble is known to have been replaced by the US dollar as a unit of account in Russia in the 1980s and the 1990s.

 7. When Brazil owed $123 billion to its creditors in 1991, the biggest debt in the Third World, its government negotiated (вести переговоры) another loan from the Inter-American Development Bank.

8. When employed in a temporary job, workers are paid a lower wage.

**12. Переведите на русский язык предложения со сложными формами инфинитива.**

 1. In some countries, such as post-communist Eastern Europe, foreign currency is known to be used alongside domestic currency.

 2. If properly kept, accounts could have provided valuable financial in­ formation necessary to make decisions about the future of the com­pany.

 3. Capital, or property, should be distinguished from income received from that property during a given period.

 4. The US administration is reported to be making efforts to eventually eliminate agricultural subsidies.

 5. We know the exchange rate ceiling to have been imposed temporarily by the Central Bank of Russia for the period of reform in the mid-to-late 1990s.

 6. The exchange of commodities between European countries is believed to have become more convenient and rapid due to Euro. Nowadays accounts for international trade are supposed to be kept in Euro rather than in national currencies.

 7. The Central Bank must be keeping the exchange rate at a low level, or it would be much higher at present.

 8. Enough essential foods must have been stored by the government to meet the needs of population in case of emergency (в случае крайней необходимости, в чрезвычайных обстоятельствах).

**Part 2**

**1. Прочитайте незнакомые слова перед прослушиванием текста.**

kitchenette - кухня в квартире гостиничного типа, часть комнаты, приспособленная под кухню

**2. Прослушайте текст «Hotel Reservations» (для прослуши-вания кликните один раз на приведенную ниже ссылку, удерживая клавишу «Ctrl», после загрузки страницы нажмите на кнопку проигрывателя).**

Ссылка для прослушивания: <http://esl-lab.com/hotel1/hotel1.htm>

**3. Выберите правильный вариант ответа.**

1. The man makes a reservation finally for which day?

A. March 20th

B. March 21st

C. March 22nd

2. What kind of room does the man prefer?

A. a non-smoking room

B. a smoking room

C. either one is okay

3. Why doesn't he want to reserve the suite?

A. It doesn't have a nice view

B. It doesn't come with a sauna bath

C. It's too expensive

4. Including tax, how much is the man's room?

A. 80 dollars

B. 88 dollars

C. 96 dollars

5. How do you spell the man's name?

A. Maxner

B. Maexner

C. Mexner

**4. Выразите свою точку зрения.**

1. What is a price? What factors influence the price?

2. Why are the prices for goods changing?

3. Imagine you own a food store. Your competitor from a nearby food store decreased the price for the same food products by 2%. What can you do not to lose your customers?

При ответе используйте фразы:

|  |  |
| --- | --- |
| To my mind … | In my experience … |
| In my opinion … | As far as I understand … |
| On the one hand, …on the other hand  | From my point of view … |
| If my memory serves me right … | If I am not mistaken … |
| It seems to me that … | Personally, I think … |
| My personal view is that … | I am sure/certain/convinced that … |
| The fact is that … | This proves that … |
| It is obvious that … | There is no doubt that … |

**Part 3**

**Напишите письмо-запрос на нижеприведенное письмо. Используйте раздел «Перечень устойчивых фраз для написа-ния письма», приведенный в конце пособия.**

You have received a letter from the Organizing Committee of the conference you would like to take part in. Write a letter to Dan Craft, in your letter ask the following:

a) the date of the conference;

b) the exact address of the conference;

c) the deadline for applying papers.

|  |
| --- |
| Sergey Ivanov14, Kuznetskaya Street,Moscow, Russia452450Dear Mr. Ivanov, We invite you to take part in the 9th Annual European Financial Services Conference – *“****A new deal between finance and society****”* - will focus on the reform of the financial services sector since the crisis of 2008, at both an EU and a global level.  Sessions will focus on: * Has Europe’s financial sector put its economy in order?
* Assessing the EU’s regulation effort
* Charting progress towards a new global structure.

 Now widely regarded as the premier annual financial services gathering in Brussels, the European Financial Services Conference brings together more than 400 senior bankers and policy-makers from around the world to debate issues affecting European and global financial markets.Registration is free of charge but with interest expected to be very high, we advise you to register early to secure your place. For more information contact:Dan CraftDirector**Forum Europe**18, High StreetCardiffUKBest regards, Dan Craft |

**Unit 10**

 **Part 1**

 ***Грамматика:***

1. **Конструкция «сложное подлежащее» при сказуемом в действительном залоге.**

 2. **Функции инфинитива *(повторение).***

***Задание на дом***

**1. В разделе «Грамматические материалы» проработайте § 12, 13, 14, 15 и 24.**

**2. Переведите на русский язык предложения с конструкцией «сложное подлежа­щее». Обратите внимание на разные формы инфинитива.**

***а)*Простой инфинитив:**

When labour is expensive, the quantity of capital demanded is likely to rise.

Demand for imports is unlikely to fall when domestic income and out­ put in the country fall.

An increase in the wage rate is sure to reduce the quantity of labour demanded.

 Individual labour supply seems to be inelastic.

 If a firm's assets turn out to be considerable, it is more likely to get a loan from a bank.

With every additional purchase the consumer's satisfaction is likely to decrease although prices remain the same.

***б)*Сложные формы инфинитива:**

New methods of economic analysis appear to be required in the near future.

One form of money or another seems to have been used in all societies since time immemorial (с незапамятных времен).

Most Western economies do not appear to have reached considerable production growth due to tax cuts.

New bank services prove to be constantly coming into life.

Western economies are sure to have rapidly recovered from the1980-82crisis, the worst in post-war years.

Although such factors of production as capital and land appear to be owned by firms, they are actually owned by households.

**3. Переведите предложения на русский язык, обращая внимание на функции ин­финитива и инфинитивных конструкций.**

Karl Marx thought capitalism to be a temporary type of economy.

The dividends to be paid out this year will not be high.

Few market economies are likely to provide jobs for all those wanting to work.

An average worker in the United Kingdom is known to be paid more than the one in India.

It is not necessary nowadays for markets to be located in any particular place: the sugar market and the cotton market are considered to be not geographical locations but a number of conditions which let buyers and sellers work together.

To have inelastic demand is typical of all essential commodities and services, for instance, food and health service.

If the price of oil rises to $40 per barrel, it will be high enough to make oil shale mines economic.

The economics course to be offered to students is to bring together mi­croeconomics and macroeconomics.

The global competitive and technological forces are too powerful to let political regulators replace market practices with regulatory ones.

 **4. Прочитайте и переведите текст.**

**10. Market**

A market is any one of a variety of [systems](http://en.wikipedia.org/wiki/Systems), [institutions](http://en.wikipedia.org/wiki/Institutions), [procedures](http://en.wikipedia.org/wiki/Procedures), [social relations](http://en.wikipedia.org/wiki/Social_relations) and [infrastructures](http://en.wikipedia.org/wiki/Infrastructures) whereby businesses sell their goods, services and labour to people in exchange for money. Goods and services are sold using a legal tender such as [fiat money](http://en.wikipedia.org/wiki/Fiat_money). This activity forms part of the [economy](http://en.wikipedia.org/wiki/Economy). It is an arrangement that allows [buyers](http://en.wikipedia.org/wiki/Buyers) and [sellers](http://en.wikipedia.org/wiki/Sellers) to exchange items. Competition is essential in markets, and separates market from trade. Two persons may trade, but it takes at least three persons to have a market, so that there is competition on at least one of its two sides. Markets vary in size, range, geographic scale, location, types and variety of human communities, as well as the types of goods and services traded. Some examples include local [farmers' markets](http://en.wikipedia.org/wiki/Farmers%27_markets) held in town squares or parking lots, [shopping centers](http://en.wikipedia.org/wiki/Shopping_centers) and [shopping malls](http://en.wikipedia.org/wiki/Shopping_mall), international currency and commodity markets, legally created markets such as for pollution permits, and [illegal](http://en.wikipedia.org/wiki/Illegal_drug_trade) markets such as the market for illicit drugs.

In [mainstream economics](http://en.wikipedia.org/wiki/Mainstream_economics), the concept of a market is any structure that allows buyers and sellers to exchange any type of goods, services and [information](http://en.wikipedia.org/wiki/Information_economy). The exchange of goods or services for [money](http://en.wikipedia.org/wiki/Money) is a [transaction](http://en.wikipedia.org/wiki/Financial_transaction). Market participants consist of all the buyers and sellers of a [good](http://en.wikipedia.org/wiki/Good) who influence its [price](http://en.wikipedia.org/wiki/Price). This influence is a major study of [economics](http://en.wikipedia.org/wiki/Economic) and has given rise to several theories and [models](http://en.wikipedia.org/wiki/Economic_models) concerning the basic market forces of [supply and demand](http://en.wikipedia.org/wiki/Supply_and_demand). There are two roles in markets, [buyers](http://en.wikipedia.org/wiki/Buyer) and [sellers](http://en.wikipedia.org/wiki/Seller). The market facilitates [trade](http://en.wikipedia.org/wiki/Trade) and enables the distribution and [allocation of resources](http://en.wikipedia.org/wiki/Allocation_of_resources) in a society. Markets allow any tradable item to be evaluated and [priced](http://en.wikipedia.org/wiki/Price). A market emerges more or less spontaneously or is constructed deliberately by human interaction in order to enable the exchange of rights of services and goods.

Historically, markets originated in physical [marketplaces](http://en.wikipedia.org/wiki/Marketplace) which would often develop into — or from — small communities, towns and cities.

A market can be organized as an [auction](http://en.wikipedia.org/wiki/Auction), as a [private electronic market](http://en.wikipedia.org/wiki/Private_electronic_market), as a commodity wholesale market, as a shopping center, as a complex institution such as a [stock market](http://en.wikipedia.org/wiki/Stock_market), and as an informal discussion between two individuals.

Markets of varying types can spontaneously arise whenever a party has interest in a good or service that some other party can provide. Hence there can be a market for cigarettes in correctional facilities, another for chewing gum in a playground, and yet another for contracts for the future delivery of a commodity. There can be [black markets](http://en.wikipedia.org/wiki/Black_market), where a good is exchanged illegally and virtual markets, such as [eBay](http://en.wikipedia.org/wiki/EBay), in which buyers and sellers do not physically interact during negotiation. There can also be markets for goods under a command economy despite pressure to repress them.

**5. Соотнесите слова и их определения.**

|  |  |
| --- | --- |
| 1. infrastructure | a. a public meeting where things are sold to the person who offers the most money for them |
| 2. competition | b. a group of shops together in one area, often in one large building |
| 3. auction | c. a situation in which organizations try to be more successful than other organizations |
| 4. shopping center | d. the business of buying and selling stocks and shares |
| 5. stock market  | e. the basic systems and structures that a country or organization needs in order to work properly, for example roads, railways, banks etc |

**6. Переведите следующие слова и выражения на английский язык.**

|  |  |
| --- | --- |
| 1. распределение ресурсов | 6. фондовая биржа |
| 2. бумажные деньги | 7. участники рынка |
| 3. рынок товаров  | 8. спрос и предложение |
| 4. оптовый рынок товаров  | 9. повышать торговлю  |
| 5. черный рынок | 10. виртуальный рынок  |

**7. Переведите следующие слова и выражения на русский язык.**

|  |  |
| --- | --- |
| 1. command economy | 6. tradable item |
| 2. [illegal](http://en.wikipedia.org/wiki/Illegal_drug_trade) market | 7. shopping mall |
| 3. allocation of resources | 8. labour  |
| 4. [buyers](http://en.wikipedia.org/wiki/Buyer) and [sellers](http://en.wikipedia.org/wiki/Seller) | 9. legal tender  |
| 5. evaluate | 10. delivery of a commodity |

**8. Выберите правильный вариант ответа.**

1. ……….. is any one of a variety of [systems](http://en.wikipedia.org/wiki/Systems), [institutions](http://en.wikipedia.org/wiki/Institutions), [procedures](http://en.wikipedia.org/wiki/Procedures), [social relations](http://en.wikipedia.org/wiki/Social_relations) and [infrastructures](http://en.wikipedia.org/wiki/Infrastructures).

a) tender b) delivery c) market

2. Markets where a good is exchanged illegally is called ………..

a) black markets b) shopping malls c) virtual markets

3. eBay is an example of ………….

a) black market b) commodity market c) virtual market

4. A group of shops together in one area is called …………..

a) commodity market b) illegal market c) shopping center

5. A market is any structure that allows buyers and sellers to …….. any type of goods or services.

a) sell b) buy c) exchange

**9. Ответьте на вопросы.**

1. What is a market?

2. What is a black market?

3. What is a virtual market?

4. What is needed for a market to function?

5. What is the role of market participants?

 ***Аудиторная работа***

**10. Укажите предложения, в переводе которых следует употреблять русские сло­ва *«по-видимому»*и *«оказалось****».*

1. Dividends and interest on capital are not likely to be paid in the years when the company has not received profit.

2. Since the Stock Exchange is a relatively free market, share prices are sure to fluctuate as market conditions change.

3. Where labour is expensive, firms are likely to substitute a lot of capital for labour.

4. The Stock Exchange operates mainly through stockbrokers who handle transactions for their clients.

5. The more goods are swapped for other goods without being recorded, the less accurate statistic information turns out to be.

6. The government policy proved to have resulted in a rapidly growing unemployment rate.

7. The bank unable to meet its liability in due time cannot expect to stay in business.

8. The clearing system proved to have become a convenient and econom­ical means of settling debts between banks.

9. Their current account happened to have been opened by the same bank as ours.

**11. Укажите номера предложений, в которых говорится о том, что было в про­шлом, или о том, что могло случиться, но не случилось. Переведите предло­жения на русский язык.**

1. Since the prices of shares and government securities fluctuate, a seller might receive more or less than he paid for them.

2. Commercial banks must have been required to deposit more of their cash reserves in special deposits at the Central Bank than before.

3. The Central Bank has withdrawn this bank's license. The latter must have been unable to meet its liabilities.

4. The owner of the firm hopes the bank may defer repayment of the loan.

5. The bank is calling in its loans. Its depositors may have withdrawn a lot of their deposits lately or the bank may be accumulating funds for a major lending or investment project.

6. If the bank has refused to issue a deposit, it means they must have been dissatisfied with the information you gave them about yourself.

7. Banks may be said to provide financial services.

8. The coffee market could have grown considerably in Russia in recent years but the purchasing power of population fell after the 1998 financial crisis.

**Part 2**

**1. Прочитайте незнакомые слова перед прослушиванием текста.**

teaching convention – семинар для учителей

**2. Прослушайте текст «Immigration and Customs» (для про-слушивания кликните один раз на приведенную ниже ссылку, удерживая клавишу «Ctrl», после загрузки страницы нажмите на кнопку проигрывателя).**

Ссылка для прослушивания: [http://esl-lab.com/customs/ custom-rd1.htm](http://esl-lab.com/customs/%20custom-rd1.htm)

**3. Выберите правильный вариант ответа.**

1. What is the purpose of the woman's visit?

A. business

B. pleasure

C. business and pleasure

2. Where will the woman stay during her trip?

A. at a friend's home

B. at a hotel

C. at a university dormitory

3. About how long will the woman be in the country?

A. one or two days

B. three or four days

C. more than four days

4. What things are in the woman's luggage?

A. clothing, computer, and books

B. CD player, clothing, and books

C. books, gifts and computer

5. What other piece of information do we learn about the woman?

A. Her parents are on the same trip

B. She enjoys traveling to different countries

C. She was born in that country

**4. Выразите свою точку зрения.**

1. What is e-market? What do people usually sell/buy on e-markets?

2. Have you ever bought/sold anything on the Internet? What was it?

3. Are e-markets and e-commerce convenient? Why? Why not?

При ответе используйте фразы:

|  |  |
| --- | --- |
| To my mind … | In my experience … |
| In my opinion … | As far as I understand … |
| On the one hand, …on the other hand  | From my point of view … |
| If my memory serves me right | If I am not mistaken … |
| It seems to me that … | Personally, I think … |
| My personal view is that … | I am certain/convinced that … |
| The fact is that … | This proves that … |
| It is obvious that … | There is no doubt that … |

**Part 3**

**Составьте письмо. Используйте раздел «Перечень устойчивых фраз для написания письма», приведенный в конце пособия.**

Your are the Supply Manager of the Engineering Company. You need 600 computers for your company and you found information about Dell Computer Corporation (Russia) and decided to write them a letter. In your letter do the following:

1) write a letter to Mr. Hopsky – Distribution Manager, Company address: 34, Leninsky Prospekt, Moscow, Russia, 452450.

2) ask about the price and models of computers;

3) ask about discount or offer in return for buying a large amount of computers;

4) ask about corporate software and service.

**Перечень устойчивых фраз для написания письма**

|  |  |
| --- | --- |
| **Подтверждение получения письма** |  |
| We have received your letter of... | Мы получили Ваше письмо от... |
| We thank you for your letter of... | Благодарим Вас за Ваше письмо от... |
| **Ссылки на предыдущие письма** |  |
| In reply to your letter of... we are pleased to inform you that... | В ответ на Ваше письмо от... мы рады сообщить Вам, что... |
| In accordance with your request of... | В соответствии с Вашим запросом от... |
| We confirm our telex of... which reads... | Мы подтверждаем наш телекс от..., в котором говорится о... |
| Further to our letter of... we... | В дополнение к нашему письму от... мы... |
| **Вопросы, осведомления** |  |
| I would be glad to know ... | Я был бы рад узнать...    |
| Будьте добры, сообщите, пожалуйста...     | Could you please tell me... |
| Please let me know if... | Пожалуйста сообщите, если...    |
| May I hope for...? | Могу я надеяться на...? |
| We would be very much obliged if you could inform us... | Мы будем очень рады, если Вы сможете известить нас    |
| I would be grateful if you could let me know what... and inform me when... | Я был бы весьма благодарен Вам, если бы вы сообщили, что... и когда...    |
| We would be very much obliged if you could give us a short explanation... | Мы были крайне благодарны Вам, если бы вы кратко пояснили нам... |
| **Сообщения, извещения** |  |
| We are informing you that (of, about)... | Мы сообщаем Вам, что (о)... |
| We are pleased to inform you... | Рады сообщить Вам... |
| May we remind you that... | Разрешите напомнить Вам... |
| We have to inform you... | Вынуждены сообщить Вам... |
| We intend to... | Мы намереваемся...    |
| Permit me to say that... | Позвольте сказать, что...    |
| Let me inform you that... | Позвольте сообщить, что...    |
| This is to inform you that... | Настоящим сообщаю, что...    |
| This is to certify that... | Настоящим удостоверяется, что...    |
| It is important to us that... | Для нас важно, чтобы...    |
| Please take due note that... | Ставлю Вас в известность, что...    |
| I am writing to confirm that... | Пишу, чтобы подтвердить, что...    |
| As you know... | Как Вам известно...    |
| We wish to draw up your attention to the fact that... | Обращаем Ваше внимание на то, что...    |
| Enclosed please find... | Приложено к письму...    |
| **Уверения, предложения помощи, услуг** |  |
| We shall do our best to... | Мы сделаем все возможное, что бы...  |
| Please let me know if you require any further information or assistance. | Сообщите, пожалуйста, если Вам потребуется дальнейшая информация или помощь.    |
| We will be glad to answer any technical questions on the... | Мы будем рады ответить на любые технические вопросы относительно...    |
| **Выражения надежды** |  |
| I hope that all is going well with... | Я надеюсь, все идет хорошо с...    |
| I hope you will not mind... | Я надеюсь, Вы не будете возражать...    |
| I do hope I am not putting you to too much trouble if... |  |
| I look forward to cooperating with you on this new venture. | Я рассчитываю на сотрудничество с Вами в этом новом предприятии    |
| **Просьбы** |  |
| We shall (should) be pleased... | Мы будем рады... |
| We should be obliged if you could (would)... | Мы были бы Вам признательны, если Вы... |
| We should be glad if you would... | Мы были бы рады, если Вы... |
| In view of the urgency we ask you to... | В связи со срочностью мы просим Вас... |
| Please let me know... | Пожалуйста, сообщите...    |
| Please send us... | Просим выслать нам...    |
| Please inform us about... | Просим Вас сообщить нам о...    |
| We request to pay... | Просим оплатить...    |
| Please indicate your post-code, telephone and telex number. | Пожалуйста, укажите Ваш почтовый индекс, номера телефона и телекса. |
| Please take all necessary measures for... | Прошу принять все необходимые меры для...     |
| I wonder if you could help me to... | Хотелось бы знать, не можете ли Вы мне помочь... |
| It will be appreciated if you will please... | Мы будем благодарны, если Вы...    |
| We ask you for some additional information... | Просим у Вас некоторую дополнительную информацию о...    |
| Could you please send me... | Будьте добры, пришлите мне пожалуйста...  |
| In accordance with law I request... | В соответствии с законом я прошу (требую)...     |
| I (we) would (should) be most (extremely) grateful if you could... | Я был бы весьма благодарен, если бы Вы могли...   |
| **Благодарности** |  |
| It is very kind of you to... | Очень любезно с Вашей стороны...    |
| I am writing to thank you very much indeed for... | Пишу, чтобы поблагодарить Вас за...    |
| May I take this opportunity of thanking you for... | Позвольте воспользоваться случаем, чтобы поблагодарить Вас за...    |
| Thank you for contributing so much to... | Благодарим за столь большой вклад в... |
| I sincerely appreciate your kindness... | Я высоко ценю Вашу доброту...    |
| Please accept my sincere (deep) appreciation for your help. | Примите, пожалуйста, мою искреннюю (глубокую) благодарность за Вашу помощь. |
| I wish to express my appreciation for all your efforts... | Хочу выразить мою благодарность за все Ваши усилия...  |
| I am most grateful to you for helping me. | Я очень благодарен Вам за помощь.  |
| I am truly grateful for your advice. | Я искренне благодарен за Ваш совет.  |
| This is to thank you again for your wonderful hospitality… | Пишу, чтобы поблагодарить еще раз за Ваше гостеприимство… |
| **Выражения сожаления** |  |
| Unfortunately,... | К сожалению,...  |
| Unfortunately, I have been out on business in... | К сожалению, меня не было - я был в деловой поездке в… |
| I am very sorry to have caused you so much trouble. | Я очень сожалению, что причинил Вам столько беспокойства. |
| I am afraid that... | Боюсь, что...  |
| I am sorry (I regret) to say (to inform you, to tell you) that... | С сожалением сообщаю, что...  |
| I regret to inform you that... | К сожалению, вынужден сообщить Вам, что... |
| To my great regret I must inform you that... | К моему великому сожалению, я должен известить Вас, что...    |
| ...I am not able to... | ...я не в состоянии...   |
| **Извинения** |  |
| We apologize for... | Мы извиняемся за ... |
| Please accept our apologies for... | Пожалуйста, примите наши извинения за... |
| My (our) apologies for... | Приношу свои (наши) извинения за... |
| We offer an apology for... | Приносим извинения за...    |
| I wish to offer my sincere apologies for... | Хочу принести свои самые искренние извинения за... |
| I am sorry that... | Прошу извинить за то, что...    |
| I must apologise that... | Должен извиниться за то, что...    |
| I sincerely regret that... | Я искренне сожалею, что...    |
| I was extremely sorry that... | Я очень виноват в том, что...    |
| I am sorry, but I cannot be of assistance to you in this matter. | Извините, но я не могу помочь Вам в этом деле. |
| **Выражения удовлетворения** |  |
| I take pleasure of... | С удовольствием...    |
| We are delighted that... | Мы очень рады, что...    |
| I shall be happy to discuss with you... | Буду счастлив обсудить с Вами...  |
| I am pleased to send you a copy of... | Рад выслать Вам экземпляр...    |
| We are pleased to learn from your letter that you have decided to... | Нам было приятно узнать из Вашего письма, что Вы решили...    |
| We are most pleased that you want to buy... | Мы очень рады, что Вы пожелали купить...   |
| I was delighted to hear the news that... | Я был восхищен, узнав, что... |
| It would be truly wonderful to... | Было бы действительно замечательно... |
| We are glad to say that we can reserve for you... | Мы рады сообщить, что можем оставить за Вами...     |
| We appreciate your attitude. | Мы ценим вашу позицию. |
| **Выражения неудовлетворения** |  |
| I am most disturbed that you will not be able to... | Я очень обеспокоен тем, что Вы не сможете...     |
| This sets up a chain involving several complications. | Это вызывает цепь определенных затруднений. |
| We are not happy about the terms you suggested. | Мы не удовлетворены предложенными Вами условиями.  |
| I simply cannot understand why you did not tell us... | Я просто не могу понять, почему Вы не предупредили нас...  |
| I am very disappointed about this fact, and hope that you can help me to clear out this very strange situation. | Я очень огорчен данным обстоятельством и надеюсь, что Вы объясните мне эту весьма странную ситуацию.  |
| By this letter I emphatically protest against… | Настоящим письмом я заявляю категорический протест против... |
| This is, I am sure you will agree, not a good way to conduct business. | Это, полагаю Вы согласитесь, не лучший способ вести дела. |
| I am afraid that we must cancel the agreement as... | Я боюсь, мы должны расторгнуть договор, поскольку... |
| We emphatically deny you permission to... | Мы категорически запрещаем Вам... |
| **Ответы на вопросы и предложения** |  |
| We were very pleased to receive your letter in reply to our advertisement in... | Мы были очень рады получить от Вас письмо в ответ на наше объявление в...  |
| We much appreciate your offer... | Мы высоко ценим Ваше предложение...  |
| We are obliged for your letter of May 19, in which you enquire... | Мы признательны за Ваше письмо от 19 мая, в котором Вы спрашиваете...  |
| We should appreciate it very much if you could send us... | Мы были бы очень признательны, если бы Вы прислали нам...  |
| We hope that our offer will interest you. | Надеемся, что наше предложение заинтересует Вас.   |
| We are awaiting your instructions with interest. | С заинтересованностью ожидаем Ваших указаний. |
| **Упоминание о приложении** |  |
| We enclose/are enclosing... | Мы прилагаем... |
| We are attaching to this letter... | Мы прилагаем к этому письму... |
| **Выражение надежды на скорый ответ** |  |
| We would greatly appreciate your answer. | Мы очень рассчитываем на Ваш ответ. |
| I am looking forward to hearing from you soon. | Жду скорого ответа. |
| I look forward to hearing from you in due course | Я рассчитываю на Ваш ответ обычным порядком |
| We will look forward to hearing from you (we should appreciate receiving your reply)at your earliest convenience, | Я буду надеяться что Вы ответите при первой же возможности. |
| I would (we should) greatly appreciate an early (prompt) reply. | Я буду (будем) очень благодарен за скорый (срочный) ответ. |
| I hope that I may hear (hoping to hear) from you soon, | Надеюсь на скорый ответ, |
| **Связующие элементы письма** |  |
| We are sure (confident) that... | Мы совершенно уверены, что... |
| At the same time we would like to remind you that... | В тоже время, хотели бы напомнить Вам, что... |
| Apart from the above... | Помимо вышеуказанного... |
| In view of the above... | Ввиду вышеизложенного... |
| Otherwise we shall have to... | В противном случае мы будем вынуждены... |
| We have (no) difficulty in... | Мы (не) испытываем трудности в... |
| We have to admit that... | Необходимо признать, что... |
| In case of your refusal... | В случае Вашего отказа... |
| In case of your failure to make payment... | В случае неуплаты... |
| In this connection ... | В связи с этим ... |
| Nevertheless ... | Тем не менее ... |
| In fact ... | Фактически ... |
| First of all (In the first place ...) | В первую очередь ... |
| **Фразы в конце письма** |  |
| Best wishes, | Наилучшие пожелания, |
| With best wishes, | С наилучшими пожеланиями, |
| With kind regards, | С дружеским приветом, |
| With best wishes and kind regards, | С наилучшими пожеланиями и дружеским приветом, |
| We take this opportunity of thanking you for your assistance. | Пользуемся возможностью поблагодарить Вас за Вашу помощь. |
| With best regards, | С наилучшими пожеланиями, |

**Словарь**

**A**

accountability – подотчетность

accountable – подотчетный, ответственный

accountant – бухгалтер

advertising – реклама

[allocation of resources](http://en.wikipedia.org/wiki/Allocation_of_resources) – распределение ресурсов

Annual Percentage Rate – годовая процентная ставка

appoint – назначать

[asking price](http://en.wikipedia.org/wiki/Ask_price) – первоначальная цена

asset – актив

[auction](http://en.wikipedia.org/wiki/Auction) – аукцион

**B**

basket of foreign currencies – валютная корзина

benefits – льготы, польза, преимущества

[bid price](http://en.wikipedia.org/wiki/Bid_price) – цена предложения

black market – черный рынок

bond – облигация

borrow – занимать

borrower – заемщик

[Bretton Woods system](http://en.wikipedia.org/wiki/Bretton_Woods_system) – Бреттонвудская валютная система

budget – бюджет

budget process – составление бюджета

business budgeting – планирование бюджета

[business cycle](http://en.wikipedia.org/wiki/Business_cycle) – экономический цикл

buyer – покупатель

**C**

capital project – инвестиционный проект

central bank – центральный банк

collateral – залог

combat inflation – бороться с инфляцией

command economy – командная экономика

[commodity](http://en.wikipedia.org/wiki/Good_%28economics%29) – товар

commodity market – рынок товаров

commodity wholesale market – оптовый рынок товаров

competition – конкуренция

consumer market – потребительский рынок

[Consumer Price Index](http://en.wikipedia.org/wiki/Consumer_Price_Index) – Индекс потребительских цен

consumer protection – защита прав потребителей

[consumption](http://en.wikipedia.org/wiki/Consumption_%28economics%29) – потребление

costs – издержки, затраты

[costs of production](http://en.wikipedia.org/wiki/Costs_of_production) – издержки производства

currency – валюта

customer – покупатель, клиент

customer services department – отдел обслуживания клиентов

**D**

decision-making – принятие решения

decrease the interest rate – понижать процентную ставку

delivery of a commodity – доставка товара

[demand for labour](http://en.wikipedia.org/wiki/Labour_economics#Neoclassical_microeconomic_model_.E2.80.94_Demand) – спрос на рабочую силу

demand-and-supply theory – теория спроса и предложения

disclose information – разглашать информацию

Distribution Manager – начальник отдела сбыта

[distribution of income](http://en.wikipedia.org/wiki/Distribution_%28economics%29) – распределение доходов

downturn – спад деловой активности

**E**

[economic cost](http://en.wikipedia.org/wiki/Economic_cost) – оптимальные издержки (затраты)

[economic efficiency](http://en.wikipedia.org/wiki/Economic_efficiency) – экономическая эффективность

[economic growth](http://en.wikipedia.org/wiki/Economic_growth) – экономический рост

employee – работник

enterprise – предприятие

[equilibrium](http://en.wikipedia.org/wiki/Economic_equilibrium) – равновесие

exchange rate – обменный курс

exchange ratio – коэффициент обмена

expenses – расходы

external shock – внешний шок

[externalities](http://en.wikipedia.org/wiki/Externalities) – внешние факторы экономической деятельности

**F**

facilitate [trade](http://en.wikipedia.org/wiki/Trade) – повышать торговлю

[factor of production](http://en.wikipedia.org/wiki/Factor_of_production) – факторы производства

[federal funds rate](http://en.wikipedia.org/wiki/Federal_funds_rate) – процентная ставка по федеральным фондам

[Federal Reserve System](http://en.wikipedia.org/wiki/Federal_Reserve_System) – Федеральная резервная система

[fiat money](http://en.wikipedia.org/wiki/Fiat_money) – бумажные деньги

[finance](http://en.wikipedia.org/wiki/Finance) – финансы

finance department – финансовый отдел

financial market – финансовый рынок

financial model – финансовая модель

financial report – финансовая отчет

financial spreadsheet – сводная таблица

[fiscal policy](http://en.wikipedia.org/wiki/Fiscal_policy) – налогово-бюджетная политика

fluctuation – колебание

**G**

[gold standard](http://en.wikipedia.org/wiki/Gold_standard) – золотой стандарт

good quality – высокое качество

goods and services – товары и услуги

[government regulation](http://en.wikipedia.org/wiki/Government_regulation) – государственное регулирование

**H**

human resources – отдел кадров, рабочая сила

human resources department – отдел кадров

[hyperinflation](http://en.wikipedia.org/wiki/Hyperinflation) – гиперинфляция

**I**

[illegal](http://en.wikipedia.org/wiki/Illegal_drug_trade) market – нелегальный (черный) рынок

[income effect](http://en.wikipedia.org/wiki/Income_effect) – [эффект дохода](http://multitran.ru/c/m.exe?t=612737_2_1) (влияние изменений в доходах на спрос)

[incomplete markets](http://en.wikipedia.org/wiki/Incomplete_markets) – несовершенный рынок

industry-based organization – промышленная организация

[inflation](http://en.wikipedia.org/wiki/Inflation) – инфляция

[inflation rate](http://en.wikipedia.org/wiki/Inflation_rate) – темпы инфляции

Information Technology department – отдел информационных технологий

infrastructure

[insurance](http://en.wikipedia.org/wiki/Insurance) – страховка

investment and savings – инвестиции и свободный капитал

**J**

junior manager – помощник управляющего

**L**

[labour market](http://en.wikipedia.org/wiki/Labour_market) – рынок труда

[law of demand](http://en.wikipedia.org/wiki/Law_of_demand) – закон спроса

lend – давать взаймы

[level of prices](http://en.wikipedia.org/wiki/Price_level) – уровень цен

limitation – ограничение

liquidity – ликвидность

loan – заем

**M**

[macroeconomic instability](http://en.wikipedia.org/wiki/Macroeconomics) – макроэкономическая нестабильность

mainstream economist – выдающийся экономист

make a profit – получать прибыль

manipulate the decisions of individuals – влиять на решения людей

[marginal cost](http://en.wikipedia.org/wiki/Marginal_cost) – предельная стоимость

[marginal utility](http://en.wikipedia.org/wiki/Marginal_utility) – предельная полезность

[market](http://en.wikipedia.org/wiki/Market) – рынок

market changes – рыночные изменения

[market equilibrium](http://en.wikipedia.org/wiki/Market_equilibrium) – рыночное равновесие

[market failure](http://en.wikipedia.org/wiki/Market_failure) – рыночная неэффективность

market forces – рыночные силы

market participants – участники рынка

market price – рыночная цена

market research – рыночное исследование

market structure – рыночная структура

[marketing](http://www.thetimes100.co.uk/theory/theory--marketing-strategy--244.php) – маркетинг

[marketing department](http://www.thetimes100.co.uk/theory/theory--marketing-techniques--186.php) – маркетинговый отдел

marketing manager – руководитель отдала маркетинга

mathematical model – математическая модель

monetary policy – денежная политика

money in circulation – деньги в обращении

[money supply](http://en.wikipedia.org/wiki/Money_supply) – денежная масса, денежное обращение

[monopoly](http://en.wikipedia.org/wiki/Monopoly) – монополия

[mutually exclusive](http://en.wikipedia.org/wiki/Mutually_exclusive) – взаимно–исключающий

**N**

[natural monopoly](http://en.wikipedia.org/wiki/Natural_monopoly) – естественная монополия

nominal price – номинальная цена

[normal good](http://en.wikipedia.org/wiki/Normal_good) – стандартный товар

**O**

obligation – обязательство

obtain orders – получать заказы

[open market operations](http://en.wikipedia.org/wiki/Open_market_operation) – операции на открытом рынке

[opportunity cost](http://en.wikipedia.org/wiki/Opportunity_cost) – вмененные потери, стоимость упущенной выгоды

organisational structure – структура управления, организационная структура

output – выпуск, продукция

**P**

payment – платеж

[perfect competition](http://en.wikipedia.org/wiki/Perfect_competition) – совершенная конкуренция

[perfectly competitive market](http://en.wikipedia.org/wiki/Perfect_competition) – рынок с совершенной конкуренцией

[price stickiness](http://en.wikipedia.org/wiki/Price_stickiness) – негибкость цены

[pricing tool](http://en.wikipedia.org/wiki/Pricing_science) – механизм ценообразования

private sector – частный сектор

producer – производитель

product availability – доступность товара

product safety – безопасность товара

production – производство

Production Manager – начальник производственного отдела

[production–possibility frontier](http://en.wikipedia.org/wiki/Production-possibility_frontier) – предел производственных возможностей

profit – прибыль

profitable sales – выгодный сбыт

promotion – продвижение

provide back up support – обеспечивать поддержку

[public goods](http://en.wikipedia.org/wiki/Public_goods) – общественные товары (блага)

public sector – государственный сектор

[purchasing power](http://en.wikipedia.org/wiki/Purchasing_power) – покупательская способность

**R**

rate of interest – ставка процента

[real cost](http://en.wikipedia.org/wiki/Real_versus_nominal_value) – реальная (чистая) стоимость

real price – действительная цена

[recession](http://en.wikipedia.org/wiki/Recession) – рецессия

recruitment – подбор и расстановка кадров

relative price – относительная цена

restraint on producers – ограничение производителей

retail outlet – магазин розничной продажи

revenues – выручка

**S**

sales force – торговый персонал

Sales Manager – руководитель отдела продаж

sales person – продавец

scarce resources – редкие ресурсы

scarcity – нехватка

second hand car market – рынок поддержанных автомобилей

seller – продавец

selling price – цена продажи

senior manager – руководитель высшего звена

share price – курс (цена) акции

shareholder – акционер

shopping center – торговый центр

shopping mall – торговый комплекс

shortage of [goods](http://en.wikipedia.org/wiki/Good_%28economics%29) – дефицит товаров

[stock market](http://en.wikipedia.org/wiki/Stock_market) – фондовая биржа

[substitution effect](http://en.wikipedia.org/wiki/Substitution_effect) – эффект замещения

[supply and demand](http://en.wikipedia.org/wiki/Supply_and_demand) – спрос и предложение

supply curve – кривая предложения

**T**

tangible assets – материальные активы

traded price – торговая (заводская) цена

transaction – сделка

treasury bill – казначейский вексель

**U**

[unemployment](http://en.wikipedia.org/wiki/Unemployment) – безработица

unit of currency – единица валюты

**V**

variable – переменная

virtual market – виртуальный рынок

wage inflation – инфляция, вызванная ростом заработной платы

**W**

wage rate – ставка заработной платы

work team – рабочая группа

[working capital](http://en.wikipedia.org/wiki/Working_capital) – оборотный (рабочий) капитал

**Контрольная работа №1**

**Вариант №1**

***1. Перевести текст на русский язык.***

**MAIN RESOURCES**

Managers are concerned with the following **main resources:**

1. **Material resources** are physical materials and the equip­ment used by an organization to make a product. For example, cars are made on assembly lines. These assembly lines and the buildings that house them are material resources.
2. The most important resources of any organization are its **human resources** — people. Some firms believe that their em­ployees are their most important assets. To keep employees con-tent, a variety of incentives are used, including higher-than-aver-age pay, flexible working hours, recreational facilities, lengthy paid vacations, cafeterias offering inexpensive meals, etc.
3. **Financial resources** are the funds the organization uses to meet its obligations to various creditors. A grocery store obtains money from customers and uses a portion of that money to pay the wholesalers from which it buys food. A large bank, borrows and lends money. A college obtains money in the form of tuition, income from its endowments, and federal grants. It uses the mon­ey to pay utility bills, insurance premiums, and professors' sala­ries. Each of these transactions involves financial resources.
4. Finally, many organizations increasingly find they cannot ig­nore **information.** External environment — including the econo­my, consumer markets, technology, politics, and cultural forces — are all changing so rapidly that an organization that does not adapt will probably not survive. And, to adapt to change, the organiza­tion must know what is changing and how it is changing. Compa­nies are finding it increasingly important to gather information about their competitors in today's business environment.

It is important to realize that these are only general categories of resources. Within each category are hundreds or thousands of more specific resources, from which management must choose those that can best accomplish its **goals.** Managers must coordi­nate this complex group of specific resources to produce goods and services.

***Ответьте на вопросы:***

1. What main resources are managers concerned with?
2. What incentives are used to keep employees content? Why?
3. How does an organization obtain financial resources?
4. Is external environment including the economy, consumer markets etc. changing rapidly?

5. What must an organization do to survive?

***2. В каком из следующих слов звук, передаваемый буквой "о", отли­чается от остальных?***

1) phone, 2) know, 3) sorry, 4) zero, 5) no, 6) bone, 7) role

***3. Поставьте следующие существительные во множественном числе:***

A student, a picture, a desk, a text, a hero, a man, a phenomenon, a foot, a tooth

***4. Поставьте существительные в притяжательный падеж:***

Book of child, pen of man, pencils of sisters

***5. Переведите на русский язык:***

* The children´s textbooks
* The women´s magazines
* The world’s first spaceman

***6. Выберите правильную форму глагола "to be":***

I... in the 10th grade.

1. *is*
2. *are*
3. *am*
4. *were*

***7. Укажите предложение, в котором глагол "to be" является вспомо­гательным:***

1. She was sixteen last year.
2. The delegation is to come on Monday.
3. Mother is at home.
4. What are you doing?

***8. Поставьте артикли, где необходимо:***

* I live in … Kirov street.
* Meet … engineers from … Moscow.
* … Thames is … river.
* Take ... piece of... chalk and write... following sentence on... blackboard.
* There is ... garden in front of... Institute. ... garden is very beautiful.
* I bought... new dress ... last week. ... dress is made of... silk.
* My favourite subject at... school was ... Mathematics. I was very good at... Mathematics. I always got... excellent marks.

***9. Переведи те на русский язык, обращая внимание на употребление глагола to be:***

1. Petrov and Ivanov are not at the conference in Moscow, they are in Kiev.
2. On Monday our first lesson is English.
3. Where is the student’s hostel?
4. Is your friend a student?

***10. Переведите предложения, обращая внимание на оборот «there is/are»:***

1. There are many seminars this week.
2. How many minutes are there in an hour?

***11. Переведите предложения. Обратите внимание на употребление “to have; have/has got”***

1. He has many books on history in his library.
2. Where do you have dinner after classes?
3. Have you got cigarettes?

***12. Переведите предложения, обратите внимание на употребление Present Simple Tense.***

1. I get excellent marks in English.
2. We have two seminars every week.
3. Does the teacher ask many questions at the lesson?
4. He doesn’t study at the law department.

***13. Выберете правильный предлог:***

1. I must go (for, to, at) Moscow (at, in) spring.

1. Look (on, at, to) the blackboard. Do you see any mistakes (in, at, on) it?
2. Wait (to, by, for) me, please. I'll come (in, through, by) a minute.
3. We turned (on, in, off) the tape-recorder and listened (on, in, to) music.
4. My mother is a teacher (of, at, in) English.
5. I don't know what town he comes (from, out of, of).
6. If you are interested (at, in, of) literature you may join our literary society.
7. You must finish this work (on, in, by) the end of the week.

***14. Переведите предложения, обращая внимание на употребление Present Continuous tense:***

1. He is not reading, he is listening to the radio now.
2. Are you listening to the teacher?
3. She is not translating the text into Russian.

***15. Постройте отрицательные предложения:***

1. We are listening to the latest news.
2. My friend is filling in the form.

***16. Выберете правильное местоимение:***

1. Have you got (some, little, any) relatives in Minsk?
2. She has (not, neither, no) mistakes in (hers, her) test.
3. Is there (many, much) coffee in the coffee pot?
4. It's too dark here. I can't see (nothing, anything, something).
5. Can I do (something, nothing, anything) for you?
6. Do you learn (some, not, any) foreign languages?
7. I have (few, a little, little) relatives in Minsk.

***17. Поставьте правильную форму глагола***

1) Pete (to pack) his suitcase now. He (to leave) for Moscow tonight.

2) He is a night watchman. He (to work) at night and (to sleep) in the daytime. It is now noon and he (to sleep).

3) I (to read) this book several times. I first (to read) it three years ago.

4) I often (to read) detective stories. I (to read) a very interesting one now.

5) I can't go out because I (not to finish) my work. I (to join) you as soon as I (to finish) my work.

***18. Напишите по-английски указанное время:***

6.00; 8.05; 10.15; 7.25; 11.30; 6.40; 4.15; 12.45; 3.50; 5.55

***19. Выберете правильное слово***

In some countries there are monuments (to, for) animals. (It is, there is) even (a, the) monument (to, for) a pig. Once the people of a German town saw that a pig often dug in one and the same place. When the people (dig, dug) up the soil (in, on) that place they discovered salt (under, over) it. Salt was very (cheap, dear) at that time. So the people of the town (got, have got) salt and the pig got a statue.

***20. Переведите деловое письмо:***

Dear Sirs:

This is to inform you that we are completing the fulfillment of contractual obligations under our contract for the construction of the power station in our country.

We intend to sell part of the equipment and materials in your country.

The inspection of the equipment and materials can be made at any time convenient for you.

Yours faithfully.

**Контрольная работа №1**

**Вариант №2**

***1. Перевести текст на русский язык.***

**AREAS OF MANAGEMENT**

An organizational structure can also be divided more or less horizontally into areas of management. The most common areas are finance, operations, marketing, human resources, and admin­istration. Depending on its purpose and mission, an organization may include other areas as well — research and development, for example, or risk management.

**A financial manager** is primarily responsible for the organiza­tion's financial resources. Accounting and investment are special­ized areas within financial management. Because financing af­fects the operation of the entire firm, many of the presidents of the largest companies are people who got their "basic training" as fi­nancial managers.

**An operations manager** creates and manages the systems that convert resources into goods and services. Traditionally, op­erations management is equated with the production of goods. However, in recent years many of the techniques and procedures of operations management have been applied to the production of services and to a variety of nonbusiness activities. Like financial management, operations management has produced a good per­centage of today's company presidents.

**A marketing manager** is responsible for the exchange of products between the organization and its customers or clients. Specific areas within marketing are marketing research, advertis­ing, promotion, sales, and distribution.

A **human resources manager** is in charge of the organiza­tion's human resources programs. He or she engages in human resources planning, design systems for hiring, training, and ap­praising the performance of employees, and ensures that the or­ganization follows government regulations concerning employ­ment practices.

**An administrative manager** (also called *a general manag­er)* is not associated with any specific functional area but provides overall administrative leadership. A hospital administrator is a good example of an administrative manager. He or she does not specialize in operations, finance, marketing, or human resources management but instead coordinates the activities of specialized managers in all these areas.

**Ответьте на вопросы:**

1. What are the most common areas of management?
2. What is a financial manager responsible for?

3. What is an operations manager traditionally equated with and what are the changes in recent years?

4. What is a marketing manager responsible for?

5. What does an administrative manager coordinate?

***2. В каком из следующих слов звук, передаваемый "а", отличается от остальных?***

1) Kate, 2) age, 3) mate, 4) map, 5) tape, 6) make, 7) lake

***3. Поставьте следующие существительные во множественном числе:***

a pie, a factory, a map, a match, a page, a magazine, а datum

***4. Поставьте существительные в притяжательный падеж:***

Toys of children, magazine of woman, article of journalist

***5. Переведите на русский язык:***

* A day’s work
* The articles’ copies
* A week’s rest

***6. Укажите предложение, в котором глагол "to have" является мо­дальным:***

1. We shall have a party tomorrow.
2. We have invited our friends.
3. We'll have to prepare for the party.
4. I hope we'll have a good time.

***7. Выберите правильную форму глагола "to be":***

He... at the theatre yesterday.

1. *is*
2. *was*
3. *will be*
4. *were*

***8. Поставьте артикли, где необходимо:***

* … text is in … bag
* My parents are … engineers
* … Mr. Black will come at five.

4) I bought... bottle of milk and half... loaf of... bread. I put... milk into... fridge and ... bread into ... bread-box.

5) My granny lives in ... village. She's got... cow and 2 pigs.... cow's name is Dasha. I help my granny to look after ... animals.

6) Who's ... boy standing near ... window? - This is Peter, ... friend of mine.

***9. Переведи те на русский язык, обращая внимание на употребление глагола to be:***

1. Are Petrov and Ivanov at the conference in Moscow?
2. The students are in the reading hall.
3. My friend’s dream is to enter the University.
4. Is English easy?

***10. Переведите предложения, обращая внимание на оборот «there is/are»:***

1. There are no mistakes in your test.
2. How many students are there in your group?

***11. Переведите предложения. Обратите внимание на употребление “have, have got”***

1. Have you got any books by foreign writers?
2. Our students have dinner in the canteen.
3. Have you got a lighter?

***12. Переведите предложения, обратите внимание на употребление Present Simple.***

1. My friend does not study at the University.
2. We work at the English lab on Friday.
3. Does he often go to library?
4. He visits us on Sunday.

***13. Переведите предложения, обратите внимание на употребление Present Continuous tense:***

1. Is he reading a newspaper or a book now?
2. Are you discussing this question now?
3. He is not preparing for his exams.

***14. Постройте отрицательные предложения:***

1. She is talking to her old friend.
2. They are watching TV.

***15. Выберете правильный предлог:***

1. Our studies begin (at, on, in) autumn.
2. My elder brother is a doctor. He often comes home late (in, at) night.
3. The students are listening (for, at, to) a new text now.
4. Fetch today's newspaper and read it (for, to) me, please.
5. Which (from, of) the houses is yours?
6. Take the book (out of, from) the shelf and show it (for, to) me.
7. May I come (at, in, to) your lecture?
8. Where is George? - He is still at work. He will stay there (at, through, till) 5 o'clock.

***16. Выберете правильное местоимение:***

1) I don't hear (nothing, something, anything).

2) There was very (few, a few, little) snow this winter.

1. Is (somebody, anybody) absent today?
2. Bob is one of (our, us, ours) best pupils.
3. I haven't got (some, any, no) money about me.
4. In the last twenty-four hours too (little, much, many) things happened.
5. There is too (much, few, many) sugar in my coffee.

***17. Поставьте правильную форму глагола***

1. You (to know) English well?
2. Last summer I (to visit) Riga. I (to enjoy) my trip very much.
3. "Mr. Brown (to come) an hour ago. He (to wait) for you in the sitting room", said Tom to his sister.
4. Where is Nick? - He (to go) to the Institute. His classes usually (to begin at 8).

5) Can I speak to Johny? - No, you can't speak to him now. He (to have) break­fast now.

***18. Напишите по-английски указанное время:***

2.35; 4.00; 8.45; 2.30; 3.25; 4.55; 11.35; 12.15; 10.30; 5.40

***19. Выберете правильное слово***

 (There, They) are three men (at, on) the railway station. They (speak, are speaking) to the porter. "What time is the next train for London?", asks one of them. "They (go, are going) every hour. The next train is (in, at) ten o'clock", says (a, the) porter. "That's all right", they say, "Let's (go, come) to the refreshment room and wait (for, till) the train there".

***20. Переведите деловое письмо:***

Dear Sirs:

In your letter of 20th August, this year, you offered us your services in placing our clients advertisements in magazines published in Italy. Our clients welcome the opportunity and should be glad to have full information about the magazines in which you intend to place their advertisements. In particular they want to know the readership, circulation and one time advertising rates.

A prompt reply will be appreciated.

Yours faithfully.

**Контрольная работа №2**

**Вариант 1**

**1. Переведите текст письменно.**

**WHAT DOES ECONOMICS STUDY?**

What do you think of when you hear the word *economics?* Money, certainly, and perhaps more complicated things like business, inflation and unemployment. The science of economics studies all of these, but many more things as well. Perhaps you think that economics is all about the decisions that governments and business managers take. In fact, economists study the decisions that we all take every day.

Very simply, economics studies the way people deal with a fact of life: resources are limited, but our demand for them certainly is not. Resources may be material things such as food, housing and heating. There arc some resources, though, that we cannot touch. Time, space and convenience, for example, are also resources. Think of a day. There are only 24 hours in one, and we have to choose the best way to *spend* them. Our everyday lives are full of decisions like these. Every decision we make is a *trade-off.* If you spend more time working, you make more money. However, you will have less time to relax. Economists study the trade-offs people make. They study the reasons for their decisions. They look at the effects those decisions have on our lives and our society.

**2. Соедините слова с определениями.**

|  |  |
| --- | --- |
| budget | the people who control a country and make laws |
| business | information |
|  convenience | company that sells goods or services |
|  data | easiness |
|  demand | the amount of money you have for something |
|  government | how much people want something |
|  inflation | the number of people without work |
|  resources | something such as money, workers or minerals belonging to an organisation, country, etc which can be used to function properly |
|  trade-off | rising prices |
|  unemployment | giving away something in exchange for something |

**3**. Поставьте местоимения в нужную форму.

It is (you) table. Give (we) the directory. I see (he) under the desk.

4. Переведите с английского языка на русский.

1. What color is your table?
2. When does the boss come?
3. There are no changes in prices for food and drinks.
4. The figures are on the display.

5. **Составьте предложения.**

1. name/ tailor/ a/ me/ the/ tell/ of/ can/ you/ good?
2. are/ well dressed/ always/ very/ you.

6. Поставьте специальные вопросы к выделенным словам.

1. There is a desk in the room.
2. There is my boss in the office.
3. I am using your telephone.
4. Каte is doing my work

7. Поставьте глагол в нужную форму.

1. Can I take this magazine? - No, I (to read) it now.
2. I (not to see) him for three years. I wonder where he is.
3. If the day (to be) warm next Sunday, we (to go) to the country.
4. They usually (to play) in the garden in the afternoon, but this afternoon they (to play) in the yard.
5. Here are your shoes. I just (to clean) them.
6. When she (to speak) to him? - She (to speak) to him last week.

8. **Выберете нужный предлог.**

1. I think this flat is too small (to, for) our family.

2. My friend is going to take his exam (on, by, in) two days.

3. I think you can get there (on, by, in) bus.

4. What is he afraid (of, by, at)?

1. This text is too difficult (to, for) me.
2. You can take any (from, out of, of) these books.

9. Выберете нужное слово.

1. We had (anything, nothing) to say to each other.
2. Martin spent (much, few, many) time in hospital.
3. Everyone was listening to the teacher. (Nobody, somebody, anybody) said anything.
4. (Anybody, nobody) likes to stay in town on a hot day.
5. There's very (few, a little, little) chalk left. Go and fetch (some, any).
6. There aren't (much, many) pencils in the box, don't take (some, any, few).

10. Переведите с английского языка на русский.

1. What is the exchange rate of an Australian dollar to the Japanese yen?
2. We exchange money on the international market every day.
3. We need Deutchmark in Germany, we need krone in Sweden, we need rouble in Russia, we need dollar in the USA.
4. We seldom purchase dollars.
5. Rouble is the best currency.

11. Выберете правильный вариант.

1. What do you say to a friend on his/her birthday?
 a) It's a pleasure.

1. Many happy returns of the day.
2. The same to you.

2. It's time for dinner, ...

1. is it?
2. isn't it?
3. isn't there?

3. Where would you go if you had time?
 a) I shall go to the park.

1. I should go to the park.
2. I must go to the park.

4. She's knitting a sweater

1. for five days.
2. now.
3. since Monday.

5. Can you play chess?

a) Yes, I can a little.

1. Yes, I can little.
2. Yes, I am playing a little.

6. They usually have lunch

а) in half an hour.

б) at 12 o'clock.

 c) now.

7. How often do you play tennis.

a) Last Sunday.

1. Twice ,a week.
2. For two days.

12. Поставьте глагол в скобках в соответствующую форму. Обратите внимание на обстоятельство времени.

1. Не usually (sign) a contact himself, but now the secretary (sign) the contract.
2. The bank usually (exchange) dollars to roubles, but now it (not, exchange) them.
3. Usually I (use) my own telephone, but now I (use) my boss's telephone.

13. Поставьте предложения в вопросительную и отрицательную форму (обратите внимание на употребление Present Perfect и Past Simple).

1. He has signed this agreement recently.
2. We have agreed to purchase their machinery,
3. They have already manufactured this equipment.
4. I spoke to New York over the telephone yesterday.
5. He was in the office.

14. Выберете подходящую форму.

An old scientist whom everybody in England knows very (well, good) is travelling (on, by) train. The ticket-collector (is making, makes) his round. When he comes to the scientist and asks him for his ticket, (the, an) old man begins to look (at, for) it in his pockets, in his bag and suitcase, but (cannot, may not) find it anywhere.

"(There, it) doesn't matter," says the ticket-collector, who knows the scientist very (well, good). There's no hurry. I (may, can) come again (at, on) the next station". "Oh, but I (can, must) find it", says the old man (helplessly, helpless). "I want to know where I (go, am going)".

**Контрольная работа №2**

**Вариант 2**

1. Переведите текст письменно.

**WHAT ARE**

**MICROECONOMICS AND MACROECONOMICS ?**

Economists talk about *microeconomics* and *macroeconomics.* Microeconomics deals with people, like you and me, and private businesses. It looks at the economic decisions people make every day. It examines how families manage their household budgets. Microeconomics also deals with companies - small or large - and how they run their business. Macroeconomics, on the other hand, looks at the economy of a country - and of the whole world. Any economist will tell you, though, that microeconomics and macroeconomics are closely related. All of our daily microeconomic decisions have an effect on the wider world around us.

Another way to look at the science of economics is to ask, 'what's it good for?' Economists don't all agree on the answer to this question. Some practise *positive* economics. They study economic data and try to explain the behaviour of the economy. They also try to guess economic changes before they happen. Others practise *normative* economics. They suggest how to improve the economy. Positive economists say, 'this is how it is'. Normative economists say, 'we should ... '.

So what do economists do? Mainly, they do three things: collect data, create economic models and formulate theories. Data collection can include facts and figures about almost anything, from birth rates to coffee production. Economic models show relationships between these different data. For example, the relationship between the money people earn and unemployment. From this information, economists try to make theories which explain why the economy works the way it does.

2. **Вставьте подходящие слова в предложения.**

•abundance •concept • consumer
 •firm •Industrial Revolution •population
 •precious metals •production process

•profit •raw materials • satisfaction

• scarcity

1. The ………………………….. began in the late 18th century when machines started to replace human workers.

2. Sand and limestone are the ………………………….. needed to make glass.

3. The ………………………….. to make a car involves many people and machines.

4. The extra money a company makes is called …………………………..

5. People want …………………………..from the products they buy.

6. ………………………….. is when there is very little of something.

7. ………………………….. is when there is lots of something.

8. Gold and silver are examples of …………………………..

9. Another word for idea is …………………………..

10. The ………………………….. is the number of people a country has.

11. A business or company is sometimes called a ………………………….

12. When we buy things or use services we are a …………………………..

3. **Ответьте на вопросы.**

1. How is the college of advocates organized?

2. What does the work of advocate involve?

3. Why has the number of in house counsels increased lately?

4. Why is the legal profession gaining popularity in Russia?

4. Поставьте местоимения в нужную форму.

1. I see (they) on the screen. 2. It is (I) computer. 3. (He) file is blue.

**5.** Переведите с английского языка на русский.

1. I have two computers.
2. I've got fifteen files on the shelves.
3. The computer's screen is blue.
4. These are my tables and those are Norman's tables.
5. The secretary comes at 9 a.m.

6. **Составьте предложения.**

1. Brighton/ I / go/ often/ car/ London/ to/ from/ by

2. children/ street/watched/ the/ Peter/ the/ cross.

7. Поставьте специальные вопросы к выделенным словам.

1. There is boss's automobile near my house.
2. There are some files on the shelf.
3. There is some food on the table.

8. Раскройте скобки.

 It's a lovely day. The sun (to shine) and the birds (to sing).

 You (to have) breakfast yet? - Yes, we (to have). We (to have) it half an hour ago.

What are they talking about? - They (to talk) about literature. They always (to talk) about literature when they see each other.

 She is going to have dinner. She just (to wash) her hands.

 What your brother (to do)? - He (to read) a magazine. He (to do) it every evening.

 If I (to get) a letter from him I (to phone) you.

9. **Выберете нужный предлог.**

 What time did you arrive (at, to) the station?

 She intends to return (in, to) Moscow (over, in) three days.

 I am going to work in the library (at, for, in) three hours tomorrow.

 Our classes last (at, till) six o'clock.

 Take the book (from, out of) the table and give it to me.

 Don't turn (off, on) the radio. Father is working.

 Take the book (from, out of) the bag and give it to me.

10. Выберете соответствующее слово.

1. It isn't (my, mine) bag. I've left (my, me, mine) at home.

2. I haven't got (many, not, much) time today.

3. Has (somebody, anybody) seen Paul today?

4. Are there (much, little, many) students among your friends?

5. Speak a bit louder, I don't hear (nothing, something, anything).

6. My hands are warm but (yours, your) are very cold

11. **Переведите** с английского языка на русский.

1. What is the rate of exchange of a Dutch guilder to the Swiss franc?
2. In Italy we need lire. We need guilder in Holland, we need franc in Belgium.
3. Importers and exporters sometimes use the same currency.
4. Our company sells goods to various countries.

12. Выберете правильный вариант.

 1. Have you finished your work?
 a) No, I haven't.

1. Yes, I haven't.
2. Already.

2. It is time to go home, isn't it?
 a) Yes, it is time.

1. Yes, you should.
2. Yes, it is.

3. It's too late now.

1. You mustn't go out.
2. You mustn't to go out.
3. You haven't to go out.

4. How do you do?

a) Good, thank you.

1. I'm a student.
2. How do you do.

5. You haven't forgotten to send a Christmas present,...
 a. haven't you?

 b. have you?

с. isn't it?

6. Can you speak English?

a) Yes, I can little.

1. Yes, I can a little.
2. Yes, I am speaking a little.

**13**. Поставьте **глагол в** скобках **в** соответствующую **форму.** Обратите внимание на обстоятельство времени.

1. Usually I (use) my own telephone, but now I (use) my boss's telephone.
2. He usually (pay) in dollars, but today he (pay) in Deutchmarks.
3. He always (buy) a lot of meat, but now he (buy) only one kilogram.

14. Поставьте данные предложения в вопросительную и отрицательную форму. Обратите внимание на употребление Present Perfect и Past Simple.

1. G.T.M. has already entered the foreign market.
2. We have protected our rights.
3. They have obtained a license from Apple Computer lately.
4. I changed my money from Deutchmarks to dollars.
5. The rate of exchange was 0.536 last week.

15. Выберете подходящую форму.

Hallo. Mark. You are studying car mechanics, (are you, aren't you, haven't you)?

Yes, that's right. I want to be (a, the) garage mechanic.

Have you got (a, the) car?

No, not (yet, still, else). I (take, am taking, have taken) my driving test (next month, on next month, in next month). If I (shall pass, pass) I'll buy (an, the) old car and 111 repair it. Old cars (runs, run, are running) (well, good) if you (can, may) mend them.

**Контрольная работа № 3**

**Вариант № 1**

 **1.** **Некоторые предложения в тексте необходимо дополнить вариантами ответов, которые даны ниже текста. Единственно правильный ответ из четырех подчеркните.**

 I am 26 years old. I ... (1) born in 1970 in the west of England. I ..(2) there all my life, but I usually ... (3) my holidays in London. My town is not ...(4) it was in 1975 or 1980. In those days we ...(5) walk from one side to ...(6) in about fifteen minutes. There ...(7) two schools but ...(8) big factories. Then in 1985 they built two big factories and a lot of new people came to our town. ...(9) factories are very big and I now have a job in one of ...(10).

* am, have, was, were;
* am living, have lived, lived, live;
* am spending, spend, am passing, pass;
* same as, same that, the same as, the same that;
* can, could, was able to, were able;
* another, the other, other, one other;
* have been, has been, was, were;
* no, not any, none, not;
* all the, the all, both, the both;
* they, them, their, this.

 **2.** **Выберите правильный ответ и подчеркните его.**

Hello. This is Mary here. Who's that ... please?

speak, speaking, say, saying;

 Would you like a sigarette?

 No, thank you, I ...

am not smoke, am not smoking, do not smoke, do not smoking;

 **3.** **Подчеркните правильный специальный вопрос к выделенным словам в предложении.**

The policeman is interviewing the robber.

a. Who is interviewing the robber?

b. Who is the robber interviewing?

- Tell me something about Pete's wife...?

- Oh, she's about 25, she's pretty and friendly.

a. What is she?

b. What does she like?

c. What is she like?

d. Who is she?

 **4.** **Выберите правильный вариант и подчеркните его.**

I'm busy, ...?

a. ..., aren't I?

b. ..., don't I?

c. ..., am not I?

He never uses his car except when it's necessary, ...?

a. ..., doesn't he?

b. ..., does he?

c. ..., isn't it?

I met my (good) friend yesterday.

a. goodest;

b. better;

c. best;

- It isn't very warm today, is it?

- No, it was (warm) yesterday.

a. more warm;

b. warmer;

c. the warmest;

My husband (work) in the bank for three years since 1990 to 1993.

a. has worked;

b. had worked;

c. worked;

Mick (lose) his car keys, so we have to open the door by force.

a. has lost;

b. lost;

c. losed;

If I (hear) any news, I (phone) you.

a. Will hear, will phone;

b. will hear, phone;

c. hear, will phone;

I can give Boris the message if I (see) him.

a. will see;

b. see;

Usually I (have coffee) in the morning, but now I (drink) tea.

a. am having coffee; a. drink;

b. have coffee; b. am drinking;

Run down stairs. Your friend (wait) for you.

a. is waiting;

b. wait.

5. Прочтите и переведите письменно статьи контракта. Ответьте на вопросы.

 1.Subject of the Contract.

 The Sellers have sold and the Buyers have bought the following equipment C.I.F. UFA as per Appendix №1.

 2. Prices and Total amount of the Contract.

 The total amount of the Contract is... US Dol. The prices are firm for the duration of the Contract and are understood to be C.I.F. UFA city by truck.

 3. Delivery Dates.

 The equipment under Clause 1 of this Contract will be delivered within 4 months from the date of opening the letter of Credit as stipulated in Clause 5 of the Present Contract.

 All questions concerning shipment of the goods are to be settled in accordance with the Buyers' instructions.

 15 days before the date of shipment the sellers will notify the Buyers by cable about the date of the readiness of the goods for shipment indicating the weight of the cargo as well as the transit border of the truck to Russia.

 Within 24 hours after shipment the sellers will let the Buyers know by cable the date of shipment, contract Nariad and Trans numbers, the number of the truck way-bill, the number of cases and their weights.

 The delivery date is understood to be the date of the truck way-bill issued in the name of the buyer.

 Prior deliveries are allowed.

Вопросы:

1. Will the Buyers agree to reduce the prices under this contract if the sellers decide to give better conditions during the performance of the contract?

2. What will happen to deliveries if the buyers do not open the L/C within the stipulated time?

3. What will the buyers do if they are not notified of the readiness of the goods within the indicated period?

4. What will happen if the buyers do not receive complete information on the consignment in the right time?

Слова к тексту:

as per -в соответствии;

total amount -общая сумма;

prices are understood - цены понимаются;

truck -грузовик;

all questions ... are to be settled - все вопросы должны решаться;

to notify Smb. about the readiness of the goods - известить кого-либо о готовности товара;

weight-вес;

cargo - груз;

transit border - место пересечения границы, пограничный пункт;

way-bill - авто-накладная;

to issue in the name - выписать на имя;

prior - досрочный;

to allow – разрешить.

**6. Постройте предложение из данных слов:**

1. you, play, younger, were, football, did, you, when?

2. Saturday, my, came, on, Susan, see, to, friend, me.

7. Выберите правильный вопрос к подчеркнутому:

These scientists have completed their experiments.

1. What these scientists completed?

2. What have these scientists completed?

3. What have completed these scientists?

4. What these scientists have completed?

8. Выскажите разочарование товарищу.

I wish you much luck.

That's great.

Glad to meet you.

It's a pity.

9. Сделайте комплемент девушке.

How tired you look!

I don't agree!

It's all the same to me.

How well you look.

10. Вставьте вместо пропусков подходящие по смыслу слова. Переведите деловое письмо («Ответ на запрос»)

Dear Sir,

Thank you for your letter of March, 3 asking about office furniture. The... ... contains full details of our range. In most cases we are able to ... you with the ... you ... within ten days. We allow a ... of 20% on a ... of not less than 30 items. If you require any ... information, please do not... to contact us. We ... ... to doing business with you in the nearest future. We ... to receive an order from you.

... yours,

Modern furniture.

Слова:

enclosed catalogue; supply; require; goods; purchase; discount, hesitate, further; look forward; hope; sincerely.

11. Расположите ход телефонного разговора в нужном порядке.

1. -I was calling three, four, eight, five, zero, seven.

2. -Hello. I'd like to talk to Mrs. Gate.

3. -That's all right.

4. -I'm afraid you have dialed the wrong number. What number were you calling?

5. -I'm sorry to have bothered you.

6. -This is three, four, eight, five, zero, seven. But there is no one by the name of Gate.

**12. Переведите с русского на английский:**

1. Обычно я работаю в своем кабинете с 8 30 до 17 30  с перерывом на обед с 13 00  до 14 00 .

2. Мои часы идут правильно и я могу сказать Вам точное время. Сейчас полдень.

3. - Сколько времени нам потребуется, чтобы добраться до посольства ?

- Примерно полчаса.

4. - В какое время мы встретимся в среду для обсуждения договора условий поставок? Cкажем, в первой половине дня.

- Мне подойдет любое время.

5. Уже так поздно. Я должен вернуться вовремя. Спасибо, обед был превосходный и мы прекрасно провели время.

13. Переведите с английского на русский:

1. We have studied the catalogues enclosed with your letter.

2. The prices quoted in your price-list are too high.

3. The equipment manufactured by this Company is in great demand on the European market.

4. We thank you for your inquiry received on the 21st June.

5. By the specified dates the equipment is to be manufactured in accordance with the contract conditions, tested, packed, marked and delivered to the port of London.

**Контрольная работа № 3**

**Вариант№ 2**

1. Прочитайте и переведите письменно текст.

Contracts

 Signing of the contract is usually preceded by talks between two contracting parties. The job of negotiating a contract is entrusted to people with a good knowledge of the trade, business and legal matters, not to mention the language in which the talks are conducted. No negotiator will get very far unless he has the experience and authority to proceed without constant reference to his home base. This usually means that a small team is required to conduct negotiations.

 Each element of the contract is negotiated separately. This should cover the quality of the goods in question their price, the delivery date and the terms of payment. The negotiators employ all their skills to achieve maximum results, a better price and better credit terms.

 Apart from the basic elements the conditions supplementing the agreement have to be written into the contract. They include the import - export licence, force majeure, penalties for delays, and arbitration.

 Once the contract has been signed it has to be honoured by both sides.

Essential clauses of Contract

 By law contracts are made in writing. When striking а dеa1 standard contracts are widely used. Standard contracts aге not a must. Some articles may be altered and supplemented.

 Here are some of the items which are part and parcel of any contract: legal title of the contracting parties, subject of the contract, quality, price, delivery and payment terms.

**2. Некоторые предложения в тексте необходимо дополнить вариантами ответов, данными ниже текста. Единственно правильный ответ из четырех подчеркните.**

 Brickton is a little village .. .(1) from Manchester. When people ... (2) to go to Manchester, they usually go ...(3) train. It takes about ...(4). A lot of people live in Brickton but ...(5) jobs are in Manchester. In Manchester there are ...(6) cinemas than in Brickton. People there are not very ...(7) cinemas but if they want to see films, they can often see some old ones ...(8) television. Brickton is ...(9) Manchester and so the people there ...(10) use their cars so often.

* not far ; not long; not near; not away
* went; want; wanted; wants
* by; in; on; with
* an half hour; half an hour; half hour; half a hour
* its; their; it's, the
* many; more; much; most
* interested on; interesting on; interested in; interesting in
* at; at the; on; on the
* more small that; more small than; smaller that; smaller than
* don't need to; aren't; don't must; mustn't

3. Выберите правильный ответ и подчеркните его

1. William Shakespeare was a writer.

 He ...many plays and poems.

Writes

wrote

has written

had written

2. Please don't talk to me now. I... to answer some questions.

 try

 will try

 am trying

 have tried

4. Подчеркните правильный специальный вопрос к выделенным словам в предложении

1. After lunch you phoned someone.

A. Who rang you?

B. Who did you ring?

2. Vladimir and Natasha got married in 1970.

A. How long have they been married?

B. How long is it since they got married?

C. When did they get married?

5. Выберите правильный вариант и подчеркните его

 1. You are the new secretary, ... ?

A)..... , aren't you ?

B)..... , are you?

C)..... , don't you?

 2. Mr. Brown is speaking over the phone, ... ?

A)..... , is he?

B)..... , isn't he?

C)..... , doesn't you?

 3. Public transport in London is (expensive) in Europe.

A) the expensivest

B) the most expensive

C) more expensive

 4. I earn (little) money than he does

A) littler

B) more little

C) less

 5. Don't worry about your letter. I (send) it the day before yesterday.

A) sended

B) have sent

C) sent

 6. Have you got any money? -Yes, I (borrow) it from my brother.

A) borrowed

B) have borrowed

C) did borrow

 7. When I (arrive) in Manchester next week, I (phone) you.

A)WiIl arrive, will phone.

B)Will arrive, phone.

C)Arrive, will phone

 8.Hurry up! If you (catch) a taxi, you ( meet) Mr. Black at the station.

A) catch, will meet

B) will catch, meet

C) will catch, will meet

 9.Take your umbrella. It (rain) cats and dogs.

A) rains

B) is raining

 10. What she (do)? - She is a secretary at our college.

A) is she doing

B) she does

C)does she do.

6. Расположите ход телефонного разговора в нужном порядке.

l. – Who's calling, please?

2. – Thank you, bye.

3. – London Bank. Can I help you?

4. – Good bye.

5. – Ms. Smith speaking. I'm sorry Mr. Jones is out at the moment Can I take a message?

6. – Bogdan Stepko.

7. – Yes, I'd.like to speak to Mr. Jones, please.

8. – 12 252 836. Thank you, Mr. Stepko. I'll make sure he gets the message.

9. – Just a moment Mr. Stepko. I'll put you through.

10. – S-T-E-P-K-O.

11. – Could you ask him to call Bogdan Stepko.

12. – Yes, of course. Could I have your telephone number?

13. – Can you spell your name,.please?

14. – It's 12 252 836

7. Переведите с русского языка на английский:

1. Сейчас мы занимаемся бизнесом.

2. Он не может ответить на телефонный звонок. Он сортирует почту сейчас.

3. Секретарша очень занята сейчас. Она печатает письмо.

4. Эта фирма продаёт свои товары в другие страны.

5. Как правило, он не курит.

6. Я никогда не пью виски.

7. Он зарабатывает много сейчас.

8. Переведите **с** английского **языка на русский:**

l. The equipment indicated in Contract 258 was delivered on 30 th July.

2. We will test the machines on the dates stipulated in the Contract.

3.We would like to draw your attention to discounts given for orders of over 150 units.

4. The improved model has been offered to different firms.

5. The Sellers have sold and the Buyers have bought on c.i.f. terms 1000 machines in accordance with the Specifications enclosed with the present Contract.

9. Постройте предложения из данных слов:

1. garden, isn't, snow, there, any, in, the.

2. are, sofa, a, and, beds, there, room, two, in, my.

10. Выберите правильный вопрос к подчеркнутому: she came home late.

l. When she came home?

2. When came she home?

3. When did she come home? -

4. When did she came home?

11. Похвалите друга за успех.

1.It's all the same to me

2.I congratulate you.

3. What a bad luck.

4. Take it easy

12. Выразите равнодушие к происходящему.

l. What a Joy!

2. Forget it.

3. In no case.

4. I don't care.

13. Заполните пропуски подходящими словами в деловом письме «Задержка в выполнении заказа»

 Dear Sirs:

 A Week ago a letter about our order of the 16 th of march\_\_\_\_ \_\_\_\_to you. The answer\_\_\_ \_\_\_\_ \_\_\_\_ and the ordered furniture\_\_\_\_ \_\_\_\_ \_\_\_. I must ask you, therefore, either to send\_\_\_\_ \_\_\_\_inimediately or to\_\_\_\_\_\_\_\_\_ our\_\_\_\_\_\_\_\_ of $ 978. I look forward to\_\_\_\_\_\_\_\_\_from you.

Yours \_\_\_\_\_\_\_\_.

James Smith.

Слова:

was sent; inquiring; our order; payment; was not received; refund; hearing; was not delivered; faithfully.

|  |
| --- |
| **Грамматические материалы** |

 **§ 1. Причастие I**

 Причастие настоящего времени действительного за­лога образуется от инфинитива глагола прибавлением к нему суффик­са- ing.

Например: **read + -ing= reading**

Причастие I на русский язык переводится причастием с окончани­ ем*-щий*или деепричастием.

Например: **reading**| *читающий читая*

В предложении причастие I может служить:

1)определением и употребляется либо перед определяемым словом (т.е. слева), либо после определяемого слова (т.е. справа). В последнем случае оно, вместе с уточняющими его словами, образует причастный оборот. Например:

|  |  |
| --- | --- |
| Everybody listened to the **reading**student. | Все слушали  *читающего*студента. |
|  |  |

2) обстоятельством и употребляется в начале или в конце предложе­ния. Вместе с уточняющими его словами соответствует русскому деепричастному­ обороту.

|  |  |
| --- | --- |
|  Например: |   |
| **Reading**the new text the student made | *Читая*новый текст, студент не сделал никаких ошибок. |
| по mistakes. |   |

3) частью сказуемого. Вместе с глаголом **to**be образует формы вре­мен продолженной группы. Например:

The student **is reading**a newspaper now. Студент сейчас *читает*газету.

**§ 2. Причастие II**

Причастие II - причастие прошедшего времени страдательного залога, у правильных глаголов образуется от инфинитива при помощи суффикса -ed,а у неправильных глаголов является третьей формой. Если глагол окан­чивается на букву е, то перед суффиксом**-ed**она опускается. Например:

|  |  |
| --- | --- |
| **produce + ed  > produced** |  |
| **write >written** |

Причастие II переводится на русский язык причастиями с оконча­ниями *-ный, -мый, -тый.*Например:

**produced**- *производимый, произведенный* **written**- *написанный*

В предложении причастие II может служить :

1) определением и тогда оно стоит либо перед определяемым существительным (т.е. слева), либо после него (т.е. справа), обра­зуя вместе с уточняющими его словами причастный оборот. На­ пример:

Customers can get information of all the **produced**goods in the catalogue.

The goods **produced**by the company are in great demand.

Клиенты могут получить все сведения о *производимых* товарах в этом каталоге.

Товары, *производимые*этой компанией, пользуются большим спросом.

2) частью сказуемого в страдательном залоге (Passive Voice). На­ пример:

The goods **were produced**in China. Товары *были произведены*в Китае.

3) частью сказуемого времен группы Perfect. Например:

The company **has developed**a new model of equipment. Компания *разработала* новую модель оборудования.

**§ 3. Причастие II в функции правого определения к существительному (в постпозиции)**

|  |  |
| --- | --- |
| The economist studied the relation between the | Экономист изучал соотношение |
| price and **the quantity-** | между ценой и *предложенным* |
| **supplied.** | *количеством (предлагаемым ко­личеством).* |

Причастие II, не имеющее уточняющих слов, также может употреб­ляться справа от существительного. В этом случае в русском переводе оно стоит перед существительным. Например:

Причастие II в этой функции следует отличать от причастия II в причастном обороте, которое тоже стоит справа от существительного, но имеет зависимые слова.

***Тренировочное упражнение***

**Укажите, в каких предложениях при переводе на русский язык причастие II сле­дует поместить перед существительным.**

1. The decisions made did not result in more output.

2. The program adopted was the result of the economists' work.

3. The firm closed down last month had been established before Wbrld W&r II.

4. The food prices limited by the government were to enable all people to buy enough food.

5. The ceiling prices imposed led to excess demand of the goods.

**§ 4. Причастия (простые и сложные)**

Причастия бывают простые, т. е. состоящие из одного слова, и слож­ные, состоящие из двух-трех слов (см. следующую таблицу).

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | Active | Passive |
|  |  |  |  |
|  | Present | **producing** | **being produced** |
|  | Participle I | *производящий* | *будучи производимым* |
|  | *производя* | *когда / так как производили* |
|  |  |
|  |  |  |  |
|  | Past |  | **produced** |
|  | Participle II | - | *производимый* |
|  |  | *произведенный* |
|  |  |  |
|  |  |  |  |
|  | Perfect | **having produced** | **having been produced** |
|  | *произведя* | *после того как/когда произвели* |
|  |   |
|  |   |   |   |

Например:

1. **Serving**as a means of exchange, money is essential in economy.

2. **Having introduced**new technolo­gy, the enterprise increased out­ put.

3. The commodities **produced**by the company were of high quality.

4. **Being traded**openly on the stock exchange, government securities make monetary policies more flexible.

*Служа*средством обмена, деньги жизненно важны в экономике.

*Внедрив*новую технологию, пред­приятие увеличило выпуск про­дукции.

Товары, *произведенные*фирмой, были высокого качества.

*Так как*государственные ценные бумаги *находятся*в открытой продаже на фондовой бирже, они делают кредитно-денежную политику более гибкой.

Сложные причастия выполняют в предложении, как правило, фун­кцию обстоятельства и обозначают дополнительные действия, которые совершаются с подлежащим или которые подлежащее само совершает наряду с действиями, обозначенными сказуемым.

Причастие I страдательного залога (Participle I Passive) обозначает действие, которое совершают с подлежащим в то же самое время, когда происходит действие, обозначенное сказуемым. Рассмотрим данный выше пример (4): основное действие в предложении - **make (monetary policies) more flexible**— сказуемое, дополнительная информация **being traded**- это действие, которое производится с ценными бумагами, т.е. ими торгуют; отсюда — форма страдательного залога.

Переводить на русский язык причастный оборот, образуемый слож­ными причастиями страдательного залога, лучше придаточным пред­ложением, первоначально уяснив для себя связь между действиями. Придаточное предложение, как правило, начинается словами *когда, так как* или *после того как*(см. таблицу).

Перфектное причастие действительного залога (Perfect Active Parti­ ciple) обозначает действие, которое подлежащее выполнило раньше, чем действие, выраженное сказуемым. Рассмотрим данный выше пример (2): предприятие сначала внедрило новую технологию (действие выражено причастием), а затем увеличило выпуск продукции (сказуемое).

Причастные обороты, образуемые перфектным причастием действительного залога, переводятся на русский язык деепричастными оборо­тами с деепричастием совершенного вида (в примере (2) - *внедрив).*

Перфектное причастие страдательного залога (Perfect Passive Parti­ ciple) обозначает действие, которое совершили с подлежащим раньше, чем другое действие, выраженное сказуемым. Рассмотрим пример (5), приведенный выше: сначала бартерные операции стали широко исполь­зоваться, т.е. ими пользовались, отсюда - форма страдательного зало­ га, а потом они снизили эффективность экономики (сказуемое).

***Тренировочное упражнение***

**Укажите, какую форму причастия нужно употребить в следующих предложениях.**

1. ... alongside national currency, foreign currency can sometimes serve as a unit of account.

2. ... to attract money, the government securities helped to decrease mon­ey supply.

3. ... open market operations, the Central Bank sold government securi­ties.

4. Government securities ... to attract money are traded on the stock ex­ change.

1) *using, 2) used,*3) *being used,*4) *having used,*5) *having been used*

**§ 5. Существительное в функции определения**

Если подряд стоят два или более существительных без предлогов, образуя так называемую «цепочку существительных», то все они явля­ются определениями к последнему в этой «цепочке» существительному. При переводе на русский язык существительному в функции определе­ния может соответствовать либо прилагательное **(market**economy*—ры­ночная* экономика, **government**restrictions —*государственные*ограниче­ния), либо существительное в родительном падеже **(economics**study — изучение *экономики),*либо существительное с предлогом **(demand**infor­mation — сведения *о спросе).*

Подобные «цепочки» можно переводить несколькими способами.

 Например:

|  |  |
| --- | --- |
| **farm economics expert** | *специалист по экономике сельского хозяй­ства* |
|   | или *специалист по сельскохозяйствен­ной* |
|   |  *экономике;* |
| **farm produce price increase** | *повышение цен на сельскохозяйственную* |
|   | *продукцию* |
| **oil price restriction** | *ограничение цен на нефть* |

***Тренировочное упражнение***

**Переведите следующие словосочетания на**русский **язык:**

government offices; service price regulation; government planning; price mechanism; resource allocation; market mechanism; price level; production and consumption decisions; economy planning

**§ 6. Глагол *to be*в сочетании с инфинитивом**

Глагол **to be в**личной форме перед инфинитивом может выражать долженствование. Например:

The price **is to increase**by 7 percent. Цена *должна*увеличиться на 7%.

Глагол **to be**перед инфинитивом нельзя перевести словом *должен,*его следует переводить словами *состоит/ заключается в том чтобы.*

Глагол to **be**перед инфинитивом переводится как *состоит / заключается в том чтобы*после таких слов, как: **aim**—*цель,***task**/**target**—*задача,***problem**-*проблема,***intention**-*намерение,***plan**-*план*и некоторых других.

***Тренировочное упражнение***

Укажите, в каких предложениях глагол *to be*переводится как *«состоит /заклю­чается в том чтобы».*

1. The problem was to be solved by the end of the year.

2.The problem was to maintain the price level.

3.The producers' target was to get the highest possible profit.

4.The firm was to start producing the new equipment at the end **of the year.**

5.The aim was to maintain inflation at a low level.

 **§ 7. Глаголы, выражающие долженствование**

Долженствование может быть выражено рядом модальных глаголов, за ко­торыми непосредственно следует инфинитив (с частицей **to**или без нее). Осо­бенности значения этих модальных глаголов показаны в следующей таблице:

|  |  |  |
| --- | --- | --- |
| Глаголы | Значение | Перевод |
| Must/have to | Необходимость совершить действие в силу обстоятельств | Должен/вынужден |
| Be to | Необходимость совершить действие в связи с предварительной договорённостью или имеющимися планами | Должен/обязан |
| Should/ought to | Советь, рекомендация | Должен/следует |

***Тренировочное упражнение***

**Укажите, в каких предложениях выражено долженствование.**

1.The prices for oil have risen recently.

2. In the UK every foreign firm must register its name and address.

3. It was clear that the firm would not be able to cut down costs.

4. They should cut down costs.

5. The country had to decrease its imports.

6. By the early 1970s the country had decreased its imports three times.

7. The goods that ought to be produced are in great demand.

8. The programme was to ensure rapid economic growth.

**§ 8. Оборот *«to be + of+*существительное»**

В этом обороте глагол **to**be переводится, как *иметь, представлять.*

Например:

His latest managerial decisions **are** of great use for the firm.

Good textbooks are of high **value** for a student.

Его последние управленческие решения *имеют* большую *пользу*(очень полезны) для фирмы.

Хорошие учебники *представляют* высокую *ценность*для студента.

***Тренировочное упражнение***

**Укажите предложения, в которых употребляется оборот *«to be + of+*существи­тельное».**

1. These methods of analysis are widely used because of their great value.

2. Computers are of great value to any firm.

3. The economists spoke of the great value of price mechanism for market equilibrium.

4. Factors influencing prices in a market should be of interest to every producer.

5. We have not known of his interest in farm economics.

 **§ 9. Бессоюзное присоединение определительных придаточных предложений**

В английском языке в определительных придаточных предложениях союзные слова who, which, that *(который),* **when***(когда)*могут быть опущены. Если за двумя рядом стоящими существи­тельными (или существительным и личным местоимением в об­щем падеже) следует глагол в личной форме, второе существи­тельное (или местоимение) обычно является подлежащим прида­точного предложения, которое присоединено к главному без со­ юза. Например:

Money can be used to buy things | we wish to consume.

На стыке слов things и we опущено союзное слово **which**или **that.** Такие придаточные предложения на русский язык переводятся с до­бавлением союзного слова *который:*Деньги можно использовать для покупки вещей, *которые*мы хотим потреблять.

Если в конце такого придаточного предложения имеется пред­лог, то он переводится с добавлением союзного слова *который.*

***Тренировочное упражнение***

**Укажите, в каких предложениях при переводе на русский язык нужно добавить союзное слово.**

1. We must know the prices at the moment we need money for making expenditures.

2. The output of an agricultural commodity this year depends on deci­sions the farmer made last year.

3. Restrictions imposed by the government should be in the interests of most people in the society.

4. A government can restrict the choice a consumer can make.

5. The firm manager must know the demand for the goods that his firm produces.

 **§** **10. Независимый причастный оборот**

Независимый причастный оборот — это причастный оборот, имею­щий свое «подлежащее».

Независимый причастный оборот распознается в предложении по следующим признакам:

1) причастие стоит на месте сказуемого и имеет свое «подлежа­щее»;

2) от основной части предложения оборот отделяется запятой. Предложения с независимым причастным оборотом строятся сле­дующим образом (П — подлежащее):

«П» + причастие + второстепенные члены, П + сказуемое + ...

*или наоборот:*

П + сказуемое + ... , «П» + причастие + второстепенные члены

Если независимый причастный оборот предшествует основной час­ти предложения, на русский язык он переводится придаточным пред­ложением с союзами *так как, когда, если*в зависимости от смысла все­го предложения.

Если причастный оборот употребляется после основной части пред­ложения, он переводится предложением, присоединяемым словами *причем, при этом, а, и.* Причастный оборот после основной части пред­ложения может начинаться словом with, что не меняет его значения и способа перевода.

Причастие в независимом причастном обороте переводится как ска­зуемое. Перфектные формы причастия переводятся глаголом в совер­шенном виде. Например:

The country having a budget deficit, inflation may follow.

A bank is a business, its owners and managers aiming to maximize prof­its.

Money has a number of functions, with medium of exchange being the principal function.

*Если в стране имеется бюджетный дефицит,*может последовать ин­фляция.

Банк — это предприятие, и *его вла­дельцы и управляющие ставят своей целью максимальное увели­чение прибылей.*

Деньги имеют ряд функций, *при этом средство обмена — это ос­новная функция.*

***Тренировочное упражнение***

**Переведите на русский язык предложения, содержащие независимый причастный оборот.**

1. The general principles of all national banking systems are much the same everywhere, with the details varying from country to country.

2. People being able to use cheques as a means of payment, bank accounts are money.

3. In 1986 only 61 percent of British households had bank accounts, other people holding cash.

4. National income increasing, the total number of transactions usually increases.

5. Employment hours having increased, the GNP will also increase.

 **§11. Отглагольное существительное и герундий**

В английском языке есть три формы с суффиксом -ing: причастие I, отглагольное существительное и герундий. Эти формы важно различать, чтобы суметь найти их эквиваленты в русском языке.

При переводе на русский язык отглагольного существительного трудностей не возникает, так как в русском языке ему всегда соот­ветствует тоже существительное. Как и обычное существительное, оно может употребляться с артиклем, иметь определение, выражен­ное прилагательным, иметь форму множественного числа. Чаще всего встречается следующая форма отглагольного существительного — the planning of, т.е. слева стоит определенный артикль, справа предлог of.

Герундий обозначает название процесса. В отличие от отглагольно­го существительного, за герундием часто следует прямое дополнение, т.е. дополнение без предлога, но переводятся и герундий, и отглаголь­ное существительное одинаково. Например:

**The planning of**production helps to avoid income losses.

**Planning**production helps to avoid income losses.

Governments redistribute incomes within the nation by **the levying of** taxes.

Governments redistribute incomes within the nation by **levying** taxes.

*Планирование*производства помогает избегать потерь в доходах.

Правительство перераспределяет доходы внутри страны путем *налогообложения.*

Важно уметь отличить герундий от причастия I, так как их значения различны. В русском языке формы, аналогичной герундию, нет, поэто­му герундий можно переводить по-разному,в зависимости от контек­ста: существительным, неопределенной формой глагола, деепричасти­ем и глаголом в личной форме, если перед ним имеется притяжательное местоимение или существительное в притяжательном падеже(-'s).На­пример:

**Increasing**labour productivity reduced the production cost.

**Choosing**proper decisions is of great importance in management.

Labour productivity may be increased by **introducing**new machinery.

The expansion of production will large­ly depend on their **investing** ade­quate amount of money in this business.

*Повышение*производительности труда снизило себестоимость.

1. *Выбор*правильного решения очень важен в управлении.

2. *Выбрать*правильное решение очень важно в управлении.

Производительность труда можно повысить

1. *внедряя*новую технику.

*2. путем внедрения*новой тех­ники.

Расширение производства будет во многом зависеть от того, *вло­жат*ли они необходимое коли­чество денег в это предприятие.

***Тренировочное упражнение***

**Определите, в каких предложениях слову с суффиксом *-ing*в русском языке мо­жет соответствовать существительное.**

1. The using of the new method produced good results.

2. The economist calculated the company's income, using the new com­puter program.

3. Investing money in new technologies usually increases the production efficiency.

4. We are checking on the accuracy of the data.

**Сложные формы герундия**

Герундий имеет простую, перфектную и пассивную формы.

|  |  |  |
| --- | --- | --- |
|  | Active | Passive |
|  |  |  |
| Simple | **increasing** | **being increased** |
|  |  |  |
| Perfect | **having increased** | **having been increased** |
|   |   |   |

Простая форма (Simple) указывает на то, что действие, выраженное герундием, происходит одновременно с действием, выраженным ска­зуемым. Перфектная форма (Perfect) показывает, что действие, выра­женное герундием, предшествует действию, выраженному сказуемым; в русском языке этой форме соответствует глагол в прошедшем време­ни.

***Тренировочное упражнение (2)***

**Укажите, какую форму герундия из указанного ниже списка нужно употреблять в следующих предложениях:**

1. You cannot get reliable information of the firm performance without records ... accurately.

2. The manager insisted on ... records accurately.

3. It did not take the bank long to check on the financial position of the firm applying for a loan due to its records ... regularly for a number of years.

1) *keeping,* 2) *having kept,*3) *being kept,*4) *having been kept*

 **§ 12. Инфинитив в функции подлежащего**

Если предложение начинается с инфинитива, за которым следует глагол-сказуемое, то этот инфинитив является подлежащим, и перево­дится на русский язык глаголом в неопределенной форме или суще­ствительным.

**§ 13. Инфинитив в функции обстоятельств цели  и  следствия**

Инфинитив (или инфинитивная группа - т. е. инфинитив с уточня­ющими его словами), находясь в начале предложения, может выпол­нять и другую функцию: он может быть не подлежащим, а обстоятель­ством цели. Такой инфинитив часто вводится союзом **in order***(чтобы, для того чтобы).*

Однако союз in **order**часто опускается, и тогда предложение начи­нается с инфинитива (или инфинитивной группы). При переводе на русский язык перед таким инфинитивом следует добавить союз *чтобы.*

 Итак, инфинитив в начале предложения переводится на русский язык либо неопределенной формой глагола (если это инфинитив в функции подлежащего), либо неопределенной формой глагола с союзом *чтобы*(если это инфинитив в функции обстоятельства цели).

Сравните:

1. То create jobs for young people means to lower juvenile delinquency.

2. To create jobs for young people the government allocated additional means.

Следовательно, обнаружив в начале предложения инфинитив, надо сначала попытаться перевести его, не добавляя союза *чтобы*(в первом примере: *«Создавать*рабочие места для молодежи означает снижать уровень преступности среди молодежи»). Если это не удается (во вто­ром примере), значит, следует добавить союз *чтобы: «Чтобы создать*рабочие места для молодежи, правительство выделило дополнительные средства».

Инфинитив в функции обстоятельства цели может находиться не только в начале предложения, но и после дополнения или обстоя­тельства, причем союз **in order**и в этом случае часто опускается.

Инфинитив в предложении выполняет также функцию обстоятель­ства следствия и переводится неопределенной формой русского глаго­ла с союзом *чтобы (для того чтобы)*после слов enough *(достаточно)*и too *(слишком).*Например:

The average wage in this industry is high enough to attract workers from other industries.

The wage in this enterprise is too low to attract qualified workers.

Средняя заработная плата в этой отрасли *достаточно высока для того, чтобы привлечь*рабочих из других отраслей.

Заработная плата на этом предприятии *слишком низкая, что­ бы привлечь* квалифицирован­ных рабочих.

***Тренировочное упражнение***

Укажите, при переводе, каких предложений перед инфинитивом нужно употребить союз *«чтобы».*

1. То manufacture this model of equipment is profitable for producers.

2. A number of measures are taken in order to increase profits of the en­terprise.

3. To earn more profit the firm has to vary its technology.

4. The trade union is active enough to obtain shorter working hours with the same wage for its members.

5. The commodity is too expensive to be in large demand.

6. It is important to see the difference between revenue and profit.

**§ 14. Инфинитивный оборот**

***«for +*существительное / местоимение + инфинитив»**

Оборот «for + существительное (личное местоимение в объектном падеже) + инфинитив» является в предложении подлежащим, если употребляется после слов it is necessary / important / possible и т.п. или обстоятельством следствия после слов too *(слишком),*enough *(достаточ­но)*или обстоятельством цели. Во всех случаях инфинитивный оборот соответствует русскому придаточному предложению с союзом *чтобы,*а инфинитив в таком придаточном предложении переводится сказуе­мым. Например:

It is necessary for society to allocate resources sparingly.

The production costs in the enterprise are too high for it to work profitably.

For advanced technology to be introduced, the owner invested his profit in new equipment.

Необходимо, *чтобы общество размещало* ресурсы экономно.

Производственные издержки на этом предприятии слишком высоки, *чтобы оно работало*рен­табельно.

*Для того чтобы была внедрена новая технология,*собственник вложил свою прибыль в новое оборудование.

***Тренировочное упражнение***

**Укажите, в каких предложениях при переводе на русский язык нужно употребить союз *«чтобы (для того чтобы)».***

1. It is necessary to use scarce resources sparingly.

2. Labour markets should be effective enough for workers not to stay un­ employed long.

3. It is possible to increase demand for a good by advertising.

4. The inputs are too high for such small output.

5. The information is too scarce for the manager to rely upon it.

6. It is important to keep unemployment rate as low as possible for rapid economic growth.

7. It is important to keep unemployment rate as low as possible for society to use its resources effectively.

 **§** **15. Инфинитив в функции определения**

Инфинитив или инфинитивная группа, следующие за существитель­ным, могут являться определением к этому существительному.

Инфинитив в функции определения может переводиться на русский язык различными способами:

1. Инфинитив переводится неопределенной формой русского гла­гола.

2. Инфинитиву соответствует в русском языке определительное при­даточное предложение, начинающееся словами *который будет*или *который должен.* Сказуемое такого придаточного предложения обозначает действие, которое должно произойти в будущем. Инфинитив, пе­реводимый придаточным предложением, чаще всего имеет пассивную форму **(to be used, to be produced**и т.п.). Например:

The Gross National Product per head is an important characteristic **to be considered**in determining living standards.

Валовый национальный продукт на душу населения - это важная характеристика, *которая должна приниматься во внимание*при определении уровня жизни.

1. Инфинитиву соответствует в русском языке определительное придаточное предложение, начинающееся словами *который мо­жет.* Сказуемое такого придаточного предложения обозначает действие, которое можно произвести с определяемым существи­тельным. Инфинитив имеет, как правило, пассивную форму.

***Тренировочное упражнение***

**Укажите,**в **каких** предложениях нужно **употребить** слово  ***«который»*при перево­де** их на **русский язык.**

1. Depreciation decreases amounts to be consumed and invested.

2. The firm should change its production cycle to lower costs.

3. Too high prices of resources to be used in production is the problem of many enterprises.

4. Governments borrow money from firms and individuals to finance their spending.

5. When people lose jobs, they do not immediately make a decision to cut down consumption.

 **§ 16. Предложения с вводящим словом *there***

Вы уже знаете, что в сочетаниях **there**с глаголом **to be**в разных вре­менных формах **(there is, there are, there was, there were, there will be, there has been**и т.д.) слово **there**самостоятельного значения не имеет, и все сочетание переводится целиком словами *есть, имеется, был, имелся, будет иметься и т.д.*

|  |
| --- |
|  |
|  Например: |

**There is**a new store in our street.

**There are**various forms of money.

На нашей улице *есть*новый мага­зин.

*Имеются*различные формы де­нег.

Но слово **there**может сочетаться не только с глаголом **to be,**а также с модальными и некоторыми другими глаголами: **should, must, can, may; exist, come, live.**При этом на русский язык переводится только глагол.

Глагол, употребляемый после слова **there,**может быть в пассивной форме. Например:

There **were applied**several fertilizers in those areas.

*или*

There **were**several fertilizers **applied** in those areas.

На тех площадях *вносилось*не­сколько удобрений.

Если в предложении с вводящим словом **there**имеется еще и наре­чие **there***(там),*то оно употребляется в конце.

**§ 17. Употребление временных форм глагола в действитель-ном залоге**

**( Active Form)**

(на примере правильного глагола **to ask** – спрашивать)

|  |  |  |  |
| --- | --- | --- | --- |
| ИнфинитивВремя | Simple**(to ask)** | Continuous**(to be asking)** | Perfect**(to have asked)** |
| Present |  **Ask****Asks** (he, she, it) | **Am /asking****Is /asking****Are /asking** | **Have /asked****Has /asked****(he, she, it)** |
| Past | **Asked** | **Was /asking****Were /asking** | **Had asked** |
| Future | **Shall** (I, we) **/ask** **Will**  **/ask** | **Shall /be asking****Will /be asking** | **Shall /have asked****Will /have asked** |

**§ 18. Употребление временных форм глагола в страдательном залоге (Passive Form)**

**To be + Participle II**

(В соответствующем времени)

|  |  |  |  |
| --- | --- | --- | --- |
| ИнфинитивВремя | Simple**(to be asked)** | Continuous | Perfect**(to have been asked)** |
| Present | Am **/asked**Is **/asked**Are **/asked** | Am **/being asked**Is **/being asked**Are **/being asked** | Have **/been asked**Has **/been asked** |
| Past | Was **/asked**Were **/asked** | Was **/being asked**Were **/being asked** | **Had been asked** |
| Future | Shall (I, we**)/ be asked**Will **/be asked** |  - | Shall **/have been asked**Will **/have been asked** |

**§ 19. Числительные**

Числительным называется слово, обозначающее количество или порядок предметов по счету. Числительные в английском языке, так же как и в русском, делятся на количественные и порядковые.

Количественные числительные обозначают количество предметов и отвечают на вопрос **How many?** - *Сколько?*Порядковые числительные обозначают порядок предметов при счете и отвечают на вопрос **Which?** - *Который?*

|  |  |
| --- | --- |
| **Количественные** | **Порядковые** |
| 1     one  2     two  3     three  4     four  5     five  6     six  7     seven  8     eight  9     nine  10    ten  11    eleven  12    twelve  13    thirteen  14    fourteen  15    fifteen  16    sixteen  17    seventeen  18    eighteen  19    nineteen  20    twenty21    twenty-one 22    twenty-two23    twenty-three24    twenty-four25    twenty-five30    thirty  31    thirty-one32    thirty-two40    forty  50     fifty  60    sixty  70    seventy  80    eighty  90    ninety  100   a (one) hundred **Количественные** | 1st     first  2nd     second  3rd     third  4th     fourth  5th     fifth  6th     sixth  7th     seventh  8th     eighth  9th     ninth  10th    tenth  11th    eleventh  12th    twelfth  13th    thirteenth  14th    fourteenth  15th    fifteenth  16th    sixteenth  17th    seventeenth  18th    eighteenth  19th    nineteenth  20th    twentieth  21st    twenty-first  22nd    twenty-second23rd    twenty-third24th    twenty-fourth25th    twenty-fifth30th    thirtieth  31st    thirty-first32nd    thirty-second40th    fortieth  50th    fiftieth  60th    sixtieth  70th    seventieth  80th    eightieth 90th    ninetieth  100th   hundredth  **Порядковые** |
| 101   a (one) hundred **and** one116   a (one) hundred **and** sixteen125 a(one)hundred  **and** twenty-five200   two hundred500   five hundred1,000   a (one) thousand1,001   a (one) thousand **and** one1,256   a (one) thousand two hundred **and** fifty-six2,000   two thousand25,000    twenty-five thousand100,000   a (one) hundred thousand1,000,000   a (one) million ['mIljqn]1,000,000,000   a (one) milliard в Англии; a(one) billion в США | 101st   hundred **and** first116th   hundred **and** sixteenth125th   hundred **and** twenty-fifth200th   two hundredth500th   five hundredth1,000th   thousandth  1,001st   thousand **and** first1,256th   thousand two hundred **and** fifty-sixth2,000th   two thousandth25,000th   twenty-five thousandth100,000th   hundred thousandth1,000,000th   millionth  1,000,000,000th   milliardth или billionth   |

|  |
| --- |
| **Количественные числительные** |

**По строению** они подразделяются на простые, производные и составные:

**1**  К простым относятся числительные от 1 до 12.

**2**  Производными являются числительные от 13 до 19. Они образуются при помощи суффикса **-teen** от соответствующих числительных первого десятка: four *четыре* – four**teen**  *четырнадцать*.

Ударение. Они несут ударение как на первом, так и на втором слоге (**-'teen**). Но когда за таким числительным следует существительное с ударением на первом слоге, суффикс **-teen** оказывается безударным: six**teen** chairs - *шестнадцать стульев*.

К производным относятся также числительные, обозначающие десятки. Они образуются при помощи суффикса **-ty**: six *шесть* - six**ty** *шестьдесят*; при этом некоторые из них видоизменяются, например: two *два* - twen**ty** *двадцать*.

**3**  К составным относятся числительные, обозначающие десят-ки с единицами, начиная со второго десятка. Они пишутся через дефис (черточку). Например: **twenty-one** *двадцать один*, **forty-seven** *сорок семь*.

В составных числительных в пределах каждых трех разрядов перед десяткам (а если их нет, то перед единицами) ставится *союз* **and**, например:

3,516,436 - three million five hundred **and** sixteen thousand  four  hundred  **and** thirty-six

Но в американском варианте произношения союз  **and** опускается, например: 375 - three hundred seventy-five.

При обозначении количественных числительных при помощи цифр каждые три разряда (справа налево) отделяются запятой, например: 1,534;     3,580,000.

***Запятая*** в английской системе арифметических знаков указывает на разряд, а в русской системе записи это знак десятичной дроби. ***Точка*** между цифрами в английской системе является знаком десятичной дроби, а в русской системе указывает на разряд числа. Например:

|  |  |
| --- | --- |
| **Английская система.** | **Русская система.** |
| 3**,** 851**.**355 kilometers4**.**5 tons | 3**.**851**,**355 километра4**,**5 тонны |

В английском языке слова **hundred** *сто*,  **thousand** *тысяча*,  **million** *миллион*  являются существительными, поэтому, если они используются в ед. числе перед ними обязательно ставится неопределенный артикль **a** или числительное **one**, например:

|  |
| --- |
| **a**hundred или**one**hundred  –  *(одна) сотня*;1,025 –  **a (one)**thousand**and**twenty-five  – *(одна) тысяча двадцать пять* |

**1**.  Они не принимают окончание множественного числа **-s**, когда перед ними стоит числительное, например:

|  |
| --- |
| **two**hundred   *две сотни, двести***three**thousand    *три тысячи***five**million *пять миллионов* |

**2**.  Но они принимают окончание множественного числа **-s**, если они выражают неопределенное количество сотен, тысяч, миллионов, а после них употребляется существительное с предлогом **of**.

|  |  |
| --- | --- |
| hundred**s** **of** student**s** thousand**s of** song**s** | ***сотни****студентов****тысячи****песен* |

 **§ 20. Сложное** **дополнение**, или Complex Object, на самом деле не такое уж и “страшное”, каким оно может кому-то показаться. Определенную трудность представляет эта конструкция для русскоязычных студентов только потому, что в русском языке нет ей аналога.  Complex Object (сложное дополнение) – это одна из конструкций в английском языке с участием инфинитива (неличной формы глагола, отвечающей на вопрос «что делать?») или [герундия](http://englishhobby.ru/grammar/gerund/) (неличной формы глагола с окончанием -ing, имеющей свойства глагола и имени существительного). Рассмотрим примеры предложений с такими конструкциями:

1. I want my granny to take me to the circus.

2. Miss Bright believed Brown to have stolen the money.

3. They expected him to be caught by the police.

4. Margaret believes Elizabeth to be very bright.

5. She saw the door close behind them.

6. He heard her be really rude to Peter yesterday.

Переведем эти предложения на русский язык.

1. Я хочу, **чтобы** моя бабушка сводила меня в цирк.

2. Мисс Брайт считала, **что** Браун украл деньги.

3. Они думали (ожидали), **что** его поймает полиция.

4. Маргарита считает Елизавету очень умной.

5. Она видела, **как** дверь за ними закрылась.

6. Он слышал, **что** она была очень груба с Питером вчера.

Мы замечаем, что инфинитив при переводе каждый раз «исчезает», в русской версии ему соответствует глагол в какой-либо личной форме (to take – «сводила», to have stolen – «украл», to catch – «поймает»). Итак, инфинитив в таких конструкциях при переводе согласуется с предшествующим глаголом-сказуемым, в наших примерах это глаголы «хочу», «считала», «думали» и т.д.

Кроме того, при переводе нам во всех случаях, кроме одного, потребовались «дополнительные» слова, которых в английском варианте нет, а именно союзы «что», «чтобы», «как»: «… хочу, **чтобы…», «…**считала, **что…» и т. д.**Мы видим, что в английском предложении со сложным дополнением отсутствует какой бы то ни было союз.

Заметим также, что во всех шести примерах фиксируется глав-ный исполнитель действия (Мисс Брайт, Маргарита, они и т. п.) и какой-либо субъект или объект (бабушка, Елизавета, дверь и т. п.), с которым главный исполнитель связывает свои ожидания, наблюдения, о котором он имеет какое-либо мнение. Главный исполнитель действия – подлежащее в предложении, субъект или объект – дополнение. Почему это сложное дополнение? Потому что к нему «прикреплен» инфинитив, “усложняющий” дополнение.

Таким образом, сложное дополнение в предложении имеет следующую структуру:

**(подлежащее) + (глагол-сказуемое) + объект или субъект + инфинитив**

Обратите внимание, что местоимение, занимающее позицию субъекта или объекта, употребляется в так называемом [объектном падеже](http://englishhobby.ru/grammar/pronouns/personal_posessive_pronouns/) (не путайте с [притяжательным падежом](http://englishhobby.ru/grammar/pronouns/personal_posessive_pronouns/)), а не в именительном.

При повторном внимательном ознакомлении с примерами возникает вопрос: почему инфинитив не во всех английских примерах употребляется с частицей to? Сравним: Margaret believes Elizabeth **to be** very bright.

She saw the door **close**behind them.

Все дело в глаголе-сказуемом. Если сказуемое выражено глаголами чувства, восприятия (**see, hear, watch** и т. п.), а также глаголами **make, let,** то частица to не употребляется.

Мы не рассматривали на этой страничке конструкцию “Сложное допонение с причастием настоящего времени” (например, I saw you dancing – Я видел, как ты танцевала), принцип ее образования тот же, что и с инфинитивом. При переводе на русский язык таких конструкций смысл высказывания может немного изменится, по сравнению с аналогичными конструкциями с инфинитивом.

Например, I saw her cross the road. – Я видел, как она перешла улицу (и скрылась за углом) – инфинитив выражает краткость действия, говорящему не нужно привлекать внимание слушающего к процессу перехода девушкой улицы. Другой пример: I saw her crossing the road. – Говорящему нужно обратить внимание слушающего на процесс перехода улицы, возможно, он описывает ДТП и подробнее останавливается на деталях.

Иногда разница в употреблении причастия и инфинитива в Complex Object почти неразличима. Еще для правильного понимания конструкции «Сложное дополнение» важно уметь отличать перфектный инфинитив и инфинитив в страдательном залоге от простого инфинитива, но это уже отдельная тема.

**§ 21. Значение слова due.**

# Функции слова due

|  |  |  |  |
| --- | --- | --- | --- |
| Часть речи | Имя существительное | Имя прилагательное | Групповой предлог *due to* |
| *due* | *due to* |
| Употребляется | в синтаксических функциях имени существительного | в функции определения | в функции именной части составного сказуемого | управляет существитель-ным |
| Признаки | перед словом *due* стоят артикль или другие определители существитель-ного | стоит перед определяемым существительным | стоит после глагола-связки | стоит перед управляемым существитель-ным |
| Перевод на русский язык | *должное, сборы, налоги* (мн. ч.) | *должный, надлежащий* | *Вызы-ваться, обуслав-ливаться, происходить вследствие, из-за* | *из-за, вследствие, ввиду, благодаря* |

|  |  |
| --- | --- |
| **Dues** paid by the Soviet people are negligible. | **Налоги**, которые платят советские люди, незначительны. |
| In **due** time we shall present all the date available. | Мы представим все имеющиеся данные в **надлежащее**время (своевременно). |
| The rapid development of rocketry **is** largely **due** to K. E. Tsiolkovsky who laid the foundation of the theory of rocket motion and to the research done by N. E. Zhukovsky and S. A. Chaplygin. | Быстрое развитие ракетостроения в значительной степени **обусловливается** работами К. Э. Циолковского, заложившего основы теории движения ракеты, так же, как и исследованиями Н. Е. Жуковского и С. А. Чаплыгина. |
| **Due to** the extensive development of a number of sciences in the Soviet Union and **due to** the work on the part of many research institutes and industrial enterprises artificial satellites were created in 1957. | **Благодаря** широкому развитию наук в Советском Союзе и **благодаря** работе многих научно-исследовательских институтов и промышленных предприятий в 1957 г. были созданы искусственные спутники. |

**§ 22. Степени сравнения прилагательных**

Единственным формальным изменением прилагательных является изменение их при сравнении.

1. Односложные.

Суффикс -er, прибавляемый к основе односложных (и многосложных прилагательных, оканчивающихся на -y, -e, -er, -ow) прилагательных, придает им значение сравнительной степени.

Суффикс -est, прибавляемый к основе этих же прилагательных, придает им значение превосходной степени.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| long | длинный | longer | длиннее | the longest | самый длинный |
| large | большой | larger | больше | the largest | самый большой |
| easy | легкий | easier | легче | the easiest | самый легкий |
| big | большой | bigger | больше | the biggest | самый большой |

1. Многосложные

Многосложные прилагательные приобретают значение сравнительной степени путем прибавления перед ними слова *more – более* и значение превосходной степени - путем прибавления перед ними слова *most – наиболее*

|  |  |  |
| --- | --- | --- |
| beautiful | more beautiful | the most beautiful |
| прекрасный | прекраснее | самый прекрасный |
| impossible | more impossible | the most impossible |
| невозможный | невозможнее | самый невозможный |

1. Исключения

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| good | хороший | better | более хороший | the best | самый хороший |
| bad | плохой | worse | более плохой | the worst | самый плохой |
| little | маленький | less | меньший | the least | самый маленький |
| many/much | много | more | более | the most | наиболее |
| far | далекий | farther | более далекий | the farthest | самый далекий |

|  |
| --- |
| **§ 23. Местоимение one** |

Местоимение **one** (по форме совпадающее с числительным  **one** *один*) имеет два основных значения:  неопределенно-личное  и слова-заместителя.

Местоимение**one** употребляется в качестве местоимения-существительного. В ***именительном*** падеже **one** выступает в функции подлежащего или дополнения, а в ***притяжательном***  падеже – **one’s**  – в функции определения. Имеет форму  ***множественного*** числа – **ones**. На русский язык обычно не переводится.

|  |
| --- |
| **one** *некто, некий, кто-то* |

1.  Подлежащее в неопределенно-личных предложениях. В предложениях этого типа употребляется только форма  единственного  числа  **one** и притяжательного падежа **one’s**.

|  |  |
| --- | --- |
| **One** never knows what may happen. | *Никто не знает, что может случиться.* |

If **one** wants a thing done, **one** had best do it oneself. *Если хочешь, чтобы дело было сделано, сделай его сам.* = *Если****некто****хочет, (чтобы) что-то/(вещь) было сделано,****некто****должен лучше сделать это сам.*

В состав сказуемых предложений с неопределенно-личным подлежащим **one** часто входят модальные глаголы (**must**, **can**, **should** и др.):

|  |  |
| --- | --- |
| **One** must be careful in the street. |  *Нужно быть осторожным на улице.* |
| **One** must not smoke here. | *Нельзя курить здесь.* |

В притяжательном падеже **one’s** используется в роли  определения к неопределенно-личному подлежащему **one**:

|  |  |
| --- | --- |
| **One** must keep **one’s** word. | *Нужно придерживаться данного слова.* |
| **One** must always do **one’s**  duty. | *Всегда нужно выполнять свой долг.* |

Может выступать в функции дополнения в значении *кого-либо, кому-либо* и т.п

It offends **one** to be told **one** is not wanted. *Каждый обидится, когда****ему****скажешь, что****он****не нужен.*  =  It offends **one** (*это обижает кого-либо/каждого*) to be told (*ему скажут*) **one** is not wanted (*он/кто-либо не требуется*).

Высказывания с **one** считаются слишком официальными, книжными и в разговорной речи предпочтение отдается менее официальному **you**:

|  |  |
| --- | --- |
| **You/One** never can tell. | *Трудно сказать.* |
| **You/One** shouldn’t drive faster then **your/ one’s** angel can fly. | *(вам) Не следует ездить быстрее, чем (ваш) ангел может/умеет летать.* |

**2.**  В качестве слова-заместителя местоимение  **one**  употребляется вместо упомянутого ранее существительного, чтобы избежать его повторения. Употребляется вместо  исчисляемых существительных  в единственном (**one**) и множественном числе (**ones**). Форма притяжательного падежа в этом качестве не употребляется. Может относиться к лицам и неодушевленным предметам; чаще не переводится.

Take my pen. – Thank you, I’ve got **one**.

*Возьми мою ручку. – Спасибо, у меня есть (ручка).*

Is there a bank near here? – Yes, there is **one** at the end of this street. *Здесь есть поблизости банк? – Да, есть, в конце улицы.*

Неисчисляемые существительные не заменяются на **one**  (**ones**). Они либо повторяются, либо опускаются.

I prefer French cheese to Dutch.

*Я предпочитаю французский сыр голландскому (сыру).*

Типичные случаи употребления **one** в этом качестве:

**а)** Определенный артикль **the + one +**индивидуализирующее определение. Может переводиться существ., которое оно заменяет или словами *тот; та; тот, который*:

|  |  |
| --- | --- |
| This book is more interesting than **the one** we read last week. | *Эта книга интереснее****той, которую****мы читали на прошлой неделе.* |
| Which hotel did you stay at? –**The one** near the station. | *В какой гостинице вы остановились? –****В той, которая****возле станции.* |

**б)**  Прилагательное (в положительной или сравнительной степени; после превосходной степени **one** обычно опускается) **+ one** (**ones**). Например, в единственном числе:

|  |  |
| --- | --- |
| I’d (I would) like to try on one of these shirts. Please, give me the white **one**. | *Я хотел бы примерить одну из этих рубашек. Дайте мне, пожалуйста , белую.* |

Во множественном числе (**ones**):

|  |  |
| --- | --- |
| I prefer red roses to white  **ones**. | *Я предпочитаю красные розы  белым.* |

**в)**  Факультативно (не обязательно) после местоимений  **this, that,  which, another, the other**:

|  |  |
| --- | --- |
| **one** – единственное число: | **ones** – множественное число: |
| which **one** (?)     *который (?)* | which **ones** (?)     *которые (?)* |
| this **one**      *эта, этот* | these                   *эти* |
| that **one**         *та, тот* | those                   *те* |
| the **one**          *та, тот, который* | the **ones**              *те, которые* |
| the other **one**     *другой* | the other**s***или* the other **ones***другие* |

|  |  |
| --- | --- |
| This pencil is better than  that (**one**). | *Этот карандаш лучше, чем тот.* |

Here are some books. Which**ones** would you like? *Вот несколько книг. Какие вы хотите?*

Во множественном числе после **these, those** местоимение  **ones**  не ставится, а просто опускается.

**г)**  Может употребляться после порядковых числительных **the first, the second…** и слов **the last, the next**:

|  |  |
| --- | --- |
| Two boys entered the classroom. The first **one** was Peter. | *Два мальчика вошли в класс. Первый (мальчик) был Петр.* |

**One** (**ones**) не употребляется после **both;**  притяжательных местоимений:  **my, her, our…** (за ними всегда должно следовать существительное, а при его отсутствии они употребляются в форме местоимения-существительного:  **mine, hers, ours..**);не употребляется после существительных в притяжательном падеже.

Whose pen is this? – It is (It’s) **my** pen.= It’s **mine**. (*здесь нельзя* my one) *Чья это ручка?–****Моя****(ручка).*

**д)**  **The one** может употребляться в значении ***человек***, замещая слова man, woman, girl и т. п. в предложениях с индивидуализи-рующими определениями, например:

|  |  |
| --- | --- |
| I’m **the one** who did it. | *Это я сделал. (Я –****тот****, кто…)* |
| She’s **the one** who I’m crazy about. | *Она –****та****, от кого я без ума.* |

**е)** Форма мн. числа **ones** также употр. в сочетании: артикль  **the +** **прилагательное** (причастие)**+ ones**  для обозначения всех людей, характеризующихся этим прилагательным, например: the young **ones***молодежь, молодые*, the loved **ones***влюбленные*.

**ж)** Широко употребляется в рекламных обращениях:

|  |  |
| --- | --- |
| New items for the Little **Ones**. | *Новые товары для детей/для маленьких.* |

**§ 24. Конструкция «сложное подлежащее»**

Мы уже знаем, что в английском языке существует такая конструкция, как [Complex Object или сложное дополнение](http://engblog.ru/complex-object). Обычно параллельно с изучением такого дополнения, часто объясняют и сложное подлежащее, которое именуется как **Complex**Subject**в английском языке** (the Nominative with the Infinitive). Эти конструкции похожи лишь тем, что в них обеих используется [инфинитив в английском языке](http://engblog.ru/infinitive). Однако, в отличие от сложного дополнения, в сложном подлежащем основными составляющими элементами помимо инфинитива является либо имя существительное в общем падеже, либо местоимение в именительном падеже. А инфинитив в Complex Subject в английском языкеможет быть во всех своих шести формах. Например:

* to write
* to have written
* to be written
* to have been written
* to be writing
* to have been writing

В предложениях с конструкцией Complex Subject еще одним основным элементом является сказуемое, особенно глагол, которым оно выражено. Так как именно от глагола будет зависеть, в действительном (активном) или страдательном (пассивном) залоге будет стоять сказуемое. Предложения с конструкцией Complex Subject в английском языке обычно переводятся на русский язык с помощью таких оборотов, как «говорят, сообщают, думают, видели, слышали, оказалось, случилось» и т.п.

## Употребление Complex Subject в английском языке: примеры и правила

Как уже отмечалось, конструкция Complex Subject в английском языке применяется с определенными глаголами. Эти глаголы условно можно разделить на несколько групп. Итак, в качестве сказуемого в предложении могут находиться глаголы, выражающие:

1. Осведомленность, знание, утверждение: to know (знать), to think (думать), to state(заявлять, утверждать), to report (сообщать), to say (говорить), to announce (сообщать).

*She is known to live in France. – Известно, что она живет во Франции.*

*The film festival was reported to take place in July this year. – Сообщали, что кинофестиваль пройдет в июле в этом году.*

*He was thought to study here. – Думали, что он учится здесь.*

2. Предположение: to expect (ожидать), to suppose  (предполагать), to believe (верить), to consider (считать, полагать), to ask (спрашивать).

*The student is expected to become a famous writer. – Ожидают, что этот студент станет известным писателем.*

*The tickets were supposed to be sold in the afternoon. – Предполагали, что билеты продадут к обеду.*

3. Восприятие: to see (видеть), to hear (слышать).

*The car was seen to disappear. – Видели, как машина скрылась.*

*She was seen to enter. – Видели, как она вошла.*

4.Также Complex Subject в английском языке используется после таких словосочетаний, как to be likely (вероятно), to be unlikely (маловероятно), to be certain (несомненно), to be sure  (обязательно).

*She is likely to succeed. – Вероятно, ее ждет успех.*

*The bag is not likely to have been stolen. – Маловероятно, что сумку украли.*

Все перечисленные глаголы, будучи сказуемыми, могут стоять в любом времени, но только в страдательном (пассивном залоге – [Passive voice](http://engblog.ru/active-and-passive-voice)). Есть еще группа глаголов, которые употребляются с конструкцией Complex Subject в английском языке, но в действительном (активном – [Active voice](http://engblog.ru/active-and-passive-voice)) залоге. Это следующие глаголы: to appear – появляться, казаться; to seem – казаться; to happen – случаться; to prove / to turn out – оказаться.

*The second part of the movie appeared to be less interesting. – Оказалось, что вторая часть фильма не такая интересная.*

*He seems to be sleeping. – Кажется, что он спит.*

На самом деле, конструкции Complex Object и Complex Subject не представляют никакой сложности, а, наоборот, облегчают нашу речь, делая ее более похожей на англоязычную, а не на речь родного языка. Они очень популярны и употребляются повсеместно, поэтому постарайтесь не обойти их стороной, а уделить им внимание.

**§ 25. Since и for** используются в похожих, но не полностью идентичных целях. Они употребляются в схожем ключе во временах Past Perfect Simple и Past Continuous и относятся ко времени наступления какого-либо события.

Используйте **since** для обозначения начала временного промежутка, продолжающегося до настоящего времени.  **Since** используется для обозначения стартовой точки какого-либо события, действия или состояния. При этом  **since** может употребляться только в совершенном времени.

Например:

*I have known her since June.*

*Allison hasn’t been to that restaurant since her birthday.*

*He’s wanted to learn about penguins since we went to the zoo.*

Используйте **for** тогда, когда вы говорите о количестве, т. е. длительности времени - о том, как долго что-либо длилось. Обычно **for** используется вместе с каким-либо временным промежутком. При этом **for** может употребляться во всех временах.

Например:

*I have known her for 2 years.*

*Allison hasn’t been to that restaurant for a few months.*

*He talked about penguins for the entire trip to the zoo.*

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