КРАСНОЯРСКИЙ ГОСУДАРСТВЕННЫЙ
ТОРГОВО-ЭКОНОМИЧЕСКИЙ ИНСТИТУТ

Богданова Л. В.   Щитников А. С.

INTRODUCTION
TO
ECONOMICS

КРАСНОЯРСК

Министерство образования и науки РФ
Федеральное государственное образовательное учреждение
высшего профессионального образования
«Красноярский государственный торгово-экономический институт»

Л. В. Богданова
А. С. Щитников

INTRODUCTION TO ECONOMICS

Утверждено Редакционно-издательским советом института
в качестве учебно-практического пособия
для студентов экономических специальностей
и направлений подготовки
всех форм обучения

Красноярск 2011

УДК 811.111 : 33 (072.1)

ББК 81.2 Англ : 65я73-5

Б 734

Печатается по решению Редакционно-издательского совета института

Рецензенты: доктор экономических наук, профессор Ю. Ю. Суслова;

кандидат педагогических наук, доцент Л. Я. Вавилова

Богданова Л. В.

Б 734 Introduction to economics: учеб.- практ. Пособие / Л. В. Богданова, А. С. Щитников; Краснояр. Гос. торг.- экон. ин-т. – Красноярск, 2011. – 106 с.

УДК 811.111 : 33 (072.1)

ББК 81.2 Англ : 65я73-5

Предлагаемое учебно-практическое пособие состоит из двух частей. В первой части освещены основные экономические вопросы и введена наиболее употребительная терминология на английском языке, вторая часть включает страноведческие материалы по экономической тематике англоязычных стран – Великобритании и США. Материал учебного пособия направлен на освоение экономической терминологии и развитие умений и навыков различных видов чтения и профессионально-ориентированного перевода.

Издание предназначено студентам 1 курса экономических специальностей вузов.

ОГЛАВЛЕНИЕ

PART I. MAIN POINTS OF THE TOPIC

UNIT I. THE ECONOMIC PROBLEM

I. <u>Знакомство с темой</u>

Прочтите текст, обращая внимание на выделенные термины и их английские эквиваленты.

Что такое экономика. Термином **«экономика» (economy)** обозначают способ организации деятельности людей, направленной на создание необходимых им благ, а также науку **(economics)**, изучающую закономерности поведения людей в процессе этой деятельности. Основными действующими лицами хозяйственной деятельности являются люди (семьи), фирмы и государство. Они координируют свою деятельность как на основе прямых контактов, так и взаимодействуя через **рынки (markets).** Соответственно, экономическая наука изучает проблемы организации деятельности рынков, фирм, государственных организаций, а также проблемы, связанные с семейной экономикой. Этот круг проблем относится к разделу, называемому **микроэкономикой (microeconomics).** Проблемы, которые затрагивают всю экономическую жизнь страны (денежная система и **инфляция (inflation), безработица (unemployment), экономический рост (economic growth),** внешняя торговля и мировая экономика), изучаются **макроэкономикой (macroeconomics).**

Ограниченность экономических ресурсов и порождаемые ею проблемы. Главной экономической проблемой человечества является относительная безграничность человеческих **потребностей (needs)** и ограниченность экономических **ресурсов (resources)** (труда, природных ресурсов, капитала и предпринимательского таланта) относительно этих потребностей. Это заставляет людей делать выбор, сопоставляя ценность выбираемых благ и ту цену выбора, которую при этом приходится платить.

Главные вопросы экономики. Организуя свою хозяйственную деятельность, человечество вынуждено постоянно искать ответы на главные экономические вопросы: Что **производить (produce)**? Как производить? Каким образом **распределять (distribute)** произведенное? Когда использовать ресурсы? Именно степень умелости в поиске наиболее рациональных ответов на эти вопросы и определяет в конечном итоге богатство любой страны и **благосостояние (well-being)** её граждан.

II.Введение терминологии

Запомните следующие слова и **словосочетания:**

advanced countries — передовые страны
apply (v.) —применять, использовать
completely *(adv.)* — полностью
degree (n.) — степень
depend on (v.) — зависеть
directly *(adv.)* — прямо, непосредственно
effort (n.) — усилие
equally *(adv.)* — равным образом
essentially *(adv.)* — главным образом
examine (v.) — рассматривать, исследовать
extremely *(adv.)* — крайне
however *(adv.)* — однако
inhabitant (n.) — житель
means (n.) — средство
opposite *(adj.)* — противоположный
percentage (n.) — процент, процентное отношение
pose a question — ставить вопрос
poverty *(n.)* — бедность

provide (v.) — обеспечивать, снабжать
remote (v.) — далекий, не имеющий прямого отношения
satisfy wants — удовлетворять потребности
self-sufficient *(adj)* — независимый в экономическом отношении
solve a problem — решать проблему
skill ***(n.)*** — умение, мастерство, квалификация
standard of living — уровень жизни
struggle for survival — борьба за выживание
sustain life — поддерживать жизнь
totally *(adv.)* — полностью
vast *(adj.)* — обширный
way (n.) — путь, способ

Прочтите и переведите следующие слова и группы слов:

economics, sensible, essentially, true, equally, survival, conscious, however, continuity, prosperous, fortunate, extremely, sustain, peasant, inhabitant, totally, directly, a vast subject, precise definitions, the basic question, the material aspects, an underlying problem, advanced countries, struggle for existence, standard of living, a large percentage, self-sufficient communities, economic independence, industrialized societies.

III. <u>Изучающее чтение</u>

Прочтите текст А, обращая внимание на выделенные термины.

Text A. The Individual and Society

Most introductory textbooks on **Economics** begin by posing the question, 'What is Economics about?' Although Economics is a vast subject and precise definitions are usually very complex, it is not a difficult matter to give a simple and sensible answer to the basic question. Economics is essentially a study of the ways in which people apply their knowledge, skills, and efforts to the gifts of nature in order to satisfy their **material wants.**

Economics limits itself to the study of the material aspects of live, and while it is true that man cannot live by bread alone, it is equally true that he cannot live without it. An underlying problem in economics is that **of survival** and we must examine how people have solved or are trying to solve this problem. In the more **advanced countries** this may seem a very remote problem — few people, if any, are conscious of a life or death struggle for **existence**. In many other countries, however, the continuity of human existence is by no means assured — **starvation** is a very real prospect for millions of human beings.

Even in the prosperous, economically advanced countries there is an aspect of survival which attracts little or no attention from those of us fortunate enough to live in these areas. This is our relative helplessness as 'economic' individuals. The Indian peasants have an extremely **low standard of living,** yet, left completely to their own devices, they can survive. Such people have the abilities to sustain life without outside assistance. A large percentage of the human race still lives in very small self-sufficient peasant communities. These people experience great **poverty**, but they can provide on an individual basis, for their own survival. They have a degree of **economic independence.**

If we now turn to the inhabitants of New York, London, or any other great metropolitan area we must observe the opposite situation — a high standard of living together with an extreme economic dependence. The inhabitants of cities are totally incapable of providing for themselves, directly, the means of their survival. They could not feed themselves, or build their own houses. Such people depend, each and every day of their lives, on the efforts and cooperation of many thousands of specialist workers. In **industrialised societies** a high standard of living is possible only if the **organized cooperation** of large numbers of people can be guaranteed. In the economically developed countries we are **rich,** not as individuals, but only as members of a complex economic organization.

IV. Лексико-грамматические упражнения

1.Заполните пропуски, используя следующие слова: inhabitants, precise, prospect, vast, standard, percentage, means, human

1. Economics is a ... subject and ... definitions are very complex.
2. Starvation is a very real... for millions of... beings.
3. The Indian peasants have an extremely low... of living.
4. A large ... of the human race still lives in small self- sufficient peasant communities.
5. The ... of cities are totally incapable of providing for themselves the ... of their survival.

2. Найдите синонимы среди следующих слов:
study, precise, complex, subject, essentially, use, exact, matter, basically, mainly, apply, developed, examine, advanced, completely, help, community, totally, assistance, society, build, gift, construct, present.

3.Найдите антонимы среди следующих слов:
begin, difficult, high, poor, inside, wealth, finish, easy, low, prosperous, outside, poverty, capable, dependence, incapable, directly, large, independence, indirectly, small.

4.Переведите следующие сочетания слов с русского языка на английский:

точное определение, простой ответ, основной вопрос, изучение материальных сторон жизни, развитые страны, борьба за существование, уровень жизни, относительная беспомощность, без посторонней помощи, испытывать крайнюю бедность, степень экономической независимости, наблюдать противоположную ситуацию, жители городов, члены сложной экономической организации

5.Образуйте 3 формы от следующих глаголов:

to be, to have, to give, to apply, to satisfy, to live, to study, to examine, to solve, to leave, to survive, to experience, to provide, to turn, to observe, to feed, *to* build, to depend, to guarantee

6.Составьте предложения, используя следующие слова:

1) limits, of, economics, to, study, the, of, aspects, the, material, itself, life.
2) problem, an, is, underlying, economics, in, that, survival, of.
3) seem, may, a problem, very, this, remote, very.
4) very, starvation, a, prospect, millions, for, real, human, beings, is, of.
5) peasants, an, Indian, have, living, of, the, low. extremely, standard.
6) people, great, experience, poverty, these.
7) degree, they, a, have, economic, of, independence.

7. Заполните пропуски предлогами:

1) Most textbooks ... Economics begin ... posing the question, 'What is Economics...?'
2) Economics is essentially a study... the ways... which people apply their knowledge... the gifts... nature ... order to satisfy their needs.

3) ... the more advanced countries few people are conscious ... a life or death struggle ... existence.

4) Even... the economically advanced countries there is an aspect... survival.

5) Such people have the abilities to sustain life... outside assistance.

6) If we now turn ... the inhabitants of New York we must observe the opposite situation — a high standard ... living together ... an extreme economic dependence.

7) The inhabitants... cities are totally incapable ... providing ... themselves the means ... their survival.

8) Such people depend ... the efforts ... many thousands ... specialist workers.

9) …industrialized societies a high standard... living is possible only if the organized cooperation ... large numbers... people can be guaranteed.

10) ... the economically developed countries we are rich, not as individuals, but only as members ... a complex economic organization.

8.Поставьте вопросы к выделенным словам:

1) Precise definitions are usually *very complex.*

2) Economics limits itself to the study of *the material life.*

3) The Indian peasants have an *extremely low* standard of living.

4) *A large percentage* of the human race still lives in very small peasant communities.

5) These people experience *great poverty.*

6) The inhabitants of *big cities* depend on the efforts of specialized workers.

9.Заполните пропуски, используя глаголы, данные в скобках:

1) Although Economics... a vast subject and precise definitions ... usually very complex,

it... not a difficult matter to give a simple answer to the basic question (to be).

2) Economics ... itself to the study of the material aspects of life (to limit).

3) We must examine how people have solved or ... to solve this problem (to try).

4) It... little attention from those of us fortunate enough to live in these areas (to attract).

5) A large percentage of human race still... in small self- sufficient communities (to live).

10.Ответьте на следующие вопросы:

1. What do most introductory books on Economics begin by?
2. What does Economics study?
3. What does it limit itself to?
4. What is an underlying problem of Economics?
5. What categories of people can survive without outside assistance?
6. Why do they have a very low standard of living?
7. Why aren't the inhabitants of big cities economically independent?
8. Why is a high standard of living impossible without a cooperation of large numbers of people?

V.<u>Ознакомительное чтение</u>

Прочтите текст B и сформулируйте основную мысль каждого абзаца.

Text B. Scarcity and Choice

Economics, then, is about the satisfaction of material wants. It is necessary to be quite clear about this; it is people's *wants* rather than their *needs* which provide the motive for economic activity. We go to work in order to obtain income which will buy us the things we want rather the things we need. It is not possible to define 'need' in terms of any particular quantity of a commodity, because this would imply that a certain level of consumption is 'right' for an individual. Economists tend to avoid this kind of *value* judgement which tries to specify how much people *ought* to consume. It is assumed that individuals wish to enjoy as much well-being as possible, and if their consumption of food, clothing, entertainment, and other goods and services is less than the amount required to give them complete satisfaction they will want to have more of them.

If the resources available to people are insufficient to satisfy all their wants, we say that such resources are scarce. Scarcity is a relative concept; it relates the extent of people's wants to their ability to satisfy those wants. Neither people's wants nor their ability to produce goods and services are constant. Their productive potential is increasing all the time, but so is their appetite for material things. Whether this increase in the demands for more and better material satisfaction is in the nature of humankind or whether it is artificially stimulated by modem advertising is a subject much disputed at the present time.

Whatever the reason the fact is that we find ourselves in a situation of scarcity. We can not have all the things we want. The resources available to satisfy our wants, are, at any time, limited in supply. Our wants, however, appear to be unlimited. Thus, we all are in a position of having to make choices; we can only have more of X by having less of Y. Our incomes are insufficient for us to buy all the things we would like to have. The individual with a limited income and unlimited wants is forced to exercise choice when he or she spends that income. Society as a whole faces a similar problem.

There is a limit to a country's productive capacity because the available supply of land, factories, machines, labour and other economic resources is limited. These economic resources have alternative uses; they can be used to produce many different kinds of goods and services. If some of these resources are committed to the production of one thing society must forego the outputs of the other things which it might have produced. For example, if we commit resources to the building of houses then the real cost of these houses is the potential output of schools, shops, office blocks or theatres which has been scarified in order to produce houses.

VI. <u>Просмотровое чтение</u>

Прочтите текст С и раскройте содержание каждой из трех рассматриваемых в нем проблем.

Text C. Three Basic Problems

People have limited means to satisfy unlimited wants so they are forced to choose. The problems of choice are essentially problems of allocation. People must decide how to allocate resources to different uses and then how to allocate the goods and services produced to the individual members of society. There are three fundamental choices to be made.

1. Which goods shall be produced and in what quantities? This problem concerns the composition of total output. The community must decide which goods it is going to produce and hence which goods it is not going to produce. Having decided the range of goods to be produced, the community must then decide how much of each good should be produced. In reality the choices before a community are rarely of 'all or nothing' variety. They usually take the form: more of one thing and less of another. The first and major function of any economic system is to determine in some way the actual quantities and varieties of goods and services which will best meet the wants of its citizens.

2. How should the various goods and services be produced? Most goods can be produced by a variety of methods. Wheat can be grown by making use of much labour and little capital, or by using vast amounts of capital and very little labour. Electrical appliances can be made by using large and complex machines operated by relatively few semi- or unskilled workers. Alternatively they might be produced in hosts of small workshops by highly skilled technicians using relatively little machinery. Different methods of production can be distinguished from one another by the differences in the quantities of resources used in producing them. Economists use the term capital- intensive to describe the alternative methods just outlined. The total output of the community depends not only on the total supply of resources available but on the ways in which these resources are combined together. A community must make decisions on the methods of production to be adopted.

3. How should the goods and services be distributed? This is the third function which an economic system has to perform. The total output has to be shared out among the members of the community. The economic system has to determine the relative sizes of the shares going to each household. Should everyone be given an equal share? Should the output be shared out in accordance with people's ability to pay the price, or should the shares be decided according to tradition and custom?

These basic problems are common to all societies no matter what level of economic development they have reached. The methods of solving them will be different from one society to another but the problems are common in all societies.

VII. Профессионально-ориентированный перевод

Переведите текст «Economics» из Британской энциклопедии.

Economics is a social science that analyzes and describes the consequences of choices made concerning scarce productive resources. Economics is the study of how individuals and societies choose to employ those resources: what goods and services will be produced, how they will be produced, how they will be distributed among the members of the society. Economics is customary divided into microeconomics and macroeconomics. Of major concern to macroeconomists are the rate of economic growth, the inflation rate, and the rate of unemployment. Specialized areas of economic investigation attempt to answer questions on variety of economic activity; they include agricultural economics, economic development, economic history, environmental economics, industrial organization, international trade, labor economics, money supply and banking, public finance, urban economics, and welfare economic. Specialists in mathematical economics and economics provide tools used by all economists. The areas of investigation in economics overlap with many other disciplines, notably history, mathematics, political science, and sociology.

UNIT 2. ECONOMIC SYSTEM

I. Знакомство с темой

Прочтите текст, обращая внимание на выделенные термины и их английские эквиваленты.

Понятие об экономических системах. Традиционная система. Хозяйственная жизнь человечества может быть устроена различным образом. Эти различия сильнее всего проявляются в способах принятия хозяйственных решений и типе собственности на основные виды ресурсов. Человечеству известны четыре типа экономических систем: традиционная, **рыночная (market), командная (planned) и смешанная (mixed).**

Рыночная система. Чисто рыночная система предполагает такое устройство экономической жизни общества, при котором все экономические ресурсы находятся в **частной собственности (private ownership)**, а все решения принимаются на соответствующих рынках. Деятельность этих рынков никак не ограничивается и не регулируется.

Командная система. Такая экономическая система предполагает ликвидацию частной собственности на **факторы производства (factors of production)**и её замену на государственную собственность. Основные экономические вопросы решаются государственными органами управления и реализуются с помощью обязательных для исполнения распоряжений и планов. Для этого государство вынуждено регулировать все аспекты экономической жизни общества, включая установление **цен (prices)** и **заработной платы (salary)**. Плохое функционирование такой системы связано с потерей интереса людей к труду и оценкой его результатов по формальным критериям, которые могут не совпадать с реальными нуждами общества.

II.<u>Введение терминологии</u>

Запомните следующие слова и словосочетания:

according to *(adv.)* — согласно, в соответствии с
appearance (n.) — появление

argue (v.) — спорить, оспаривать

arise (v.) — возникать

broad *(adj.)* — широкий, обширный

carry out (v.) — выполнять, осуществлять

custom (n.) — обычай

determine (v.) — определять

develop (v.) — развивать, разрабатывать

devise (v.) — придумывать, изобретать

distant *(adj.)* — отдаленный

distribution (n.) —распределение

division (n.) — деление, разделение

exist (v.) — существовать

equal pay — равная оплата

fairly *(adv.)* — довольно

familiar *(adv.)* — знакомый

fixed *(adj.)* — закрепленный, постоянный

in spite of — несмотря на

legal *(adj.)* — законный, юридический

market (n.) — рынок

obtain (v.) — получать

present (v.) — представлять

procedure (n.) — технологический процесс, образ действия; процедура

process of trial
and error — путь проб и ошибок

recent *(adj.)* — недавний

regard (v.) — считаться

rigidity (n.) — жесткость

share (n.) — доля, акция

share on (v.) — распределять

similar *(adj.)* — подобный

skill (n.) — умение, мастерство

task (n.) — задача

tool (n.) — инструмент

trade (n.) — занятие, ремесло

variety (n.) — разнообразие

whereby *(adv.)* — посредством чего

Прочтите и переведите следующие слова и группы слов:

distribution, appearance, variety, structure, category, society, harvesting, procedure, affront, ancestors, rigidity, ancient, path, similar, solution, familiar, economic society, a mechanism of survival, the tasks of production and distribution, fairly recent times, in the distant past, the accepted ways, a long process of trial and error, working procedures, the same skills and tools, in a similar manner, equal pay, legal sanction.

II. Изучающее чтение

Прочтите текст А, обращая внимание на выделенные термины.

Text A Economic systems

To an economist, economic society presents itself as a mechanism for **survival** — a means whereby people are able to carry out the tasks of **production** and **distribution.** If we look at the different political and social structures which exist in the world today, and the way in which those systems have developed over the years, we are tempted to say that people have made use of, and are making use of a very great varieties **of economic systems.** In fact, in spite of the appearance of great variety, it is possible to group these different economic structures into four broad categories. These basic types of economic organization are usually described as **Traditional economies, Market economies, Command economies and Mixed economies.**

Traditional economies

The oldest and until fairly recent times by far the most common way of solving economic problem was that of tradition. In traditional societies, people use methods of production and distribution that were devised in the distant past and which have become the accepted ways of doing things by a long process of trial and error.

In these societies we find that the **division of land** among the families in the village or tribe, the methods and times of planting and harvesting, the selection of crops, and the way in which **the produce** is distributed among the different groups are all based upon tradition. Year by year, little is changed; indeed a change in working procedures may well be regarded as an affront to memory of one's ancestors or as an offence against the gods.

The basic economic problems do not arise as problems to be discussed and argued about. They have all been decided long ago. One follows the path that one was born to follow; a son follows in the footsteps of his father and uses the same skills and tools. A caste system provides a good example of the rigidity of a traditional society. **The production problems** (i.e. What? and How?) are solved by using land as it has always been used and the worker carrying out the traditional skills according to his or her fixed place in social structure. **The distribution problem** (i.e. For Whom?) is solved in a similar manner. There will be time-honored methods of sharing out the produce of the harvest and hunt. The elders, the heads of families, the women and the children will **receive shares** according to ancient custom.

Traditional solutions to the economic problems of **production and distribution** are encountered in primitive agricultural and pastoral communities. But, even in **advanced countries**, tradition still plays some part in determining how the economy works. We are familiar with industries in which it is customary, for the son to follow his father into a trade or profession, and in Britain **equal pay** for women did not **obtain legal sanction** until the 1970-s.

II. Лексико-грамматические упражнения

1.Заполните пропуски, используя следующие слова: land, long, path, presents, arise, solved, shares, similar, custom, distribution, tasks, used, as

1. Economic society ... itself a means whereby people are able to carry out the ... of production and ....
2. The basic economic problems do not... as problems to be discussed and argued about.
3. They have all been decided ... ago.
4. One follows the ... that one was born to follow.
5. The production problems are ... by using ... as it has always been ....
6. The distribution problem is ... in a ... manner.
7. The elders will receive ... according to ancient....

2.Найдите синонимы среди следующих слов:

receive, fixed, different, broad, common, fairly, selection, error, choice, constant, mistake, rather, basic, produce, wide, get, general, make, various

3.Найдите антонимы среди следующих слов:

different, rigidity, broad, old, distant, long, receive, advanced, true, ancient, narrow, same, near, backward, false, lose, modern, young, short, flexibility

4.Образуйте антонимы от следующих слов, используя нужные префиксы:

appearance, usually, possible, common, legal, accepted, solved, familiar

5.Переведите следующие словосочетания слов с русского языка на английский:

механизм выживания, задачи производства и распределения, наиболее распространенный путь решения экономических проблем, в далеком прошлом, основные экономические проблемы, таким же путем, согласно древнему обычаю, в передовых странах, равная оплата труда женщин

6.Образуйте 3 формы от следующих глаголов:

to present, to carry out, to look, to exist, to develop, to tempt, to change, to discuss, to decide, to follow, to group, to describe, to argue, to provide, to share, to make, to become, to do, to find, to arise

7.Определите, к какой части речи относятся следующие слова:

legal, means, different, oldest, selection, ancestors, rigidity, footsteps, pastoral, sanction, able

8.Образуйте существительные от следующих глаголов:

present, produce, distribute, develop, group, describe, divide, select, change, discuss, decide, use

9.Составьте предложения, используя следующие слова:

1. these, possible, to, group, is, different, structures, three, into, categories, broad, it, economic.
2. way, economic, the, oldest, solving, tradition, that, was, problems, of, of.
3. have, been, all, they, ago, decided, long.
4. in, son, footsteps, his, of, a, father, follows, the.
5. is, distribution, solved, problem, manner, in, similar the, a.

10.Заполните пропуски предлогами:

1) ... fact,... spite ... the appearance ... great variety, it is possible to group these structures... four broad categories
2) These types ... economic organization are usually described ... Traditional economies, Market economies, Command economies and Mixed economies.
3) The oldest and until fairly recent times... far the most common way in solving economic problems was that ... tradition.
4) ... traditional societies, people use methods... production and distribution that were devised ... the distant past.
5) ... these societies we find that the division... land ... the families ... the village or tribe, the methods and times ... planting and harvesting all based ... tradition.
6) Year... year, little is changed.
7) The basic economic problems do not arise ... problems to be discussed and argued ....
8) There will be time-honored methods ... sharing ... the produce ... the harvest and hunt.
9) ... Britain equal pay ... women did not obtain legal sanction... the 1970s.

11.Поставьте вопросы к выделенным словам:

1. In *traditional* societies, people use methods of production that were devised in the distant past.
2. They have all been decided *long ago.*
3. A son follows in the footsteps of his father.
4. He uses *the same skills and tools.*
5. A caste system provides a good example of the rigidity of a traditional society.
6. The distribution problem is solved *in a similar manner*.
7. The heads of families will receive *shares* according to ancient custom.

8. In Britain equal pay for women did not obtain legal sanction *until the 1970s.*

12.Заполните пропуски, используя в нужной форме глаголы, данные в скобках:

1) Economic society... itself as a means whereby people are able to carry out the tasks of production and distribution (to present).
2) If we look at the very different political and social structures and the way in which these systems ... (to develop) over the years, we are tempted to say that people ... (to make) use of and ... (to make) use of, a very great varieties of economic systems.
3) These basic types of economic organization ... (to describe) as Traditional economies, Market economies, Command economies and Mixed economies.
4) In traditional societies, people ... (to use) methods of production and distribution that .,. (to devise) in the distant past and which ... (to become) the accepted ways of doing things by a long process of trial and error.
5) A change in working procedures may well ... (to regard) as an affront to memory of one's ancestors.
6) The basic economic problems do not... (to arise) as problems ... (to discuss) and ... (to argue) about.
7) Traditional solutions to the economic problems … (to encounter) in primitive agricultural and pastoral communities.

13.Ответьте на следующие вопросы:

1. What does economic society present itself for an economist?
2. What broad categories can different economic systems be grouped into?
3. What methods of production and distribution do people in traditional societies use?
4. What example does a caste system provide?

5. How are the production problems (What? and How?) solved in traditional societies?
6. What part does tradition play in advanced countries? Give examples.

V.Ознакомительное чтение

Прочтите текст В и подготовьте сообщение на одну из тем, указанных после текста.

Text B. Market economies

A society may attempt to deal with the basic economic problems by allowing free play to what are known as market forces. The state plays little or no part in economic activity. Most of the people in the non-communist world earn and spend in societies which are still fundamentally market economies.

The market system of economic organization is also commonly described as a free enterprise or laissez-faire, or capitalist system. We shall use all these terms to stand for a market economy. Strictly speaking the pure market of laissez-faire system has never existed. Whenever there has been some form of political organization, the political authority has exercised some economic functions (e.g. controlling prices or levying taxation). It is useful, however, to consider the way in which a true market system would operate because it provides us with a simplified model, and by making modifications to the model we can approach the more realistic situations step by step.

The framework of a market or capitalist system contains six essential features. They are:1. private property 2. freedom of choice and enterprise 3. self-interest as the dominating motive 4. competition 5. reliance on the price system 6. a very limited role for government.

1. Private property.

The institution of private property is a major feature of capitalism. It means that individuals have the right to own, control and dispose of land, buildings, machinery, and other natural and man-made resources. Man-made aids to production such as machines, factories, docks, oil refineries and road networks are known as capital. Private property not only confirms the right to own and dispose of real assets, it provides the owners of property with the right to income from that property in the form of rent, interest and profits.

2. Freedom of choice and enterprise.

Freedom of enterprise means that individuals are free to buy and hire economic resources, to organize these resources for production, and to sell their products in the markets of their own choice. Persons who undertake these activities are known as entrepreneurs and such people are free to enter and leave the industry.

Freedom of choice means that owners of land and capital may use these resources as they see fit. It also means that workers are free to enter (and leave) any occupations for which they are qualified. Finally it means that consumers are free to spend their incomes in any way they wish. The freedom of consumer choice is usually held to be the most important of these economic 'freedoms'. In the models of capitalism, producers respond to consumers' preferences — they produce whatever consumers demand.

3. Self-interest.

Since capitalism is based on the principle that individuals should be free, to do as they wish, it is not surprising to find that the motive for economic activity is self-interest. Each unit in the economy attempts to do what is best for itself. Firms will act in ways which, they believe, will lead to maximum profits (or minimum losses). Owners of land and capital will employ these assets so as to obtain the highest possible rewards. Workers will tend to move to those occupations and locations which offer the highest wages. Consumers will spend their incomes on those things which yield the maximum satisfaction.

4. Competition.

Economic rivalry or competition is another essential feature of a free enterprise economy. Competition, as economists see it, is essentially p r i c e c o m p e t i t i o n. The model of the market economy envisages a situation where, in the market for each commodity, there are large numbers of buyers and sellers. Each buyer and seller accounts for an insignificant share of the business transacted and hence has an influence on the market demand or market supply. It is the forces of total demand and total supply which determine the market price, and each participant, whether buyer or seller, must take this price as given since it is beyond his or her influence or control In theory at least, competition is the regulatory mechanism of capitalism. It limits the use of economic power since no single firm or individual is large enough or strong enough to control a market and exploit the other buyers or sellers.

5. Markets and Prices.

Perhaps the most basic feature of the market economy Is the use of the p r i c e m e c h a n i s m for allocating resources to various uses. The price system is an elaborate system of communications in which innumerable free choices are aggregated and balanced against each other. The decisions of producers determine the supply of a commodity; the decisions of buyers determine the price. Changes in demand and supply cause changes in market prices and they are these movements in market prices which bring about the changes in the ways in which society uses its economic resources.

1. Private property.

2. Freedom of choice and enterprise.
3. Self-interest.
4. Competition.
5. Markets and Prices.
6. The role of the government in a free market economy.

VI. <u>Просмотровое чтение</u>

Прочтите текст С и ответьте на вопросы после текста.

Text C. Command and Mixed Economies

Another method of solving the economic problems is also one which has a long history. This is the method of economic command where the solutions to the economic problems are worked out by some all-powerful authority which imposes its solutions on the population.

It is more usual to refer to the present-day command economies as planned economies although, strictly speaking, leaving the economy to run itself (i.e. laissez- faire) may be described as a kind of economic 'plan'. Nevertheless, in line with general usage, we shall use the term 'planned economy' to refer to an economy which is subject to a high degree of direct centralized control

It is important to note that no modern economy is without some elements of command. In all developed and most underdeveloped countries, even those described as capitalist, there is a large measure of government control. In the UK, for example, the government is the biggest business in the country.

Ownership and Control of Economic Resources

Although economic planning may be employed in societies where property is privately owned, it seems realistic to assume that a fully planned economy means one in which all the important means of production are publicly owned. In socialist societies ail land, housing, factories, power stations, transport systems and so on are usually owned by the state.

The logic of public ownership in these societies is based upon the desire for a more equitable distribution of income and wealth. Private ownership of property leads to great inequalities of wealth, and this, in turn means that the wealthier groups are able to exercise great economic power. Such a situation implies great inequalities of opportunity. The better off members of society are able to use their greater wealth to obtain superior education, better health services, more effective training, and better business opportunities.

Although land and capital may be owned collectively rather than individually, it does not follow that control of these resources must be centralized. In some planned economics the state keeps a tight control on the use of economic resources and all important economic decisions are taken by powerful central committees. This is described as bureaucratic organization, because the running of such an economy will require large numbers of planners and administrators to draw up and operate the national plan.

Alternatively, although the ultimate ownership of resources may be vested in the state, the control and day-today running of the farms, factories and shops may be handed over to cooperative groups of workers and consumers. These organizations are usually described as 'workers' collectives, as opposed to the state enterprises which are controlled directly by the government.

One important feature of a society in which property is publicly owned is that there will be no form of personal Income which is derived from the ownership of property. In the capitalist system incomes take the form of wages, interest, rent, and profits — the latter three of which arise from the ownership of various types of property.

We have seen that there is some use of the market mechanism in planned economies. Likewise there is some measure of state control in free market economies. Here the term mixed economy is used; it describes most of the economies in the noncommunist world, these countries are basically market economies, but ail contain elements of state enterprise and governments in all of them intervene to modify the operation of market forces. They are mixtures of command and market economies.

In these mixed economies private property *is* an important institution, Supporters of the mixed system hold the view that private property provides an important incentive for people to work, save and invest. They oppose the abolition of private property and argue that it is possible to present great inequalities of wealth front arising by the appropriate government measures (e. g. heavy taxation of income and wealth).

The mixed economy has come into being as a result of increasing government intervention and control in capitalist countries. This development has been particularly extensive during the. 20th century. There are many reasons for this increasing ability of governments.

1. What are the major characteristics of free market, command and mixed economies?
2. To what extent do you agree with the view that the needs of consumers are more likely to be satisfied in a command than in a market economy?
3. How would you explain the increasing importance of mixed economies?
4. Why is it often difficult to obtain agreement about which type of economy is preferable?
5. Explain how an increased demand for a product is likely to affect (a) the price of that product, (b) the quantity produced, (c) the price of other products?

VI. Профессионально-ориентированный перевод

Переведите текст «Economic system» из Британской энциклопедии.

Economic system is set of principles and techniques by which a society decides and organizes the ownership and allocation of economic resources. At one extreme, usually called a free-enterprise system, all resources are privately owned. This system, following Adam Smith, is based on the belief that the common good is maximized when all members of the society are allowed to pursue their rational self-interest. At the other extreme, usually called a pure-communist system, all resources are publicly owned. This system, following Karl Marx and Vladimir Lenin, is based on the belief that public ownership of the means of production and government control of every aspect of the economy are necessary to minimize inequalities of wealth and achieve other agreed-upon social objectives. No nation exemplifies either extreme. As one moves from capitalism through socialism to communism, a greater share of a nation's productive resources is publicly owned and a greater reliance is placed on economic planning.

UNIT 3: MONEY

I. Знакомство с темой

Прочтите текст, обращая внимание на выделенные термины и их английские эквиваленты.

Причины возникновения, формы и функции денег. **Деньги (money)** были придуманы человечеством прежде всего для облегчения **торговли (trade)**. Первоначально роль денег играли самые различные блага, и лишь потом появились современные формы денег. Признаком денег является способность выполнять три функции: **средства обмена (a medium of exchange), средства измерения рыночной ценности товаров (a measure of value) и средства сбережения (a store of value).**

Роль денег как средства обмена. Деньги облегчают торговлю потому, что они принимаются к обмену на любые товары. Это позволяет сделать торговлю универсальной и разнести во времени факт продажи товара и использования вырученных денег для покупки другого товара.

Роль денег как средства измерения. Возникновение современных форм денег было вызвано неудобством **бартера (barter),** который замедляет обращение товаров и требует чрезвычайной множественности относительных цен. Деньги позволили упростить функционирование механизма цен и облегчили всю хозяйственную жизнь общества. Деньги, кроме того, позволяют выражать ценность всех товаров в единой системе мер и учитывать их для нужд контроля и управления.

Роль денег как средства сбережения. Деньги позволяют накапливать сокровища в наиболее ликвидной форме. Но обладание сокровищами в чисто денежной форме может быть сопряжено с потерями. Эти потери могут иметь вид неполученного дохода, который можно было бы извлечь при вложении сбережений в коммерческие операции. Кроме того, денежные сбережения могут пострадать от **инфляции (inflation).**

II. **Введение терминологии**

Запомните следующие слова и словосочетания:

adequately *(adv.)* — адекватно

arrangement (n.) — устройство

article (n.) — изделие, товар

coincidence (n.) — совпадение

consider (v.) — рассматривать

cumbersome *(adj.)* — громоздкий, обременительный

deferred payment — отсроченный платеж

delivery (n.) — доставка

deteriorate (v.) — портиться

devote (v.) — посвящать

exchange rate — обменный курс

face (v.) . — сталкиваться с чем-то

frustrating *(adj.)* — бесполезный

hire purchase — аренда с опционом покупки

hold (v.) — держать

invention (n.) — изобретение

installment (n.) — рассрочка

insure (v.) — гарантировать, страховать

laborious *(adj.)* — затрудненный

medium (n.) — средство, способ

merely *(adv.)* — только, просто

need (n.) — потребность, нужда

payment *(n.)* — платеж

promise *(n.)* — обещание

rely upon (v.) — полагаться на

remove (v.) — удалять

seek out (v.) — искать

similar *(adj.)* — подобный, похожий

spread (v.) — распределять, распространять

stock (n.) — запас

store (v.) — хранить, запасать

surplus (n.) — добавка

trading *(adj.)* — торговый

whereby *(adv.)* — посредством чего-то

Прочтите и переведите следующие слова и группы слов:

society, civilization, adequately, frustrating, surplus, cumbersome, coincidence, merely, disposal, similar, triangular, major, acceptable, medium, amazing, valuation, immediately, wealth, deteriorate, purchase, spread, pattern, installment, an essential tool of civilization, the direct exchange of goods and services, the great disadvantage of barter, a laborious system of exchange, an amazing variety of goods and services, a piece of furniture, the value of one commodity, a means of making deferred payments, in the case of hire purchase contacts.

III. Изучающее чтение

Прочтите текст А, обращая внимание на выделенные термины.

Text A. Money

Money is one of man's greatest inventions and the fact that all but the least developed of human societies use money indicates that it is an essential tool of civilization. In the absence of some form of money, **exchange** may take the form of **barter** which is **the direct exchange of goods and services** for goods and services. Barter will serve man's requirements quite adequately when he provides most of his **needs** directly and relies upon **market exchanges** for very few of the things he wants. As the extent of **specialization** increases, the barter system proves very inefficient and frustrating. In the simplest societies each family will provide by its own efforts most of its needs and perhaps some small **surpluses.** A farmer will exchange any small surplus of food, wool or hides for the surpluses of other producers. But this system of exchange becomes very cumbersome as economic activities become more specialized. A specialist metal worker must seek out a large number of other specialists in order to obtain, by barter, the variety of goods he needs **to satisfy his daily wants**.

The great disadvantage of barter is the fact that it depends upon a 'double coincidence of wants'. A hunter who wants to exchange his skins for corn must find, not merely a person who wants skins, but someone who wants skin and has a surplus of corn for disposal. The alternative is to exchange his skins for some other article and they carry out a series of similar exchanges until he finally gets his corn. Time and energy which could be devoted to **production** is spent on a laborious system of exchange.

Quite early in his history man discovered a much more convenient arrangement. The use of some **commodity** as **a medium of exchange** makes exchange triangular and removes the major difficulty of the barter system. If a commodity is generally acceptable in exchange for goods and services, it is money. A **producer** now exchanges his **goods** for money and the money can be exchanged for whatever **goods and services** he requires.

The functions of money

1. **A medium of exchange.**

As we have already explained, the use of money as a medium of exchange makes possible a great extenuation of the principle of specialization. In an **advanced society** the use of money allows us to exchange hours of labor for an amazing variety of goods and services. We can exchange, for example, two weeks' **labor** for a holiday abroad just as easily as we can exchange it for a piece of furniture or a **year's rent** on a television set. Such exchanges are taken for granted yet they would be inconvenient without the use of money.

2. **A measure of value.**

The first step in the use of money was probably the adoption of some commodity as a unit of account or measure of value. Money, most likely, came into use within the barter system as a means whereby **the values** of different goods could be compared. The direct exchange of goods for goods would raise all sorts of problems regarding valuation. For example 'How many bushels of corn are equal in value to one sheep, if twenty sheep exchange for three cows and one cow exchanges for ten bushels of corn?' The problem of **exchange rates** is easily solved when all other **commodities** are valued in terms of a single commodity which then acts as a standard of value. Money now serves as such a standard and when all economic goods are given money values (i.e. **prices)**, we know, immediately, the value of one commodity in terms of any other commodity.

3. **A store of value.**

Once a commodity becomes universally acceptable in exchange for goods and services, it is possible **to store wealth** by holding a stock of this commodity. It is a great convenience to hold wealth in the **form of money.** Consider the problems of holding wealth in the form of some other commodity, say wheat. It may deteriorate, it is costly to store, may be insured, and there will be significant **handling costs** in accumulating and distributing it. In addition, its **money value** may fall when it is being stored. The great disadvantage of **holding wealth** in the form of money has become very apparent in recent years — during periods of **inflation** its exchange value falls.

4. **A means of making deferred payments.**

An important function of money in the modem world, where so much business is conducted **on the basis of credit,** is to serve **as a means of deferred payment.**

When **goods are supplied on credit, the buyer** has immediate use of them but does not have **to make an immediate payment.** The goods can **be paid** for three, or perhaps sue, months after **delivery**. In the case **of hire purchase contracts,** the buyer takes immediate delivery but pays **by means of installments** spread over one, two, or three years.

A complex **trading organization** based upon a system of credit can only operate in **a monetary economy**. **Sellers** would be most unlikely to accept promises to pay in the future which were expressed in terms of **commodities** other than money. They would have no idea how much of the commodities they would need in the future, and if they do not want them, they face the trouble and risks involved in selling them. Sellers will accept promises to pay expressed terms of money because, whatever the pattern of their future wants, they can be satisfied by using money.

IV. Лексико-грамматические упражнения

1.Заполните пропуски, используя следующие слова: granted, convenience, monetary, commodity, money, direct, inventions, barter, valuation

1. Money is one of man's greatest....
2. In the absence of some form of money, exchange may take the form of....
3. If a... is generally acceptable in exchanging for goods and services, it is….
4. Such exchanges are taken for….
5. The ... of goods for goods would raise all sorts of problems regarding… .
6. It is a great... to hold wealth in the form of money.
7. A complex trading organization based upon a system of credit can only operate in a… economy.

2.Найдите синонимы среди следующих слов:

means, form, tool, frustrating, obtain, useless, need, instrument, shape, get, medium, commodity, general, require, labor, store, common, article, work, stock, deteriorate, significant, spoil, essential, apparent, conduct, purchase, evident, carry out, buy

3.Найдите антонимы среди следующих слов:

absence, increase, major, spread, presence, same, reduce, minor, accumulate, different

4.Образуйте антонимы от следующих слов, используя нужные префиксы:

direct, adequately, advantage, efficient, convenience, acceptable, likely

5.Переведите следующие сочетания слов с русского языка на английский:

прямой обмен товарами и услугами, с ростом специализации, ряд подобных обменов, гораздо более удобное средство, основная сложность бартерной системы, в развитом обществе, предмет мебели, без использования денег, первый шаг, проблема обменных курсов, запас товаров, большое удобство, огромный недостаток, в период инфляций.

6.Образуйте 3 формы от следующих глаголов:

take, prove, become, seek, need, find, set, spend, make, come, raise, give, store, fall, pay, spread, do

7.Определите, к какой части речи относятся следующие слова:

greatest, invention, indicate, extent, cumbersome, coincidence, merely, laborious, triangular, furniture, adoption, valuation, equal, immediately, convenience, addition

8.Образуйте существительные от следующих глаголов:

invent, indicate, exchange, serve, require, direct, specialize, increase; vary, satisfy, want, produce, arrange, adopt, measure, solve, act, store, consider, accumulate, distribute, add, explain

9.Составьте предложения, используя следующие слова:

1. one, money, is, man's, inventions, greatest, of.
2. is, it, tool, essential, of, an, civilization.
3. take, the, exchange, of, may, barter, form.
4. will, barter, requirements, quite, man's, adequately, serve.
5. barter, the, system, very, and, inefficient, proves, frustrating.
6. system, very, becomes, exchange, of, cumbersome, this.
7. upon, a, depends, it, coincidence, wants, of, double.
8. discovered, a, arrangement, man, more, much, convenient.
9. removes, the, it, of, the, barter, major, system, difficulty.
10. exchanges, are, such, for, granted, taken.
11. would, be, they, without, inconvenient, use, of, the, money.

12. is, problem, exchange, the, rates, solved, of, easily.
13. is, to, deferred, it, serve, payment, means, a, as, of.

10.Заполните пропуски предлогами:

1. Monetary policy is concerned with the cost... money.
2. Bank-notes and coins are not the most important form ... money ... developed economies.
3. Cheques didn't come ... general use ... the second half of the seventeenth century.
4. A payment from one person ... another merely requires that the banker reduces the amount ... one deposit and increases it… another.
5. The transmission ... payments ... means ... cheques create problems when the person making the payment has an account... a different bank... the person receiving the payment.
6. Most countries have a central bank, which is responsible ... the operation ... the banking system.
7. Several merchant banks date back ... the nineteenth century.
8.... recent years there has been a considerable extension ... the range... financial services offered… building societies.

11.Поставьте вопросы к выделенным словам:

1. In the absence of some form of money, exchange may take the form of barter.
2. As the extent of specialization increases, the barter system proves very inefficient.

3. A specialist metal worker must seek out *a large number of other specialists* in order to obtain, by barter, the variety of goods he needs.
4. The alternative is *to change his skins for some other article.*
5. The use of money makes possible a great extension of the principle of specialization.
6. The use of money allows us *to exchange hours of labor for an amazing variety of goods and services.*
7. The direct exchange of goods for goods would raise *all sorts of problems regarding valuation.*
8. The problem of exchange rates is easily solved *when all other commodities are valued in terms of a single commodity.*
9. It is a great convenience to hold wealth *in the form of money.*
10. The money value of wealth may fall *when it is being stored.*

12.Заполните пропуски, используя глаголы, данные в скобках:

1) Exchange may ... (to take) the form of barter, which ... (to be) to direct exchange of goods and services for goods and services.
2) Barter ... (to serve) man's requirements quite adequately when he ... (to provide) most of the needs directly and ... (to rely upon) market exchanges for very few of the things he ... (to want).
3) As the extent of specialization ... (to increase) the barter system ... (to prove) inefficient.
4) In the simplest societies each family ... (to provide) by its own efforts most of its needs.
5) This system of exchange ... (to become) very cumbersome as economic activities ... (to become) more specialized.

6) A specialist metal worker must... (to seek out) a large number of other specialists in order... (to obtain), by barter, the variety of goods he needs... (to satisfy) his daily wants.

7) The great disadvantage of barter ... (to be) the fact that it… (to depend upon) a 'double coincidence of wants'.

13.Ответьте на следующие вопросы:

1. What is barter?
2. When may exchange take the form of barter?
3. When is barter inefficient and frustrating?
4. What are the main functions of money?
5. Why has it become unprofitable to hold wealth in the form of money in recent years?
6. Why is money a perfect means of deferred payments?
7. How does a complex trading organization operate in a monetary economy?

V.<u>Ознакомительное чтение</u>

Прочтите текст B и передайте его основное содержание на английском или русском языке.

Text B. Regulation and token money

The Bank Charter Act of 1844 followed a long dispute about the control of the money supply and whether the value of the note issue should be allowed to exceed the stock of gold available to support it. The Act placed a statutory limit on the fiduciary issue (that part of the note issue which was not backed by gold) and restrictions were placed on the issue of notes by joint stock banks other than the Bank of England. In fact, these regulations were framed so that the passage of time would eventually leave the Bank of England as the sole note-issuing authority in England and Wales. The last private bank of issue in England surrendered its rights in 1921.

Apart from relatively short periods of emergency when conversion was suspended, all bank-notes, until 1914, were convertible into gold. Convertibility on a restricted basis was restored in 1925, but finally abandoned in 1931. Since that time Bank of England notes have been wholly inconvertible and we have now reached the stage where our bank-notes, while still carrying a 'promise to pay' printed on their faces, are no more than token money. This is also true of the coinage; the commodity value of the coins is but a tiny fraction of their money value. Nevertheless the notes and coins are universally acceptable, the fact that they have no real commodity value, and are not backed by gold, in no way affects their ability to serve as money.

VI. Просмотровое чтение

Прочтите текст С и озаглавьте его.

Text C

Banknotes and coins are not the most important form of money in developed economies. In the UK about 90%, by value, of all transactions are settled by means of cheques. But cheques themselves are not money, they are merely orders to bankers to transfer money from one person to another. The money so transferred consists of bank deposits. If there is no money in the form of a bank deposit then any cheques drawn on that account will be worthless.

Cheques were used as early as the second half of the seventeenth century, but they did not come into general use until the second half of the nineteenth century. The Bank Charter Act of 1844 put strict limitations on the note issue at a time when the output of goods and services was expanding rapidly. The need for an expansion of the money supply to keep pace with increasing output greatly stimulated the use of bank deposits.

This most developed form of money (i.e. bank deposit) consists of entries in the banks' ledgers, or more likely nowadays, of records on computer tapes. The greater part, in value terms, of the payments made each day are carried out by adjustment made to the totals in different bank deposits. A payment from one person to another merely requires that the banker reduces the amount in one deposit and increases it in another. Transferring money, therefore, has become little more than a kind of bookkeeping exercise, the money itself does not consist of some physical tangible commodity.

VII. Профессионально-ориентированный перевод

Переведите текст « Money» из Британской энциклопедии.

Money is commodity accepted by general consent as a medium of economic exchange. It is the medium in which prices and values are expressed. It circulates from person to person and country to country, thus facilitating trade. Throughout history various commodities have been used as money, including seashells, beads and cattle, but since the 17th century the most common forms have been metal coins, paper notes, and bookkeeping entries. In standard economic theory, money is held to have four functions: to serve as a medium of exchange universally accep ted in return for goods and services; to act as a measure of value making possible the operation of the price system and the calculation of cost, profit and loss; to serve as a standard of deferred payments, the unit in which loans are made and future transactions are fixed; and to provide a means of storing wealth not immediately required for use. Metals, especially gold and silver, have been used for money for at least 4000 years. Standardized coins have been minted for perhaps 2600 years. In the late 18^{th} and early 19^{th} century, banks begin to issue notes redeemable in gold and silver which became the principal money of industrial economies. Temporarily during World War I and permanently from the 1930s, most nations abandoned the gold standard. To most individuals today money consists of coins, notes and bank deposits. In terms of the economy, the total money supply is several times as much as the sum total of individual money holdings so defined, since most of the deposits placed in banks are loaned out, thus multiplying the money supply several times over.

UNIT IV. ECONOMIC POLICY

I. Знакомство с темой

Прочтите текст, обращая внимание на выделенные термины и их английские эквиваленты.

Экономическая политика (economic policy) – это совокупность экономических мероприятий, реализуемых государством по управлению экономикой. Посредством осуществления экономической политики оказывается воздействие на **экономическое развитие (economic development)**. Генезис экономической политики относится к периоду появления классов и возникновения государства. Экономическая политика является концентрированным выражением **экономики (economy).** Экономическая политика обладает собственной структурой. В частности, в её составе выделяются экономическая стратегия и экономическая тактика. Она включает в себя структурную, инвестиционную, финансовую, кредитную, налоговую, аграрную, научно-техническую, демографическую политику, политику цен, доходов, природопользования и т.д. Важнейшей составной частью экономической политики является внешнеэкономическая политика. **Экономические функции государства (economic functions of the state)** представляют собой формы **экономической деятельности (economic activity)** государственных органов. Государство вмешивается в национальную экономику посредством: а) определения правовой основы и социальной среды оптимального **развития экономики (economic development)**; б) **перераспределения (redistribution)** доходов и ресурсов в экономической системе; в) контроля уровня **занятости (employment)** и инфляции; г) осуществления эффективной внешнеэкономической деятельности. Государственное регулирование национальной экономики проводится путем реализации системы мер экономического, исполнительского и контрольного характера.

I. <u>Введение терминологии</u>

Запомните следующие слова и словосочетания:

add *(v.)*	— оставлять, прибавлять
adapt (v.)	— принимать
agreement (n.)	— соглашение
aim (n.)	— цель
appropriate *(adj.)*	— соответствующий, подходящий
assume (v.)	— предполагать
attain (v.)	— достигнуть, добиться
balance of payment deficit	— дефицит платежного баланса
branch (n.)	— отрасль
choice (n.)	— выбор
circular *(adj.)*	— круговой
deal with (v.)	— иметь дело с
equilibrium (n.)	— равновесие
equitable *(adj.)*	— справедливый
eradicate (v.)	— уничтожать, искоренять
establish (v.)	— устанавливать
fairly *(adv.)*	— довольно, достаточно
fortunately *(adv.)*	— к счастью
fraction (n.)	— доля, часть
household (n.)	— домашнее хозяйство
incompatible *(adj.)*	— несовместимый

interest (n.)	— проценты (на капитал)
leakage *(n.)*	— утечка
link (n.)	— связь
loan (n.)	— ссуда, кредит
matter (n.)	— вопрос, дело
objective (n.)	— цель
offset (v.)	— компенсировать, возмещать
overall *(adj.)*	— полный, общий, всеохватывающий
profit (n.)	— прибыль
purchaser (n.)	— покупатель
purpose (n.)	— цель, намерение
pursuit (n.)	— поиски
receipt (n.)	— денежные поступления, получение
rent *(n.)*	— арендная плата
represent (v.)	— представлять
restrict (v.)	— ограничивать
sacrifice (v.)	— жертвовать
sale (n.)	— продажа
satisfy (v.)	— удовлетворять
saving *(n.)*	— накопление
scale (n.)	— масштаб, размер
sufficient *(adj.)*	— достаточный
task (n.)	— задача
trade (n.)	—торговля
variable (n.)	— переменная (величина)
whereas	— в то время как

Прочтите и переведите следующие слова и группы слов:

overall, macro-economics, micro-economics, analysis, whereas, emphasis, incompatible, eradicating, priorities, judgements, pursuit, immediate, appropriate, variables, purchasers, equilibrium, household, leakage, fortunately, a major responsibility, the wages of miners, the balance of payments, particular economic objectives, a matter of political decision, an equitable distribution, scale of priorities, appropriate measures, a fairly simple model, the circular flow, an, offsetting expenditure.

II. Изучающее чтение

Прочтите текст А, обращая внимание на выделенные термины.

Text A. Economic Policy

The overall performance of the **economy** is now generally accepted as a major responsibility of the government. That branch of **economics** which deals with the economy as a whole is known as **macroeconomics**, while the study of the parts of the economy is known as **microeconomics**. Thus, the examination of the forces which determine the **price** of beef, or the **wages** of miners, or the size of the firm, would be an example of micro-economic analysis, whereas a study of the forces determining the general price level, or the general level of wages, or **the balance of payments** would be classified as macroeconomic analysis.

Economic analysis is concerned with the means of achieving particular **economic objectives.** The choice of the objective — how people want economic resources to be used in order to satisfy their wants — is a matter of political decision. While governments will differ in the emphasis they give to particular objectives and in the ways in which they try to achieve them, there seems to be broad general agreement on many aims. They are:

1. A high and stable level of **employment.**
2. **Price stability.**
3. A satisfactory balance of payments position.
4. An acceptable **rate of economic growth.**
5. An **equitable distribution of income and wealth.**

It is important to note that governments have found that some of these objectives may be incompatible. In order to achieve one goal governments have often been obliged to sacrifice another. Policies designed to bring about full **employment** have sometimes generated unacceptable levels of **inflatio**n; policies aimed at eradicating **a balance of payments deficit** have restricted the rate of **economic growth,** and so on. Policymakers, therefore, are obliged to establish some priorities. If the choice is, or seems to be, between a higher rate of inflation or a higher rate of **unemployment**, then the issue must be solved by the value judgements of the people concerned (i.e. through the political system).

The first task is to determine the objectives. The next task is to choose the instruments of policy to be used in pursuit of the objectives and these instruments are based upon some available range of measures. For example, the government might decide that its immediate objective is to reduce the level of unemployment. For this purpose it might choose to use the instruments **of taxation** and **government spending.** The particular measures adopted might be a **reduction in income tax and an increase in public spending** on housing and roads. But the essential link between the desired objective and the appropriate means of achieving it is **economic analysis**. The role of analysis is to provide some understanding of how the economic system works. We cannot choose the realistic objectives or design appropriate measures for attaining those objectives unless we have some knowledge of how the economy works.

A model of the economy

The circular flow of income

In order to understand how the measures of economic policy operate on the macro-economic variables (**prices, output, employment, the balance of payments** and so on), we have to make use of a fairly simple model of the economy. We begin with an economy in which there is no government and no **foreign trade**. There are only two sectors, firms and households. Firms are the producing units which **hire services** provided by the people from the households. For these services firms **pay wages** (for labor), **rent** (for land), **interest and dividends** (for **the services of loan and risk capital**). There is, therefore, **a flow of income** from firms to households.

But in this model, households are also **the purchasers** of the national output. There is a flow of spending from households to firms and a flow of goods and services from firms to households. The economy would **remain in equilibrium** since firms are selling their goods at prices which are made up of their various **costs** (including **profits**), and these costs represent the incomes paid to households. Thus, incomes received by households are always sufficient to buy the total output of firms. We are assuming that the economy has unemployed resources so that any change in planned spending leads to changes in output and employment.

Leakages and injections

The model as it stands is very unrealistic because even in the simplest economy all the income received by households is not spent —some of it is saved. Saving represents **a leakage from the circular flow of income** because it is part of the income paid out by firms which is not returned to them through the spending of households. When saving takes place, firms' expenses will be greater than their **receipts** and some of their output will remain unsold. They will react by reducing output so that income and employment will fall. If we assume that households always save some fraction of their income and there are no other **expenditures** to offset this leakage, income must eventually fall to zero.

Fortunately there is an offsetting expenditure in the form of **investment**. Our first model of the economy assumed that firms only produced **consumer goods and services** which were in turn bought by households. In fact, some firms **produce capital goods** for sale to other firms. This expenditure on capital goods adds to the circular flow of income; it has the opposite effect to a leakage and causes output and income to expand. We can say, therefore, that investment is an injection.

III. Лексико-грамматические упражнения

1. Заполните пропуски, используя следующие слова: matter, branch, objectives, priorities, income, circular, responsibility, appropriate, saving

1. The overall performance of the economy is now accepted as a major... of the government.
2. This ... of economy is known as macro-economics.
3. Economic analysis is concerned with the means of achieving particular economic ....
4. Policy-makers are obliged to establish some scale of....
5. The choice of the objectives is a… of political decision.
6. We cannot design ... measures unless we have some knowledge of how the economy works.
7. Even in the simplest economy all the ... received by household is not spent.
8. ... represents a leakage from the ... flow of income.

2. Найдите синонимы среди следующих слов:

broad, overall, task, appropriate, attain, operate, purchase, receipt, expenditures, wide, purpose, total, corresponding, achieve, work, buy, revenue, expenses

3. Найдите антонимы среда следующих слов:

always, save, opposite, general, high, widen, loss, leakage, simple, same, never, particular, spend, low, reduce, sophisticated, profit, injection

4. Образуйте антонимы от следующих слов:

agreement, available, realistic, acceptable, satisfactory, stable, compatible, fair, sufficient

5. Переведите следующие сочетания слов на английский язык:

основная обязанность правительства, зарплата шахтеров, размер фирмы, общий уровень цен, платежный баланс, выбор целей, чтобы удовлетворить, свои потребности, темпы экономического роста, справедливое распределение доходов, неприемлемый уровень инфляции, снизить уровень безработицы, с этой целью, довольно простая модель

6. Образуйте 3 формы от следующих глаголов:

deal, know, give, have, be, bring, seem, choose, mean, understand, make, begin, pay, spend, buy, sell, lead, stand, fall

7. Определите, к какой части речи относятся следующие слова:

responsibility, particular, agreement, unacceptable, equitable, higher, judgment, available, compatible, measure, appropriate, realistic, payment, immediate, purchaser, leakage, injection, circular, fraction, fortunately, expenditure, investment

8.Образуйте существительные от следующих глаголов: perform, know, study, pay, concern, satisfy, achieve, agree, employ, distribute, generate, establish, judge, decide, reduce, provide, produce, inject, invest

9. Составьте предложения, используя следующие слова:

1) several, of, expenditure, consists, total, elements.
2) in, was, this, governments, policy, adopted, the, period, by, postwar, most.
3) leakage, because, are, taxes, from, the, system, power; purchasing, they, remove.
4) injection, flow, the, are, exports, an, into, circular.
5) spending, forms, several, takes, government.
6) transfer, payments, directly, do, not, output, generate, income, and.

10. Заполните пропуски предлогами:

1) The economy ... a country is affected ... political changes both at home and abroad.
2) Changes ... taste and fashion can influence the demands... many consumer goods.
3) Such workers are especially liable ... to unemployment ... a rapidly changing world.
4) The loss ...job satisfaction, particularly... manufacturing industries, is rising some serious social problems.
5) Most ... the larger firms offer training ... new entrants.
6) It is held ... many people that the existing class structure is responsible ... some restrictions on the occupational mobility... labor.
7) A certain amount... capital is required ... order to enter some occupations.

8) The length ... the training period itself may prove a deterrent... some people.

11. Поставьте к каждому из предложений вопрос к подлежащему, общий, альтернативный, разделительный и специальный вопросы:

1) For these services firms pay wages, rent, interest and dividends.
2) Any changes in planned spending leads to changes in output and employment.
3) Saving represents a leakage from the circular flow of income.
4) Some firms produce capital goods for sale to other firms.

12. Заполните пропуски, используя глаголы, данные в скобках:

1. In the UK, public expenditure ... (to define) as that expenditure which has... (to finance) from taxation, national insurance contributions, and government borrowings.
2. In 1987—88 about 72 per cent of total public spending ... (to carry out) by the central government.
3. Public expenditure ... (to consist) of two distinct types of outlay: spending on goods and services and transfer payments.
4. The main categories of public expenditure ... (to show) in Fig. 79 which ... (to give) details of the percentages of the total devoted to each category.
5. Public expenditure ... (to finance) in various ways.
6. The 'debt interest' item ... (to represent) the annual interest payments on the debts of the public sector.
7. Public goods must... (to supply) by the state.
8. It... (to accept) that the social benefits from education and health services are much greater than the private benefits.

V. <u>Ознакомительное чтение</u>

Прочтите текст B и передайте его основное содержание на русском или английском языке.

Text B. Policies under Floating Exchange Rates

For countries like the U K, which are heavily dependent on foreign trade (about 30 percent of UK output is exported directly or indirectly), the foreign balance is a critical matter. While short-term deficits might be covered by the use of official reserves and overseas borrowing, in the longer run a country must pay its way in the world. But a satisfactory balance of payments position is not simply one in which income equals expenditure on foreign account Equilibrium should not be achieved at the expense of the other objectives of economic policy.

When countries are operating fixed exchange rates, national economies are closely linked and economic changes in one country will transmit their effects fairly quickly to other countries. Thus, a country experiencing a higher rate of inflation than its competitors will find its balance of payments position deteriorating because imports are becoming more competitive on the home market and exports less competitive in world markets. With a fixed exchange rate the immediate effect of any deficit falls on the official reserves of gold and foreign currency. When there is a persistent deficit, these reserves (plus borrowing facilities) will soon be exhausted so that, if the exchange rate is to be held, the government must take steps to eliminate the deficit.

Expenditure — reducing measures are those which aim to reduce aggregate demand, and we are now familiar with the manner in which fiscal and monetary policies are used for this purpose. A fall in total planned spending must lead to a fall in the expenditures on foreign goods and services. It might also lead to an increase in exports as domestic firms find it more difficult to sell in the home market and make greater efforts to sell in overseas market.

There might, however, be an unfavorable 'feed-back' effect from abroad, because a cut-back in the country's imports reduces other countries' exports and, hence, other countries' income. The country carrying out the expenditure — reducing policy, therefore, might find that, although it has favorable effects on its imports, it also has unfavorable effects on its exports. The other major problem with these measures is that they tend to increase unemployment. If the deficit is a substantial one, expenditure — reducing measures would be very unpopular because it would require a relatively large reduction in aggregate demand in order to achieve the required cut in import expenditures. In other words, the 'cost' in terms of unemployment would be politically unacceptable.

Expenditure-switching measures attempt to direct spending from foreign goods to home-produced goods. In order to deal with a deficit, steps might be taken to make imports relatively dearer in the home market and exports relatively cheaper in foreign markets. Devaluation would be the appropriate-instrument for this purpose. Alternatively, such measures might take the form of direct controls on imports. Tariffs, quotas, and exchange control can all be used to limit imports and divert demand to home-produced goods. An incomes policy might also be regarded as an expenditure- switching policy. If it succeeds in holding down a country's rate of inflation below the rates being experienced in other countries, the prices of its products will be falling (i.e. rising more slowly) relative to those of its competitors' goods. Expenditure-switching measures will not be very effective where there is a high propensity to import and the demand for imports is very inelastic. In such circumstances the use of tariffs or devaluation could lead to cost-push inflation.

VI. Просмотровое чтение

Прочтите текст С и найдите предложения, раскрывающие его основное содержание.

Text C. Policies with Floating Exchange Rates

The main argument put forward in favor of floating rates is that they remove the burdens of policies to deal with deficits from the domestic economy. There is no need for a country to hold large reserves of foreign currency and no need to depress home demand when there is a deficit on the balance of payments. But floating rates do not remove balance of payments problems so neatly as the theory indicates, neither do they isolate the economy from external forces. Surpluses and deficits, it is true, will change the relative prices of imports and exports via changes in the exchange rate, and this movement will bring about an equilibrium in the balance of payments. This latter situation will only come about if the volumes of imports and exports change by the correct amounts, and this depends upon the elasticity of demand for, and supply of, exports and imports. In any case, changes in the volumes of exports and imports take time, and the time lag between the change in the exchange rate and the changes in the quantities of exports and imports could be long enough for adverse effects to be felt in the home economy.

Let us take a deficit situation as an example. The depreciation of the currency will make imports dearer, and if the demand for them is inelastic, this could give rise to cost- push inflation. This inflation will eventually remove any price advantage which the depreciation had given to exports. More seriously the cost-push pressures could reduce profitability, weaken confidence, and cause investment to fall. This is a sequence which leads to a rise in unemployment. A cost-push spiral, once set in motion, might lead to a sequence of currency depreciation — rising import prices — further cost-push pressures, and so on. If this did happen, the authorities would be obliged to intervene in the foreign exchange market, resort to foreign borrowing and perhaps, take some steps to limit imports by direct methods. But these are the same measures as would be taken with fixed exchange rates!

In other words the success of floating exchange rates in liberating domestic economic policies from the restraints of the balance of payments situation depend very much on the mobility of the factors of production. When the currency depreciates, the volume of exports must be capable of responding very quickly to the increased demand brought about by the lower prices, and home producers must also be able to substitute domestically manufactured products for the relatively dearer imports.

A further point is that the depreciation of a currency will only remedy a balance of payments deficit when the problem is one of relative prices. If the imports are largely essential goods which cannot be produced at home, and if exports are non-competitive in terms of quality, design or performance, then changing relative price cannot really solve the problem.

VII. Профессионально-ориентированный перевод

Переведите текст «Economic planning» из Британской энциклопедии.

Economic planning is used by government to make economic decisions with respect to the use of resources. Microeconomic decisions include what goods and services to produce, the quantities to produce, the prices to charge, and the wages to pay. Macroeconomic decisions include the rate of investment and the extent of foreign trade. In most industrialized countries governments influence their economies indirectly through monetary and fiscal policies. A few key economic sectors may be publicly owned but the trend has been toward the privatization of industries that were socialized in the aftermath of the Great Depression and World War II.

PART II. ECONOMY IN ENGLISH - SPEAKING COUNTRIES

UNIT I. GENERAL VIEW ON THE ECONOMY OF GREAT BRITAIN

I.Знакомство с темой

Прочтите текст А, пользуясь списком слов после текста.

Text A. The Economy of Great Britain

The United Kingdom has a developed mixed private-and public-enterprise economy and ranks among the top industrial countries in growth rates, productivity, and competitiveness. The gross national product (GNP) is growing faster than the population. The GNP per capita is among that of most other European countries.

The state sector was reduced during the 1980s and 1990s owing to policies of privatization, or denationalization, of publicly owned corporations. There was also an improvement in the standard of living. Unemployment and inflation rates were gradually reduced but remained high.

Nowadays, government policies include the close monitoring and frequent adjustment of interest rates; a gradual reduction in the level of direct personal taxation: a reduction in the levels of power and influence of national trade unions in national labor negotiations: the encouragement of wider home ownership and of individuals' share holdings in companies. Considerable emphasis is placed on increased exposure of the economy to market forces. The government controls the production of coal, steel, and ships, it also runs certain utilities, the railways, and most civil aviation.

Manufacturing industries account for one-fifth of the GNP. Small companies predominate, though companies with 500 or more employees employ a larger percentage of the work force. Major manufactures include motor vehicles, aerospace equipment, electronic data-processing and telecommunication equipment, metal goods, precision instruments, petrochemicals, and other chemicals. High-technology industries are being developed.

Agriculture accounts for less than 2 percent of the GNP and employs some 2 percent of the work force. Farming is highly mechanized though farms are not large, and is dominated by the raising of sheep and cattle. The United Kingdom is not agriculturally self-sufficient. Chief crops include barley, wheat, sugar beets, and potatoes.

The mineral industry accounts for approximately 6 percent of the GNP but employs less than 1 percent of the work force. Production from oil fields in the North Sea has allowed the United Kingdom to become virtually self-sufficient in petroleum. The United Kingdom's coal industry, despite its steady decline since the early 1950s, remains one of the largest and most technologically advanced in Europe.

Public revenues ordinarily fall short of expenditures and are chiefly derived from income taxes, which are highly progressive, and excises. A single graduated income tax was introduced in 1973. Deficits are offset by public borrowing. The country (as well as its capital) is a major world financial and banking centre.

Chief imports of Great Britain are: metallic ores, except iron ore, food. Chief exports are: china, automobiles and other vehicles, wooden goods, steel, electrical and mechanical machinery, tractors, scientific instruments, chemicals, petroleum.
Just under half of the total population is in the labor force. The highest proportion of employees (more than two-thirds) is in the service sectors, financial services and distribution. Manufacturing, although it has declined, employs more than one-fifth of all workers. Smaller numbers are in construction, energy, agriculture, forestry, and fishing.

Слова к тексту А:

barley — ячмень

beets (sugar beets) — сахарная свекла

to borrow — занимать, брать в долг

public borrowing — государственный заем

competitiveness — конкурентоспособность

considerably — значительно

crop — культура; урожай

decline — спад

equipment — оборудование

electronic data processing equipment — электронное оборудование для обработки информации

excise — акциз

expenditure — расход

exposure — *зд.* подвергать воздействию чего-л.

to fall short — не хватать

to fall short of expenditures — *зд.* быть меньше расходов

gross national product (GNP) (per capita) — валовой национальный продукт (ВНП) (на душу населения)

holdings — вклады, авуары .

manufacturing industry — обрабатывающая промышленность

labour negotiations — переговоры об условиях труда

to offset — *зд.* покрывать

ore — руда

owing to — благодаря

petrochemicals — продукты нефтехимии

precision instrument — прецизионный (точный) прибор

to predominate — преобладать, господствовать

to prevail — преобладать, господствовать

private-and public-enterprise economy — экономика, основанная на частной и государственной собственности

productivity — производительность
to rank — занимать определенное место, быть в одном ряду (с)
in growth rates — по темпам роста
interest rate — процентная ставка
unemployment and inflation rates — уровень безработицы и инфляции
self-sufficient — самостоятельный, независимый экономически
share — доля, акция
standard of living — уровень жизни
steady — устойчивый
tax — налог
graduated tax — прогрессивный налог
taxation — налогообложение
direct personal taxation — прямое налогообложение физических лиц
utilities — *зд.* коммунальные услуги, услуги общественного пользования
virtually — фактически, в сущности
wheat — пшеница

II.Задания к тексту А

1.Согласны ли вы со следующими утверждениями?

1. The economy of Great Britain is among the less developed countries in growth rates and competitiveness.
2. The United Kingdom has a developed mixed private- and public enterprise economy.
3. The state sector increased considerably during the 1980s and 1990s.
4. A gradual reduction in the level of direct personal taxation is one of the actual policies of the British government.
5. Small companies predominate in the economy of the UK.

6. Agriculture accounts for "more than 50 per cent of the GNP.
7. The United Kingdom's coal industry remains one of the largest and most technologically advanced in Europe.

2.Переведите на английский язык:
1. Государственный сектор был уменьшен в течение 1980-х и 1990-х вследствие политики приватизации или денационализации корпораций, находящихся в публичной собственности.

2. Имелось также улучшение уровня жизни.
3. Безработица и рост инфляции были постепенно уменьшены, но оставались высокими.
4. В настоящее время, правительственная политика включают в себя контроль и частое регулирование процентных ставок, постепенное сокращение уровня прямого персонального налогообложения; сокращение уровней власти и влияния национальных профсоюзов, поддержку более широкого владения собственными домами и акциями в компаниях у отдельных лиц.

III. Страноведческое чтение. «Как работают британцы»

Прочтите текст В и ответьте на вопросы:

1. What has “anti-work” outlook among the working class led to?

2. What are the ways on which the connection between class distinctions and types of work lives?

3. What is the reason why the working day starts rather late?

4. What are three main ways in which people look for work in Britain?

5. Describe the differences in employment for men and women.

Text B. Earning money

The one thing the English will never forgive the Germans for is working too hard. This statement was written by a Hungarian humorist who emigrated to Britain in 1938. He wrote it in the 1960s, when the German economy was rapidly overtaking Britain's. Living standards in Britain have risen steadily since then, but not as fast, perhaps, as they have in other EU countries. Britain used to be one of the wealthiest countries in Europe. These days it is often, by most standards of measurement, poorer than the EU average. (In fact, in 1992 it was even poor enough to qualify for special EU funding for poorer member states, though national pride prevented it from applying.)

The statement above is, of course, not literally true. However, it does reflect a certain lack of enthusiasm for work in general. At the upper end of the social scale this attitude to work exists because leisure has always been the main outward sign of aristocracy. And because of Britain's class system, it has had its effects throughout society. If you have to work, then the less it looks like work the better. Traditionally therefore, a major sign of being middle class (as opposed to working class) has been that you do non-manual work. The fact that skilled manual (or 'blue-collar') workers have been paid more highly than the lower grades of white-collar (i.e. non-manual) worker for several decades has only slightly changed this social perception. This 'anti-work' outlook among the working class has led to a relative lack of ambition or enthusiasm and a belief that high earnings are more important than job satisfaction.

These attitudes are slowly changing. For example, at least half of the workforce now does non-manual work, and yet a majority describe themselves as working class (see chapter 4). It would therefore seem that the connection between being middle class and doing non-manual work is growing weaker. Nevertheless, the connection between class distinctions and types of work lives on in a number of ways. One illustration of this is the different way in which earnings are conventionally expressed and paid. Another is the fact that certain organizations of professional workers, such as the National Union of Teachers (NUT), have never belonged to the Trades Union Congress. The connection can also be seen if we look at those people who hold the most important jobs in the country.

Perhaps the traditional lack of enthusiasm for work is the reason why the working day, in comparison with most European countries, starts rather late (usually at eight o'clock for manual workers and around nine for non-manual workers). However, measured by the number of hours worked in a week, the British reputation for not working hard enough appears to be false. The normal lunch break is an hour or less, and most people (unless they work part-time) continue working until five or later. Many people often work several hours overtime a week. In addition, a comparatively large proportion of British people stay in the workforce for a comparatively large part of their lives. The normal retiring age for most people is sixty-five (sixty for some, including a greater proportion of women).

There are three main ways in which people look for work in Britain: through newspapers (national ones for the highest-qualified, otherwise local ones), through the local job centre (which is run as a government service) and through privately-run employment agencies (which take a commission from employers). The overall trend in employment over the last quarter of the twentieth century has been basically the same as elsewhere in the western Europe. The level of unemployment has gradually risen and most new job opportunities are in the service sector (in communications, health care and social care, for example).

This situation has led to an interesting irony with regard to the two sexes. The decline of heavy industry means fewer jobs in stereotypical 'men's work', while the rise in service occupations means an increase in vacancies for stereotypical 'women's work'. In 1 970 around 65% of all those in work in Britain were men. In 1993 men made up only 51 % of the workforce. When the law against sex discrimination in employment was passed in 1975 it was intended mainly to protect women. However, in 1994 nearly half of the complaints received by the Equal Opportunities Commission (which helps to enforce the law) came from men. In that year there were two-and-a-half times as many unemployed men as there were unemployed women. Many men now seek employment as nurses, child carers, shop assistants, secretaries and other kinds of office worker. But they often find that, for no justifiable reason, they are riot hired. It seems that these jobs are still considered to be more suitable for women. One of the reasons for this may be the low rates of pay in these areas of work. Although it is illegal for women to be paid less than men for the same job, in 1993 the average full-time male employee earned about 50% more than the average full-time female worker.

IV.Страноведческое чтение. «Рабочие организации в Британии»

Прочтите текст С и переведите следующие реалии – CBI, TUC, a political levy, to contract out, chapels, a shop steward, British unionism, NUF.

Text C. Work organizations

The organization which represents employers in private industry is called the Confederation of British Industry (CBI). Most employers belong to it and so the advice which it gives to trade unions and the government is quite influential. The Trades Union Congress (TUC) is a voluntary association of the country's trade unions. There are more than a hundred of these, representing employees in all types of business.

Most British unions are connected with particular occupations. Many belong to the Labor party to which their members pay a 'political levy'. That is, a small part of their union membership subscription is passed on to the party, although they have the right to 'contract out' of this arrangement if they want to. However, the unions themselves are not usually formed along party lines; that is, there is usually only one union for each group of employees rather than a separate one for each political party within that group.

Unions have local branches, some of which are called 'chapels', reflecting a historical link with non-conformism. At the work site, a union is represented by a shop steward, who negotiates with the on-site management. His (very rarely is it 'her') struggles with the foreman, the management-appointed 'overseer, became part of twentieth century folklore.

Union membership has been declining since 1979. Immediately before then, the leader of the TUC (its General Secretary) was one of the most powerful people in the country and was regularly consulted by the Prime Minister and other important government figures. At that time the members of unions belonging to the TUC made up more than half of all employed people in the country. But a large section of the public became disillusioned with the power of the unions and the government then passed laws to restrict this power. Perhaps the decline in union membership is inevitable in view of the history of British unions as organizations for full-time male industrial workers. To the increasing numbers of female and part-time workers in the workforce, the traditional structure of British unionism has seemed less relevant. In an effort to halt the decline, the TUC declared in 1994thatitwasloosening its contacts with the Labor party and was going to forge closer contacts with other parties.

One other work organization needs special mention. This is the National Union of Farmers (NUF). It does not belong to the TUC, being made up mostly of agricultural employers and independent farmers. Considering the small number of people involved in agriculture in Britain (the smallest proportion in the whole of the EU), it has a remarkably large influence. This is perhaps because of the special fascination that 'the land' holds for most British people (see chapter c), making it relatively easy for the NUF to make its demands heard, and also because many of its members are wealthy.

V.Страноведческое чтение. «Торговля и промышленность»

Прочтите текст D и передайте основное содержание на русском языке, используя ключевые слова:

«модернизация» бизнеса и промышленности, появление класса «управленцев», делать карьеру, успешное сельское хозяйство страны, сочетание государственного сектора и частного предпринимательства, национализировать отрасли промышленности, «чистый» капитализм, философия консерваторов, «рыночные силы», акционеры, приватизировать, коммерческие организации по общественному надзору, осуществлять мониторинг.

Text D. The structure of trade and industry

The 'modernization' of business and industry happened later in Britain than it did in most other European countries. It was not until the 19 60s that large corporations started to dominate and that a 'management class', trained at business school, began to emerge. Even after that time, many companies still preferred to recruit their managers from people who had 'worked their way up' through the company ranks and/or who were personally known to the directors. Only in the 1980s did graduate business qualifications become the norm for newly-hired managers.

British industry performed poorly during the decades following the Second World War (some people blamed this on the above characteristics). In contrast, British agriculture was very successful. In this industry, large scale organization (i.e. big farms) had been more common in Britain than in other European countries for quite a long time.

As in all European countries, the economic system in Britain is a mixture of private and public enterprise. Exactly how much of the country's economy is controlled by the state has fluctuated a great deal in the last fifty years and has been the subject of continual political debate. From 194c until 1980 the general trend was for the state to have more and more control. Various industries became nationalized (in other words, owned by the government), especially those concerned with the production and distribution of energy. So too did the various forms of transport and communication services (as well, of course, as the provision of education, social welfare and health care). By 1980, 'pure' capitalism probably formed a smaller part of the economy than in any other country in the western Europe.

From 1980 the trend started going in the other direction. A major part of the philosophy of the Conservative government of the 1980s was to let 'market forces' rule (which meant restricting the freedom of business as little as possible) and to turn state-owned companies into companies owned by individuals (who became shareholders). This approach was a major part of the thinking of Thatcherism (Margaret Thatcher was Prime Minister at that time). Between 1980 and 1994 a large number of companies were privatized (or 'denationalized'). That is, they were sold off by the government. By 1988 there were more shareholders in the country than there were members of unions. In addition, local government authorities were encouraged to 'contract out' their responsibility for services to commercial organizations.

The privatization of services which western people now regard as essential has necessitated the creation of various public 'watchdog' organizations with regulatory powers over the industries which they monitor. For example, Offtel monitors the activities of the privatized telephone industry, and OffWat monitors the privatized water companies.

VI.Страноведческое чтение. «Распределение богатства в Британии»

Прочтите текст Е и переведите основные экономические термины текста на русский язык:

equitable distribution of wealth, house-holds, to live below the “poverty line”, poverty, income tax, the top rate of income tax, to deduct from a person’s earnings, the average wage, gross income, “take-home pay”, rates of pay for the best-paid jobs, badly-paid jobs.

Text E The distribution of wealth

In the early 1970s Britain had one of the most equitable distributions of wealth in the western Europe. By the early 1990s it had one of the least equitable. The rich had got richer but the poor had not. Some surveys suggested that, by this time, the gap between the richest 10% of the population and the poorest 10% was as great as it had been in the late nineteenth century and that large numbers of households were living below the 'poverty line', which meant that they did not have enough money for basic things such as food and heating.

Class and wealth do not run parallel in Britain, so it is not a country where people are especially keen to flaunt their wealth. Similarly, people are generally not ashamed to be poor. Of course, they don't like being poor, but they do not feel obliged to hide the fact. This can sometimes lead to an acceptance of poverty which is surprising for an 'advanced' country. When, in 1992, news of its increasing extent came to wider public attention, the government neither pretended that greater poverty did not exist, nor promised to do anything radical about it. Instead, it issued, through the Ministry of Agriculture, a suggested diet which it claimed even the poorest could afford. There were, of course, public comments about the patronizing nature of this action, but criticism in the press concentrated on how unrealistic the diet was, on how the figures didn't add up (and on the mystery of how a person should prepare and eat the recommended half an egg a week!).

One reason for the increasing disparity of wealth in Britain in the 1970s and 1980s is that rates of income tax changed. For a short period in the 1960s the basic rate was 40%. By the early eighties it was 30% and it then went down to *25%*. During the same period, the top rate of income tax fell from a high of 98% to 40%. Of course, these figures do not mean that this is how much is deducted from a person's earnings. People in different situations are allowed to earn varying amounts before tax is deducted. People earning twice the average wage have about 25% of their gross income deducted. Somebody earning less than half the average wage pays very little tax at all. Nevertheless, there is, at the time of writing, a great disparity in different people's 'take-home pay'. During the 1980s, rates of pay for the best-paid jobs increased faster than those for badly-paid jobs. People in the best-paid jobs now take home about ten times as much as those in the lowest paid jobs. Many company directors, for example, take home seven times as much as the average wage.

VII. Реферативный перевод

Подготовьте реферативный перевод текста «Finance and investment».

Wealth and poverty are relative concepts. Despite its relative economic decline, Britain is still one of the wealthiest places in the world. The empire has gone, the great manufacturing industries have nearly gone, but London is still one of the centres of the financial world. The Financial Times-Stock Exchange (FT-SE) Index of the 100 largest British companies (known popularly as the 'Footsie') is one of the main indicators of world stock market prices.

The reason for this is not hard to find. The same features that contributed to the country's decline as a great industrial and political power - the preference for continuity and tradition rather than change, the emphasis on personal contact as opposed to demonstrated ability when deciding who gets the important jobs — are exactly the qualities that attract investors. When people want to invest a lot of money, what matters to them is an atmosphere of stability and a feeling of personal trust. These are the qualities to be found in the 'square mile' of the old City of London (see chapter 3), which has one of the largest concentrations of insurance companies, merchant banks, joint-stock banks and stockbrokers in the world." As regards stability, many of the institutions in what is known as 'the City' can point to a long and uninterrupted history. Some of them have directors from the same family which started them perhaps over 200 years ago. Although there have been adaptations to modern conditions, and the stereotyped bowler-hatted 'city gent' is a thing of the past, the sense of continuity, epitomized by the many old buildings in the square mile, is still strong. As regards trust, the city" has a reputation for habits of secrecy that might be thought of as undesirable in other aspects of public life, but which in financial dealings become an advantage. In this context, 'secrecy' means 'discretion'.

Although more than half of the British population has money invested in the city indirectly (because the insurance companies and pension funds to which they have entrusted their money invest it on the stock market), most people are unaware of what goes on in the world of 'high finance'. To most people, money is just a matter of the cash in their pockets and their account with-one of the 'high street' banks (The high street banks). Not every adult has a bank account. In 1970 only about 30% used these banks. But with the increasing habit of paying wages by cheque and the advent of cash dispensing machines, a majority of people now do so. Many, however, still prefer to use their National Savings account at the post office or one of the country's many building societies.

An indication of the importance of bank accounts in people's lives is the strong dislike of the banks that has developed. During the 1990s the newspapers carried horror stories about their practices. In the years 1988 to 1993 banking profits rose by 50% while charges to customers rose by 70%. It is often difficult for people to do anything about bank charges - if they try to discuss them with their bank, they get charged for the phone calls and letters! So far, the one clear improvement has been in bank opening times. These used to be from nine-thirty to three-thirty, Mondays to Fridays only. Now, many banks stay open later and also open on Saturday mornings.

UNIT II. THE MAIN ECONOMIC REGIONS OF BRITAIN

I. Общее представление об экономической ситуации

Прочтите текст А и опишите особенности экономической ситуации в Британии на русском или английском языке, обращая внимание на прецизионную информацию.

Text A. General description of economic situation

Today Britain is no longer the leading industrial nation of the world, which it was during the last century. A pioneer in the Industrial Revolution, the former "world workshop" Britain today is fifth in size of its gross domestic product (GDP). Britain's share in world trade is about 6 per cent, which means that she is also the GB is largest trading nation in the world. The most important change in Britain's trade took place after 1973 when the country joined the European Economic Community, which is known today as the European Union. Trade with the countries of the European Union is now more than one-half of all Britain's trade with other countries. Britain's exports to the Commonwealth countries former possessions of Great Britain) have fallen substantially.

The manufacturing and service industries, together with construction, account for about 93 per cent of Britain's GDP, the rest is shared by energy production and agriculture. As in other developed countries, rising living standards have led to a growth of the role of services. The service industries include business services, trade, travel and tourism. The service sectors also include education, public health, administration.

In recent years new industries have made serious progress such as aerospace, chemicals, oil, gas, electronics, biotechnology. At the same time the traditional old industries such as steel, coal production, shipbuilding, production of textiles have met serious difficulties and declined. As the development of the new industries does not compensate the decline of the traditional old industries unemployment remains a serious problem. In recent years unemployment has been reduced but it still remains high compared with the levels of the 1960s and 1970s. So far it has not fallen under 1.5 million.

The British economy is mainly based on private enterprise. However, some industries were nationalized after World War II. Today the policy of the government is aimed at encouraging and expanding the private sector. As a result of this policy 75 per cent of the economy is controlled by the private sector which employs three-quarters of the labor force.

With the exploitation of oil and natural gas from the Continental shelf under the North Sea, the country is not only self-sufficient in energy, but even exports some of its oil abroad. Coal, which is traditionally a' most important source of energy, still meets about a third of Britain's energy needs. Nuclear power also plays an important role in helping to meet the country's needs.

A little over 2 per cent of Britain's working population is engaged in agriculture, which is a lower proportion than in any other major industrialized country "More than two-thirds of the arable land and pastures belong to the landlords, but the middle and small-scale holders of land give the greatest part of the agricultural produce. These holders rent the land and employ agricultural workers. Due to large-scale mechanization, productivity in agriculture is very high: it supplies nearly two-thirds of the country's food. At the same time Britain continues to be one of the world's largest importers of agricultural products, raw materials and semi-manufactures. Speaking of agricultural products and raw materials, we understand that the country imports such materials and products which 'cannot be grown in Britain: different fruits, vegetables, cotton, coffee, cocoa, etc.

As Britain has an open economy, in which international trade plays a vital role in the life of the country, it is necessary for the country to produce and export more on the international market than what it buys and imports into the country. However, traditionally the country imports more than it exports, which in turn leads to a deficit in the balance of payments. This deficit in the balance of payments is usually covered by transactions on the international market, which reflect Britain's position as a major financial centre of the world.

The transactions connected with the activities of banks, insurance companies, brokers and other financial institutions of the City of London provide worldwide financial services, and the City is a most important financial centre of the world.

The general location of industry has changed little in recent years. As before, 80 per cent of industrial and agricultural production is concentrated in England. At the same time, in the national outlying regions of Wales, Scotland and Northern Ireland the rate and level of the development of industry, as well as the average earnings of the population, are lower than in England. This gap between England and the outlying regions has increased because of the decline of the traditional industries, which are heavily concentrated in Scotland, Wales and Northern Ireland.

Special regional development programmes have been worked out, but so far the problem remains unsolved. Despite the policies of the government there has been a growth of concentration of industry in the traditional industrial regions, especially in the south-east of England, because the South has the advantages for the location of modern industry. Today, among the economic and social problems of the country we may speak about the traditional gap between the "depressed" North and the "flourishing" South, Of course, attempts have been made to overcome this situation, but so far the problem has not been overcome.

In terms of its economic development Britain may be divided into the following economic regions: the South Industrial and Agricultural Region; the Midlands; Lancashire, Yorkshire and the North; Scotland; Wales; Northern Ireland.

II.Основные экономические регионы страны. Часть 1.

Прочтите текст B и выполните тестовые задания после текста. Тестовые задания включают информацию текстов А и B.

Text B. THE SOUTH INDUSTRIAL AND AGRICULTURAL REGION

This is the most important region in the country in terms of industry, agriculture and population. The region includes all the South of England, both the South-East and the South-West. Its northern border runs from the Bristol Channel to the Wash. The South is a region of various industries and of intensive agriculture. At the centre of everything is the city of London and its influence has become so widespread that the South-East has often been called the London City Region.

London is the largest city in Britain and its history stretches back to pre-Roman times. The first settlement grew upon a dry gravel terrace overlooking the marshlands alongside the river Thames. The settlement was easily defended. London's early importance owed much to the fact that it was situated at the lowest crossing point of the Thames. As a result the Romans built a fortified town beside the Thames and called it Londinium. Previously the site was called by the Celts Llyn-dyn (lake fort).

In Roman times London became Britain's leading port and links were established with the rest of the Roman empire. Because of its importance, London became the capital of England after the Norman conquest. By the nineteenth century its population reached about a million. In 1965 the area known as Greater London was created. The population of this area rose to well over 8 million, and something had to be done to stop this growth and overcrowding. One plan was to establish new towns;. Satellite towns were built at some distance from London in order to stop the overcrowding. About half a million inhabitants of London were housed in a number of new towns, located in the open country some 30 to 50 km from the capital.

Today about 6.7 million people live in Greater London, covering an area of 1606 sq km. The importance of London as an industrial centre depends upon its situation at the centre of a national and international network of communications. The oldest industrial areas are near the city centre. Here industries such as clothing, furniture-making and jewellery are concentrated in small areas. The building of the docks near to the city centre played an important role in the development of industries which processed raw materials. Later the construction of new docks near the sea led to the development of such port industries as oil refining, steel-making, cement manufacture, paper-making, etc.

As with most capital cities, London's industries are extremely varied, among them electrical engineering, instrument production, radio engineering, aircraft production, manufacture of electronics equipment, the motor-car industry. These high technology industries are also located in the satellite towns within Greater London. For example, just within Greater London, at Dagenham is the great Ford motor works.

London is also a great centre of the service industries. Service industries provide employment for twice as many people as manufacturing industries. This is due to the great concentration of population in the city and the need for services, such as shops, public transport, etc.

But the service industry is also connected with London's role as a centre of banking, insurance, scientific research. Thousands of commuters travel to central London each day to work in offices, banks, insurance companies and shops. Another service sector is connected with tourism. More than 12 million people visit London every year. Inside London is the famous City of London which occupies an area of about a square mile with a permanent population of less than twenty thousand. But this small area is known all over the world as a major international and national business centre. London is a typical city with all the social problems created by urbanization.

The other towns and cities, situated to the north of the Thames, and closely connected with the capital in industrial specialization, are Oxford, Cambridge and Luton. Oxford was first mentioned in the tenth century. Oxford became a leading-educational centre and by the end of the thirteenth century the earliest colleges of its world famous university had been founded.

In the twentieth century industry came to this city too when a large motor works was built in the suburb of Cowley.

Cambridge is also best known for its ancient university. Its industries connected with electronics and printing there are links with the university. Luton situated nearby became a major centre of car production and other engineering industries.

The Thames valley in general, between London and Bristol, is an area of concentration of high technology industries such as electronic engineering, micro-electronics, etc., and has been called the "Sunrise Strip". Bristol dominates south-west England. Bristol is a historic inland port situated deep in the Bristol Channel, and its history influenced its industries such as the manufacture of tobacco products and chocolate. Bristol is also a major centre of the aircraft and automobile industry, as well as the defence industries. The famous supersonic passenger airliner "Concorde" was made here.

Of the towns situated on the southern coast of England the largest ones are Plymouth, Southampton, Portsmouth, Brighton and Bournemouth. Today Plymouth is a major naval base of the British navy. Southampton is mainly a transatlantic seaport.

Brighton and Bournemouth are the leading and most popular seaside resorts of the southern coast of Britain. Brighton is also a dormitory town of London because many commuters live here.

The South is a major agricultural region of Great Britain. However, agricultural specialization is different in the South West and South East and East. Due to the mild, moist climate of the South West, grass grows for a long period in the year, and farming chiefly consists of raising livestock. Dairying is the main farming activity. Cereals occupy an important part of the arable farmland in the South East and East with wheat and barley as the main crops. The East consists of East Anglia and the Fens and is described today as reclaimed marshland, where cereal crops farming dominate. Market gardening and fruit farming are widespread in the south due to the demands of Greater London.

Тестовые задания

I. Заполните пропуски.

1. Britain today is fifth in size of its… .
2. Trade with the countries of the European Union is now more than …of all Britain's trade with other countries.
3. The … and service industries, together with construction, … about 93 per cent of Britain's GDP.
4. The traditional old industries as coal, shipbuilding have … .
5. The British economy is mainly based on … .
6. Today Britain is … in energy, and exports some of its oil abroad.
7. More than two-thirds of the … land and pastures belong to the landlords.
8. The deficit in the balance of payments is usually covered by … on the international market, which reflect Britain's position as a major financial centre of the world.
9. Eighty per cent of industrial and agricultural production is … in England.
10. The … between England and the outlying regions has increased because of the … of the traditional industries in Scotland, Wales and Northern Ireland.

П. Закончите предложения, выбрав один из вариантов.

1. Special regional development programmes have been worked out for Wales, Scotland and Northern Ireland

a) and now these regions are flourishing economically.

b) and new industries have been attracted to the regions which now make the face of these regions .

c) but so far the problem remains unsolved.

2. The South Industrial and Agricultural region is the most important region in the country

a) in terms of industry, agriculture and population.

b) as regards the development of the fishing industry.

c) because it attracts the greatest number of tourists from abroad.

3. The importance of London as an industrial centre depends upon

a) its role as a major centre of international tourism.

b) its situation at the centre of a national and international network of communications.

c) its location on the Thames not far from the sea.

4. Inside London is the famous City of London

a) where the Queen lives at her official residence in Buckingham Palace.

b) which occupies an area of about a square mile and which is known all over the world as a major international and national centre of business.

c) with its many restaurants, theatres and other places of entertainment.

5. Oxford became a leading educational centre

a) only in the twentieth century.

b) with its earliest colleges already by the end of the thirteenth century.

c) of technical sciences in the Middle Ages.

6. The Thames valley between London and Bristol

a) is an area of concentration of high technology industries.

b) is famous for its small towns" with many gardens.

c) is an area of concentration of heavy industry.

7. Brighton and Bournemouth are

a) the main centres of the electronics industry of Great Britain.

b) the leading and most popular seaside resorts of the southern coast of Britain.

c) the main transatlantic seaports of the U.K.

III. Верны ли данные предложения? Исправьте неверные предложения.

1. In the 19th century Britain was fifth in size of its gross domestic product (G.D.P.)
2. The most important change in Britain's trade took place before 1973.
3. Trade with the Commonwealth countries is now more than one-half of all Britain's trade with other countries.
4. Unemployment in Britain is not high because the new industries compensate the decline of the old industries.
5. Today the government's policy is aimed at encouraging and expanding nationalization.
6. Coal no longer plays any role as a source of energy in Britain.
7. About 40 per cent of Britain's working population is engaged in agriculture.
8. The big landlords own only a small part of the arable land and pastures.

9. Traditionally Britain's trade balance is positive, that is she exports more than she imports.
10.Today, among the economic and social problems of the country we may speak about the gap between the "depressed" North and the "flourishing" South.

IV. Ответьте на вопросы.

1. What is the role of services in the life of the country?
2. What do the service industries include?
3. Why do we observe comparatively high unemployment in the U.K.?
4. Does the private sector play an important role in the life of the British economy?
5. Is the U.K. self-sufficient in energy supply? Why?
6. Does nuclear power play an important role in meeting the country's energy needs?
7. Is British agriculture efficient? Prove it.
8. Why does the country continue to import agricultural products?
9. What gap exists between the North and the South?
10.Is the South Industrial and Agricultural Region an important region in the country? Why?

III.<u>Основные экономические регионы страны. Часть 2.</u>

Прочтите текст С и перечислите на русском языке основные отрасли и продукцию, которая производится в данном регионе. Английские эквиваленты выделены жирным шрифтом.

Text C. THE MIDLANDS

The Midlands is situated in the centre of Great Britain between the South Industrial and Agricultural region in the south and Lancashire and Yorkshire in the north. For the past two hundred years the Midlands has been one of Britain's leading industrial regions.

It was the presence of **coalfields** which influenced the industrial development of the region. Birmingham, Coventry and several other larger towns make the face of the region. Much of the early development of this part of the country was connected with the iron industry. Quite often this region was called the Black Country due to its mass industrialization. Today the iron and steel industry has almost disappeared, though the industries which depend upon it, **engineering and the finishing of metals,** remain important to the area. With these changes the Black Country is also changing for the better.

Birmingham is the second largest city in Britain with a population of about one million. It has been said that Birmingham makes **everything from a pin to a steam roller**. The city has preserved its **long tradition of making guns, especially sporting guns.** Also famous are **articles in gold and silver**. The city is also a major producer of **consumer goods.** Among the manufacture of food products **cocoa and chocolate** occupy an important place.

The other major city is Coventry which is the centre of the British **motor industr**y. Wolverhampton is a centre where **heavy engineering, tyre production** are developed. There are three other major industrial centres to the east and north-east of Coventry. They are Leicester, Nottingham and Derby. The first two are leading centres of **the knitwear industry** and in the manufacture of knitting **machines**. Nottingham is twinned to Minsk and different contacts are maintained between the two cities. Derby is an important **railway engineering centre** because of its central position. However, today most important are **the Rolls Royce factories** which now produce aircraft engines. In the south-west lies a district of the Midlands known as the Potteries with its centre Stoke-upon-Trent famous for its **pottery and ceramics industry.**

In climate the Midlands has a midway place between the wet area to the west (Wales) and the drier area to the east (East Anglia). Much of the region is under grass. **Dairy cattle** are more numerous in the wetter west, and **beef cattle** in the drier east. **Sheep** are also quite numerous. The principal crops are **wheat** and **barley** together with **potatoes** and **sugar beet**. **Gardening** is also developed and lots of **vegetables** are produced for the people living in the cities.

IV. Основные экономические регионы страны. Часть 3.

Прочтите текст D и составьте таблицу из двух граф, в первой – географическое название, во второй – отрасли и производимую продукцию. Информация для таблицы выделена курсивом.

Text D. LANCASHIRE, YORKSHIRE AND THE NORTH

These regions are situated to the north of the Midlands. Lancashire is a historic centre of British industry, it is the birthplace of capitalism and it was here that the Industrial Revolution started. We may distinguish two major centres: Merseyside centred on Liverpool and Greater Manchester. *Liverpool* grew from a small *fishing* village to become Britain's leading port in the 19th century. Today the city and its industry are in a difficult position. The *chemical industry* developed here based on the salt deposits nearby, and later *the motorcar industry*. At *Birkenhead* located nearby *shipbuilding and ship repairing* developed.

Greater Manchester, like Merseyside includes a number of towns. In the past *Manchester* was a major centre of *the textile industry*. The Industrial Revolution started here. The building of canals contributed to the development of the city, and especially the Manchester Ship Canal built in 1894 which made the city a seaport though it is 50 km from the sea. Today *general engineering* is the leading industry in *Manchester and the surrounding towns*. Of the towns situated on the shore of the Irish Sea most important is *Blackpool*, which is *a popular resort* in northern England. Due to extensive industrial development agriculture is less developed.

In Yorkshire situated to the east of the Pennine mountains we may distinguish three main industrial centres: Sheffield, located in the south; Leeds, Bradford and Scunthorpe in the west, and the Humber ports of Hull, Immingham and Grimsby. *Sheffield* produces a wide range of *steel goods* besides cutlery. The main industry of *Leeds* is the *manufacture of clothing*, though *engineering* is also important. *Bradford* has long been the leading centre of *worsted and woollen manufacture*. In the north of Yorkshire the largest town is York. It is a very old town famous for its minster (cathedral) and ancient city walls, which attract lots of tourists. On the North Sea coast the most *popular holiday resort is Scarborough.* On the basis of local ore *the iron and steel industry* developed in *Scunthorpe.* The city has large integrated *steelworks* where all the stages in steel manufacture take place. Scunthorpe today has become one of the leading steel-making centres in the country.

The estuary of the Humber is one of the most spacious in Britain, and it is well located for trade with Europe. Thus a number of seaports have grown up there, and two of them, *Immingham and Grimsby* have become very important. Grimsby developed mainly as *a fishing port* as well as Hull, though today this industry has difficulties because less fish are being caught. The economy of Yorkshire was always closely connected with *wool.* This is reflected in the development of *agriculture*, 'there is much sheep grazing on the rough pastures of the area.

In North England we may distinguish two main centres of industrial activity: one situated in the north-east around the estuaries of the rivers Tyne, Wear and Tees (Newcastle-upon-Tyne, Sunderland and Teesside; and the other in the north-west in Cumberland (Workington, Whitehaven, Barrow-in-Furness). Most important is *the North-East*. In the past it was an area of *coalmining, steel-making and shipbuilding*, but today these industries are in decline. New industries have been attracted to this area. They included *electrical engineering and engineering connected with construction work for the production of North Sea oil.*

At *Teesside the chemical industry* has made serious progress. Industrial development in the North-West is less extensive than in the North-East. Besides the iron and steel industry based on the local deposits of coal and iron ore *shipbuilding* also developed at *Barrow-in-Furness.* Abundance of water, due to the heavy rainfall, is one of the chief natural resources of the region. This was an important factor in building a nuclear power station, which needs plenty of water for cooling. At *CalderHall* the first *nuclear power station* was built in Britain in 1956. *Agriculture* is affected by the wet climate and relief. The village of *Seathwaite* is said to be the wettest place in England. Sheep grazing is the main occupation of the farmers. In the North-East the farmers raise more beef cattle than dairy cattle.

V.<u>Основные экономические регионы страны. Часть 4.</u>

Переведите письменно текст Е.

Text E. WALES

Wales is mainly mountainous. South Wales is the main area of industrial activity, because it was coal that first gave life to industry. However, today the coal industry has declined creating serious problems of unemployment. Like coalmining, the iron and steel industry is long established in the south, but with the exhaustion of the iron ores this industry also faces serious problems. Efforts have been made to attract new engineering industries. Cardiff is the largest city in the industrial South Wales, and is also the national capital and main business centre. It rose to importance with the coalmining and iron industries. Swansea and Newport shared coal exports too. However, later they suffered the same decline like Cardiff. The main port of Wales today is Milford Haven (situated in the very south-west) because of its oil tanker traffic. It is one of the leading oil terminals of Britain and an important oil refining centre. North Wales is mountainous and industrialization has had little effect here. In the north-west is the district known as Snowdonia, where the Snowdonia National Park is situated. Sheep raising is the main occupation of the population.

VI.Основные экономические регионы страны. Часть 5.

Прочтите текст F и кратко охарактеризуйте три части данного региона на русском или английском языке.

Text F. SCOTLAND

Scotland due to its physical features which influence the development of the economy is divided into three parts: the Scottish Highlands which occupy the mountain area in the northern part of the country, the Southern Uplands which cover the smaller and lower hill area in the south and the Central Lowlands occupying the wide valley which separates the other two areas. The first two are thinly populated, while the Central Lowlands occupying about 15 per cent of Scotland's territory contain about 80 per cent of its people. The Central Lowlands are the industrial heart of Scotland, while the Glasgow region is the most important area of industrial activity, which was one of the major industrial centres of Britain with coal, steel, shipbuilding and engineering industries. The 20th century has seen increasing problems in these industries and there has been a movement of population from the old established areas to new centres.

Glasgow is Scotland's most populous city and third largest in the British Isles. As a seaport it enjoyed a favorable position for trade with North America. The industrial picture in Glasgow has changed. Engineering did not decline as much as coalmining and shipbuilding. But nowadays as many workers are in the service industries as in manufacturing. Textile and clothing production continue to be important, and carpets are among the woollen goods. Food products, furniture and office equipment are also manufactured. An activity which is extremely important in Scotland's export trade is the blending of Scotch whisky, produced in the distilleries located in the Highlands. In the New Towns which appeared in the 1960s to the east of Glasgow new engineering industries developed, especially electronics. Grangemouth in the east is a fast expanding seaport, chiefly due to its oil refineries and petrochemical industry connected with North Sea oil.

Edinburgh is the capital of Scotland though it is smaller in size than Glasgow. Edinburgh is often called "The Athens of the North" because of its beauty and lots of tourists visit the city, especially during the annual Edinburgh International Festival in the late summer. Manufacturing occupies a smaller proportion of its workers than in Glasgow, but it has a number of important industries, including textile manufacture. It is one of the chief centres of brewing in Britain. Paper manufacture, printing and publishing are important because Edinburgh is a university city.

In the Highlands Aberdeen is the most important city. Its expansion and industry are closely connected with North Sea oil. The seas around Scotland are rich in fish and Aberdeen remains an important centre of the fishing industry. The natural conditions of Scotland have affected agriculture. The Central Lowlands are best suited for farming. The western lowlands have a great deal of land under grass, and form Scotland's main dairy farming area. In the eastern lowlands there is a much smaller proportion of land under grass than in the West, and on these pastures beef cattle are raised. Arable farming is much widespread in the east with barley, oats and wheat as the main cereal crops. In the Southern Uplands there is much sheep raising.

VII.Основные экономические регионы страны. Часть 6.

Прочтите текст G и выполните тестовые задания после текста. Тестовые задания включают информацию текстов C, D, E, F и G.

Text G. NORTHERN IRELAND

Northern Ireland is a unique region within the United Kingdom, for in addition to economic problems there are political divisions, which reflect the unsettled Irish problem. In the past Northern Ireland depended • almost completely upon three activities — farming, shipbuilding and the manufacture of textiles. Today great changes took place in these sectors. In agriculture which is mainly characterized by mixed farming and dairying there has been a large reduction of farmers because many owners of small farms became ruined and left the land. The textile industry depended mainly on linen which was made from flax, but today flax-growing has died out. Man-made fibres have taken the place of the linen industry. Northern Ireland has one of the largest concentrations of man-made fibre production in Western Europe. Textile manufacture is concentrated not only in Belfast, but in several smaller towns nearby. The manufacture of clothing and footwear is also developed in Northern Ireland. Londonderry, the second major town in Northern Ireland, specializes in the manufacture of shirts. Belfast is the main administrative, economic and cultural centre of Northern Ireland. It is the province's main port. Belfast is a major centre of textile manufacture, shipbuilding, aircraft production, electrical engineering and food processing. Though shipbuilding has declined, it still remains an important industry, and the shipbuilding firm Harland and Wolf is known all over the world. The aerospace firm of Short Brothers employs many workers and is known throughout the country. The beautiful scenery of Northern Ireland, the unspoilt environment mean that this province has many opportunities to attract more and more tourists.

Тестовые задания

I. Заполните пропуски.

1. Birmingham, Coventry and several other larger towns make the … of the Midlands.
2. Birmingham makes everything from a pin to a … .
3. Nottingham … Minsk and different contacts are maintained between the two cities.
4. Lancashire is a historic centre of British industry, it is the … and it was here that the Industrial Revolution started.
5. Sheffield produces a wide range of steel goods besides … .

6. Bradford has long been the leading centre of … and woolen manufacture.
7. The … of the Humber is one of the most spacious in Britain, and it is well located for trade with Europe.
8. … of water was an important factor in building the Calder Hall nuclear power station.
9. Due to the … of the iron ores the steel industry in Wales faces serious problems.
10. Sheep raising is the main … of the population in North Wales.

II. Закончите предложения, выбрав один из вариантов.

1. Scotland due to its physical features which influence the development of the economy

a) may be divided into two parts.

b) is divided into the Scottish Highlands, the Central Lowlands and the Southern Uplands.
c) is regarded as one mountainous region.

2. An activity which is extremely important in Scotland's export trade
a) is connected with the textile industry.
b) is the blending of Scotch whisky, produced in the distilleries located in the Highlands.
c) is connected with the export of coal and oil.

3. Edinburgh is often called "The Athens of the North"
a) because of its beauty and lots of tourists visit the city.
b) because of its architecture which resembles the capital of Greece.

c) because of its historical monuments.

4. Aberdeen's industry is expanding

a) because of the abundance of oil in the valleys nearby.

b) due to its electronics industry.

c) because of the rich resources of oil in the North Sea.

5. Northern Ireland is a unique region within the United Kingdom

a) due to its geographical position.

b) for in addition to economic problems there are political divisisons, which reflect the unsettled Irish problem.

c) because of the number of lakes located in this part of the U.K.

6. Quite often the Midlands was called the Black Country

a) because of the dark colour of the mountains of this region of England.

b) due to its mass industrialization in the 19th and early 20th century.

c) because of the bad weather when heavy rain clouds cover the sky most of the time of the year.

7. In the south-west of the Midlands lies a district known as the Potteries

a) because of the great number of ancient pots found by archaeologists during excavations.

b) with its centre Stoke-upon-Trent famous for its pottery and ceramics industry.

c) because annual pot fairs are held here when pots are brought and sold from different regions of Britain.

III. Верны ли данные предложения? Исправьте неверные предложения.

1. In the 20th century the Midlands has been one of the least developed regions of Great Britain.

2. Birmingham is a medium sized city in the U.K.

3. Agriculture has made little progress in the Midlands.

4. The famous Rolls Royce factories are located in Coventry, and they produce only cars which are known all over the world.

5. Today the industry of Liverpool is developing rapidly and its port is one of the busiest ports of the country.

6. Manchester is a major centre of the textile industry.

7. In Yorkshire we cannot distinguish any major industrial centres, because the economy of this region is based on sheep grazing.

8. Wales is mainly mountainous, therefore it is a typical agricultural , region.

9. Grangemouth in Scotland is a fast expanding seaport, chiefly due to the development of the fish industry.

10. Northern Ireland depends almost completely upon three activities — farming, shipbuilding and the manufacture of textiles.

IV. Ответьте на вопросы.

1. Where are the Midlands located?
2. What influenced the industrial development of the Midlands?
3. Is Birmingham a large city?
4. How does the climate affect the development of agriculture in the Midlands?
5. What famous old town is located in Yorkshire?
6. Does steel production play an important role in the development of Scunthorpe?
7. What seaports are located in the Humber?
8. Why does tourism, play an important role in North Wales?
9. How have the physical features of Scotland influenced the development of its economy?
10. What city is the main industrial centre of Northern Ireland? Why?

UNIT III. GENERAL VIEW ON THE U. S. ECONOMY

I.<u>Знакомство с темой</u>

Прочтите текст, пользуясь списком слов после текста.

Текст A. The Economy of the United States of America

The United States is among the leading industrial and agricultural nations of the Globe. It is the world's greatest economic power in terms of gross national product (GNP) and is among the greatest powers in terms of GNP per capita. The nation's wealth is partly a reflection of its rich natural resources and advanced agriculture, but the main factor, nevertheless, is its highly developed industry. International trade plays an important part in the U.S. economy, too.

The U.S. government plays only a small direct part in economic activity, being restricted to few agencies. Enterprises that are often in public 'hands in other countries, such as airlines and telephone systems, are run privately in the United States.

The principal effort of the government traditionally has been the fostering of competition through enforcement of antitrust laws. These are designed to combat collusion among companies with respect to prices, output levels, or market shares and, where feasible, to prevent mergers that significantly reduce competition.

The major area of government regulation of economic activity is through fiscal and monetary policy. The government also influences on certain sectors of the economy as a purchaser of goods, notably in the aircraft and aerospace industries. Proposals for governmental controls of prices and incomes have been a frequent source of much controversy.

Farming is a field in which the government strongly regulates private economic activity. It endeavours to support farm incomes through payments to farmers, controls on output, price supports, and the provision of storage and marketing facilities. One disadvantage of the system is that payments are related to farm output, so that the benefit often goes to the larger commercial farms rather than to the so-called family farms that were originally the main object of governmental concern.

Nearly all of the federal government's revenues come from taxes. By far the most important source of tax revenue is the personal income tax. Excise duties yield another small percentage of total federal revenue, individual states levying their own excise and sale taxes. Federal excises rest heavily on alcohol, gasoline and tobacco. Another major source of revenue is social insurance taxes and contributions.

The labor force in the United States is not highly organized. About three-fourths of those belonging to unions are affiliated with the American Federation of Labor-Congress of Industrial Organizations (AFL-CIO), the nationwide federation of unions. Most unions in manufacturing bargain on a plant- or company wide scale.

The U.S. economy benefits from rich natural resources. With only 5 percent of the world's output of coal, copper, and crude petroleum, the United States is the world's second largest petroleum-producing nation. The major producing fields are in Alaska, California, The Gulf of Mexico, Louisiana, and Oklahoma. Important reserves of natural gas are found in most of these same areas.

Coal deposits are concentrated largely in the Appalachians and in Wyoming. Pensilvania produces the country's only antracite. Iron ore is mined in Minnesota and Michigan. Copper production is concentrated in the mountainous states of the West — in Arizona, Utah, Montana, Nevada, and New Mexico. Zinc is mined in

Tennessee, Missouri, Idaho, and New York. Lead mining is concentrated in Missouri. Important nonmetallic minerals are phosphates, potash, sulfur, stone, and clays.

Regional climatic differences enable agricultural diversity. The agricultural sector of the USA produces nearly one-half of the world's corn (maize) and more than one-tenth of its wheat. Soybeans, cotton, barley, grain sorghum, rice and tobacco are between the main crops as well. Fishing, forestry and livestock are also substantial, nearly one-fifth of the world's beef, pork, mutton and lamb are produced in the USA. Despite the -enormous output of U.S. agriculture, the sector of agriculture, forestry and fishing altogether produce less than 3 percent of the GNP. Farm productivity has grown at a rapid rate, enabling a smaller labor force to produce more than ever before. Farm manpower has fallen, while mechanization and concentration of farm holdings has increased.

Less than 2 percent of the GNP comes from mining and quarrying, despite the fact that the United States is a major world producer of a number of metals and of coal and petroleum.

Manufacturing output has grown at approximately the same rate as the economy as a whole. The increase in productivity over the years has been in part a function of the increased level of capital investment. Manufacturing accounts for about a fifth of the GNP.

One of the most important sectors in terms of value added is the manufacture of transportation equipment, including motor vehicles, aircraft, and space equipment. Other important sectors include machinery, food products, and chemicals.

Chief manufactured products are crude steel, paper, wood pulp, pig iron, sulfuric and phosphoric acid, coke, cheese, newsprint, aerospace vehicles, machine tools, cotton fabric, carpets and rugs, footwear, motor-vehicle tires, household appliances, television and radio receivers, passenger cars, trucks and buses.

In the second half of the 20th century, services have grown faster than any other sector of the U.S. economy. Services are now second only to manufacturing in contribution to the GNP. The most important components are health and business services.

Exports, at only 7.6 percent of gross domestic product in 1994, show the economy of the USA to be relatively self-sufficient and comparatively unaffected by global economic trends. Despite this, the United States is the most important single factor in world trade by virtue of the sheer size of its economy. Its exports present more than 10 percent of the world total. Major exports and imports include machinery and transportation equipment (electrical goods, motor vehicles and parts), chemicals, mineral fuel, beverages. Chief exports are also aircraft, computers, tobacco, wheat, and corn. The USA receives in turn paper, clothing, footwear, and food (meat, fish, coffee, tea, and bananas).

A free-trade treaty was signed with Canada in 1989, and in 199.3 the North American Free Trade Agreement created a free-trade region comprising the USA, Canada, and Mexico. The leading trading partners are also Japan, Saudi Arabia, China, Great Britain, and Germany.

A surge in imports in the 1980s, particularly from Japan, and the uncompetitiveness of exports has caused a trade deficit. A negative trade balance took place since 1976 until 1984. This, together with the large federal budget deficit, has aroused world-wide concern. In 1985, for the first time since 1914, U.S. debts owed to foreign creditors exceeded foreign debts owed to U.S. creditors.

The United States takes part in the economy of the rest of the world not only as a trading power but also as a source of investment capital. The USA has penetrated deeply into the Canadian economy where American multinational corporations have large investments. Mining and smelting, petroleum and natural gas, and much of the manufacturing enterprise is dominated by-American firms. Direct investment abroad by U.S. firms is a dominant factor in the economies of many Latin-American countries and is also important in Europe and in Asia.

Слова к тексту А:

account for, to — составлять долю

acid — кислота

advanced — передовой

aerospace — авиационно-космический

affiliate — принимать в члены, присоединять(ся)

aircraft — самолетостроение

antracite — антрацит

automotive — автомобильный

bargain on a ... scale — вести переговоры на уровне...

barley — ячмень

beef — говядина

benefit — польза, выгода

beverage — напиток

day — глина

coal deposits — запасы угля

соке — кокс

combat collusion — бороться против тайного сговора

competition — конкуренция

concern — забота

construction industry — строительная промышленность **contribution** — вклад, налог

controversy — полемика, спор, ссора

copper — медь

corn — кукуруза

corporate — относящийся к корпорациям (фирмам)

cotton — хлопок

crude — сырой

debt — долг

endeavour — прилагать усилия

enforce — (принудительно) приводить в исполнение, осуществлять

estate — имущество, состояние

exceed — превышать

excise duty — акциз, акцизный сбор

fabric — ткань

farm holding — ***зд.*** фермерское хозяйство

feasible — возможный, годный, осуществимый

fiscal and monetary policy — фискальная и монетарная политика

forestry — лесное хозяйство

fostering of competition — создание условий, благоприятствующих конкуренции

gasoline — бензин (амер.)

gross national product (GNP) — валовой национальный продукт

investment — вложение, инвестиция

iron ore — железная руда

lamb — мясо молодого барашка

lead — свинец **levy** — собирать (налоги)

livestock — домашний скот

machinery — машиностроение

machine tool — станок

maize — кукуруза

market shares — раздел рынков сбыта

marketing facilities — условия для сбыта

merger — ***зд.*** слияние фирм

mining and quarrying — разработка полезных ископаемых и камня

mutton — баранина

newsprint — газетная бумага

output — производство, объем (производства)

owe — быть обязанным или задолжать (кому-л., чему-л.)

per capita — на душу населения

petroleum — нефть

phosphates — фосфаты

phosphoric — фосфорный

pig iron — чугун в чушках

pork — свинина

potash — поташ

purchaser — покупатель

quarrying — разработка открытых месторождений, камено-. ломен

rather than — ***зд.*** а не

to be related to — ***зд.*** быть пропорциональным (чему-л.)

relative — сравнительный, относительный

with respect to — в отношении

rest heavily — ***зд.*** облагать (высокими ...)

revenue — доход

rice — рис

scatter — разбрасывать, рассеивать

to be second to — уступать (чему-л.) '

self-sufficiency — самодостаточность

sheer — ***зд.*** один только

smelting — плавка (металла)

social insurance — социальное страхование

soybeans — соевые бобы

sorghum — сорго

steel — сталь

storage — хранение

sulfur — сера

sulfuric — серный

surge — резкий скачок

tax — налог

television and radio receivers — теле- и радиоприемники

in terms of — *зд.* по (какому-то критерию)

tire — шина

tobacco — табак

trade — торговля

truck — грузовик

value added — добавленная стоимость

vehicle — *зд.* средство передвижения

motor vehicle — автомобиль

by virtue of — в силу, благодаря

wealth — благосостояние

wheat — пшеница

wood pulp — пульпа, древесная масса

yield — зд. составлять

zink — цинк

II. Задания к тексту А

1.Согласны ли вы со следующими утверждениями?

1. The national wealth of the USA is mainly a reflection of its rich national resources.
2. The U.S. government plays only a small direct part in economic activity.
3. The major area of government regulation of economic activity is not through fiscal and monetary policy.
4. The government doesn't influence private economic activity in farming.
5. By far the most important source of tax revenue is the corporate income tax.

6. Federal excises rest heavily on alcohol, gasoline and tobacco.
7. The labor force in the United States is highly organized.
8. Farm productivity has grown at a slow rate.
9. Services are now second only to manufacturing in contribution to the GNP.
10. Because of its relative self-sufficiency, the United States isn't an important factor in world trade.

2.Переведите на английский язык:

1. The U.S. government plays only a small direct part in economic activity, being restricted to some agencies.
2. These laws are designed to combat collusion among companies.
3. About three-fourths of those belonging to unions are affiliated with the American Federation of Labor — Congress of Industrial Organizations (AFL — CIO).
4. Zinc is more scattered, being mined in Tennessee, Missouri, Idaho, and New York.
5. Farm productivity has grown at a rapid rate, enabling a smaller labour force to produce more than ever before.
6. The uncompetitiveness of exports has caused a trade deficit.

III.Страноведческое чтение. «Особенности американской экономики»

Прочтите текст В и соотнесите подзаголовки с частями текста:

a. high living standard

b. foreign trade

c. free enterprise

d. world’s leading producer

e. foreign markets

f. role of government

g. declining growth rates

Text B. The profile of the U.S. economy

1. The American economy is described as a free enterprise system, which allows private business the freedom to operate for profit with minimum government interference and regulation. The theoretical foundation of the American economic system was provided by Adam Smith - the eighteenth-century Scottish philosopher - whose economic ideas of "laissez faire" (leave it alone) had a strong influence on the development of capitalism. Smith argued that when individuals, motivated by self-interest, are allowed to pursue profit freely, the result is good for all of society. The more people manufacture and trade, the greater the competition. Competition benefits society by allowing the consumer to seek the best product at the lowest price. Thus, market forces, which Smith termed "the invisible hand," control the efficient allocation of goods while each participant in the market is seeking his or her own self-interest.

These ideas were compatible with the high value America's Founding Fathers placed on individual liberty. Freedom from economic control seemed an extension of freedom from control of religion, speech, and the press.

2. Throughout the nineteenth century, market forces in America operated with a minimum of government intervention. Since the 1930s, American capitalism has undergone substantial change. Although private enterprise still flourishes, government regulation now exists in many areas of business ranging from product safety to labor conditions.

Political conservatives frequently complain of too much government regulation. Liberals, on the other hand, are generally more willing to accept government's role in business and the economy.

Americans on both sides of the political spectrum generally support "free" private enterprise, and there is no serious political debate focusing on alternate economic systems.

3. The country's reliance on private initiative and enterprise has produced impressive growth. The United States today is a leading economic power, with a high standard of living and enormous productivity in industry and agriculture.

The United States is one of the most affluent nations in the world. The average annual income for American families in 1985 was $27,700, and 60 percent of all families and individuals are in the middle-income or high-income ranks. Although the generalization can be made that America is an affluent society, in 1985 about 14 percent of the population (11.4 percent White, 31.3 percent Black, and 29 percent Hispanic) lived below the official poverty level, which was then $10,989 for a family of four.

4. The U.S. remains the world's leading producer of goods and services, although its margin of superiority is diminishing as other countries become more competitive in the world market. Industrial and technological production is high. The United States is the world's leading producer of electrical energy, aluminum, copper, sulphur, and paper, and one of the top producers of natural gas and automobiles. No other nation exports as much high technology as the United States.

Technological advancement has accelerated changes in American agriculture. Farming is highly mechanized and commercialized. In productive terms, the achievements of this sector of the economy are extraordinary. U.S. farmers produce enough food for domestic consumption and still supply 15 percent of the world's food needs.

5. Besides agricultural products, principal goods in America's export trade are machinery, automotive products, aircraft, and chemicals. The leading U.S. imports are petroleum products, foods and beverages, machinery, and iron and steel products. The United States is the world's largest importer and exporter. Despite its huge domestic production, the U.S. economy depends heavily on foreign imports. Until recently, the United States consistently exported more goods than it imported. However, since 1971, the U.S. has been operating under a trade imbalance, importing more goods than it exports.

6. While the profile of the modern U.S. economy shows the U.S. to be a formidable economic power, the strength of the U.S. economy in the last 15 to 20 years has waned. Within the past two decades, the U.S. has slipped from a better than 3 percent per year increase in productivity to an annual increase of below 1 percent. Declining growth rates are a major concern.

7. Confidence has also been shaken by the declining competitiveness of U.S. goods abroad, indicated by the increasing trade deficit. Foreign manufacturers are now selling roughly 50 percent more in this country than Americans are exporting abroad. Most of America's television sets, cameras and typewriters are made by foreign companies.

High productivity of Japanese industries has increased the appeal of lower-priced Japanese goods. In 1980, for the first year ever, the Japanese manufactured more automobiles than the United States. Steel production in Japan is now higher as well. Stiff foreign competition challenges U.S. manufacturers to step-up productivity levels, modernize their factories, and provide better worker training.

Despite high productivity in farming, agricultural exports began to decline in the early 1980s. American farmers had difficulty exporting their goods because of import restrictions imposed by foreign countries and because of the high value of the American dollar in the early 1980s.

Current international trade developments in areas such as foreign competitiveness, import/export policies, and currency exchange rates have posed tough problems for the United States' economy. Economic developments on the domestic front such as the shift in production from manufacturing to service industries and the federal budget deficit also create challenges for U.S. business and industry.

IV.Страноведческое чтение. «Реформирование экономики»

Прочтите текст С и «разбейте» на 3 абзаца. Озаглавьте абзацы, исходя из содержания.

Text C. Changes of a mature economy

In recent decades, the rapid maturity of the United States' capitalist economy has prompted some economists to contend that the country's industrial policy is not prepared for the future in what is being termed the "post-industrial age." One of the most significant structural changes has been a shift in production of goods to the delivery of services as the dominant feature of the American economy. Service industries include banking, hotels and restaurants, and communications, as well as many other areas. This sector of the economy now contributes the greatest share of the nation's gross national product. Businesses that manufacture high-technology computer, aerospace, and biochemical products and services are also on the rise.

Many economists feel that the U.S. has the potential to increase its overall economic productivity by making heavier investment in the new service and high-tech industries instead of subsidizing competitive manufacturing industries. These observers believe that the U.S. economy, still organized for basic production, is unprepared for the future. They believe the government should play a more active role in developing a long-term industrial policy that directs capital investment and training in the new service and high-tech industries. Leaders of labor and industry, however, resist the.se proposals. One serious problem that hampers economic growth domestically and affects the United States' ability to sell products overseas is the enormous federal budget deficit. Almost every year since 1930, the government has been spending more money than it has taken in. Deficit spending in the

Reagan administration exceeded $200 billion a year—nearly three times greater than that of any previous administration. Such huge deficits can cripple the economy because they lead to inflation, high interest rates, and unemployment. One of the reasons for the high value of the American dollar abroad which hurt the sale of U.S. products was these deficits. Pressures to decrease the budget are strong. One important measure to control the budget deficit was the Gramm-Rudman deficit reduction plan, adopted in December 1985. This act calls for yearly spending cuts of $36 billion until a balanced budget is reached in 1991. Most Americans are doubtful these targets will be met. Whether the deficit will be reduced depends on the ability of the president and Congress to agree on areas for spending cuts and/or tax increases. Many experts blame the budget deficit for the sudden stock market crash in October, 1987, which caused a drop in markets all over the world. The dramatic downturn of the U.S. stock market has intensified Americans' fears of an imminent recession. A falling market can contribute to a decline in spending which could severely weaken the U.S. economy and create economic distress all over the world.

V. Страноведческое чтение. «Сельское хозяйство Америки»

Прочтите текст D и опишите 3 проблемы, с которыми сталкивается сельское хозяйство страны.

Text D. Agriculture in America

American agriculture is a highly productive sector of the U.S. economy facing tough challenges. Farming nowadays has become an extremely efficient, highly mechanized industry requiring huge investments. In the past thirty years, agricultural land has been concentrated into fewer and fewer hands as large-scale specialized farms replace small family farms.

The high efficiency and productivity of American agriculture has its negative side. Farming has become too productive to be profitable to many American farmers. Low crop prices, which have resulted from overproduction, often do not bring farmers enough income to live on. Another difficulty the American farmer faces is the decline of agricultural exports. Farmers depend heavily on exports; one third of the crop land in the United States is planted in crops destined for export. But the market for these export crops is shrinking as the markets of the European community expand.

Increased mechanization of American farming is threatening the existence of the small farmer. Farmers have had to increase their debts to afford expensive farm equipment, and high interest rates make it difficult for many farmers to keep up payments on loans and mortgages. Small farmers are unable to compete with large agribusiness firms that usually have the capital needed to sustain themselves through periods marked by low crop prices and high interest rates. With as many as 200 farmers having to declare bankruptcy every day, many farmers insist on emergency aid from the government. A variety of governmental and private programs, including crop insurance, loan guarantees, and price supports, have been set up to assist farmers. The problems of the American farm economy are not unique. Farmers in the European Economic Community are facing many of the same problems.

VI. Страноведческое чтение. «Кто занимается бизнесом в Америке»

Прочтите текст Е и передайте краткое содержание на английском или русском языке согласно плану:

1. корпорации/corporations
2. предприниматели/entrepreneurs
3. поколение «юппи»/yuppies

Text E. People who run business in America

The trend in modem agriculture towards large-scale enterprise conforms to the overall pattern in American business. Giant corporations dominate. Small corporations are being consumed by larger ones and large corporations become even larger through mergers.

Large corporations were once run by individuals with high public profiles. Henry Ford of the automobile industry and Andrew Carnegie of the steel industry are well-known magnates of the early part of this century. Modern corporations, on the other hand, are often run by nearly anonymous career executives who rarely own more than a fraction of one percent of the corporation's stock.

While giant corporations determine much of the nation's economic behavior, entrepreneurs also have a significant impact on the American economy. In 1984, 700,000 small businesses were started in the United States. Since the 1970s such businesses started by entrepreneurs have provided more new employment than larger corporations.

The high-tech era has produced a new generation of entrepreneurs. One example from the 1970s is that of two young men who worked together to design a new and "better computer. They gathered money needed to pay for large-scale production, and in 1977 Apple Computer Corporation was started. By the end of 1984, that company, started by two business-minded entrepreneurs, was one of the largest computer makers in the United States.

This success story is similar to others in American history. The Coca-Cola company began when an American pharmacist mixed together the first Coca-Cola drink and began selling it in Atlanta, Georgia, in the 1890s. The famous Heinz food company, which specializes in mustard, pickles, and ketchup, began when a teenager started to sell various food items on the street. While most people who start businesses do not become millionaires, Americans do believe in the potential for individual success that exists within their free enterprise system.

Americans are known for being highly success-oriented and dedicated to hard work. Today's baby boom generation has acquired a reputation for its relentless drive for material success. The term "yuppie," meaning young upwardly-mobile professional, has been coined to describe those people between the ages of 25 and 45 who, according to the stereotype, devote themselves to careers and status.

VII.<u>Реферативный перевод</u>

Подготовьте реферативный перевод текста «U. S. Labor unions»

Whereas the drive for success is firmly entrenched in American ideology what is curiously absent is focused ideological support for America's labor unions. Although a legal framework for worker representation and collective bargaining was established by legislation in the 1930s, labor unions in America do not have the power or political direction of their counterparts in Europe.

Achievements of European labor, such as worker participation in corporate strategy in West Germany and nationalization of industries in Great Britain seem radical compared with the achievements of American workers. Some significant gains American labor unions have won for their members include benefits such as increases in overtime pay, paid vacations, premium pay for night work, and employer subsidized health insurance plans. Although American workers are now beginning to focus their demands more on job security than benefits, few employees can aspire to the job security won by unions in continental Europe. In America, lay-offs of blue-collar workers in industries such as automobiles, aerospace, and shipbuilding are routine. In Europe, corporations are deterred from laying off workers. Laws require companies to make costly redundancy payment to workers who are dismissed.

One explanation for this difference between labor unions in Europe and America is that American workers have traditionally valued self-reliance and individualism. Furthermore, the lack of rigid class distinctions has given to many workers the feeling that they are not permanently destined to a working-class existence. The lack of class consciousness and the belief that one can rise to a higher station in life through individual effort help explain why socialism has not gained mass appeal as a unifying ideology among American workers.

Today the largest American labor union is the joint AFL-CIO, the American Federation of Labor and Congress of Industrial Organizations. The AFL-CIO is active in the world labor movement. It is an affiliate of the International confederation of Free Trade Unions (ICFTU) which has members in 95 counties and territories.

American labor unions today are losing members and influence. In 1950, as many as 1 in 3 wage earners were union members. Now that percentage has dropped to 18 percent and shows signs of shrinking further. The AFL-CIO has also been troubled by a sharp decline in membership. Between 1975 and 1985, membership dropped from 14 million to 11 million workers.

The decline in labor membership is related to the changing trends in the economy as a whole. Foreign competition has depressed many U.S. industries and left many workers unemployed. The decline in manufacturing industries, once a stronghold of unionism, and the rise in service and high-tech industries, which employ fewer blue-collar workers, has contributed to the decline of America's labor unions. Another explanation for the unions' loss of member- ship is the movement of many industries to the South, where right-to-work laws hinder union organizers.

Automation and other technological innovations in industrial production have displaced many blue-collar workers. The transition to a post-industrial economy presents challenges not only to labor unions, but to all sectors of the U.S. economy.

UNIT IV. THE MAIN ECONOMIC REGIONS OF AMERICA

I.<u>Общее представление об экономической ситуации</u>

Переведите письменно текст А.

Text A. General description of economic situation

THE UNITED STATES is the leading economic power in the world. It is a fully-developed industrial country with a very solid agricultural basis. Its people enjoy a high standard of living though there remain many important social problems which are to be solved. Highly-advanced technology provides a system of communications and transportation to tie the country and its people together.

The states of the United States can be grouped into regions that have common historical, economic and physical characteristics. From this point of view we can single out six major regions. They are: (1) the Northeast, (2) the Great Lakes, (3) the South, (4) the Plains, (5) the Rocky Mountains, and (6) the Pacific states. In some cases, these economic regions include the same areas as the major physical regions.

II. <u>Основные экономические регионы страны. Часть 1.</u>

Прочтите текст В и выполните тестовые задания после текста. Тестовые задания включают информацию текста А и В.

Text B. THE NORTHEAST

The Northeast is made up of the New England states and the Middle Atlantic states. The New England states generally lie east of the Hudson River volley. They are Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, and Connecticut. The Middle Atlantic States are New York, Pennsylvania, Delaware, New Jersey and Maryland.

The manufacturing industry and trade have made the Northeast an urban region. About 80 percent of the people live in cities that produce goods like steel, clothing, and books.

The Northeast was the first region in the United States to industrialize. In the 1800's, factory owners used the fast-moving rivers flowing down from the Appalachian Highlands to power machinery for textile mills. Important resources of iron ore, coal, limestone, and timber provided for growth of industry. Today, manufacturing employs more people in the region than any other activity.

The region's largest cities are ports built around good natural harbors. They are Boston, Providence, New York, Philadelphia and Baltimore. New York is the largest city in the country and one of the major cities of the world with more than 7 million people. But the New York metropolitan area — the city with the closely connected suburbs and smaller cities — has over 9 million people. Baltimore and Philadelphia are among the largest cities in the country. Buffalo is an important river port and grain-milling centre. Pittsburgh produces steel and steel products and is also an important river port.

In addition to manufacturing and trade, about 20 per cent of the economic activity of the Northeast is connected with service. A service industry can include such activities as finance and banking, entertainment, education, insurance, government. Newark, New York, Hartford and Boston, for example, are cities where the country's largest insurance companies are situated. New York is a world centre of banking and entertainment. Boston has for long been one of the country's most important centres of higher education. Washington D. C, the nation's capital, has about half of its workers in government service.

As an agricultural region, the Northeast does not have large areas of good land. Small farms are numerous in this region. Most are around 81 hectares in size.

In the Middle Atlantic states grains, fruits, and vegetables are grown. There is extensive farming in the New England states with one crop being grown. Maine is famous for potatoes. The Connecticut River valley is known for tobacco. Dairy and poultry farms are found in several areas.

In addition to this farming, the Northeast is well known all over the United States for its fishing industry. This is quite natural because of the influence of the Atlantic Ocean. The Northeast has rich fishing areas along the Atlantic coast. The fishing industry developed rapidly here to compensate the rocky land and the poor soils. Today, large numbers of flounder, cod, herring, halibut and other fish are caught. The fishing rules are very strict, and the government takes very severe measures against those who do not observe the fishing regulations. This explains why it is possible to achieve good catches of fish, and at the same time preserve the fishing grounds with the necessary supply of fish. The fish are caught, processed and shipped both overseas and to other areas of the United States. The fish market in New York is famous not only in the United States, but all over the world both for the amount of fish sold and the different types of fish which satisfy the tastes of any buyer.

Тестовые задания

I. Заполните пропуски:

1. The United States is the leading economic ... in the world.
2. We can ... six major regions.
3. ... have made the Northeast an urban region.
4. The Northeast was the first... in the United States to industrialize.
5. The region's largest cities are ... built around good natural ... .
6. In addition to manufacturing and trade, about 20 per cent of the economic activity of the Northeast is ... with service.
7. In addition to farming, the Northeast is well known all over the United States for its ... industry.

II. Закончите предложения, выбрав один из вариантов:

1. The USA is a fully-developed industrial country with

a) a weak agricultural basis

b) a solid agricultural basis

c) a limited agricultural basis

2. We can single out

a) four major regions

b) many economic regions

c) six major regions

3. Important resources of iron ore, coal, limestone, and timber provided

a) for the growth of the towns

b) for the development of farming

c) for the growth of industry

4. Today manufacturing employs

a) few people in the region

b) less people than in agriculture

c) more people in the region than any other activity

5. The New York metropolitan area

a) has less than 6 million people

b) has less people than in Boston

c) has over 9 million people

III. Верны ли данные предложения? Исправьте неверные предложения.

1. The American people enjoy a low standard of living.
2. About 20 per cent of the people live in the cities that produce goods.
3. The region**'s** largest cities are ports.
4. Buffalo is an important sea port.
5. In addition to manufacturing and trade, about 20'per cent of the economic activity of the Northeast is connected with fish.
6. The Northeast is well known all over the United States for its oil industry.

IV. Ответьте на вопросы:

1. What does highly-advanced technology provide?
2. How many major regions can you single out in the United States?
3. What has made the Northeast an urban region?
4. Is service industry an important activity in the Northeast? If so, why?
5. Does the Northeast have numerous small or large farms?
6. Why is the fishing industry well- developed in the Northeast of the USA?
7. Where is the famous fish market situated in the United States of America?

III. <u>Основные экономические регионы страны. Часть 2.</u>

Прочтите текст С и подготовьте краткое сообщение на английском языке о данном регионе.

Text C. THE GREAT LAKES

The region of the Great Lakes includes the states of Ohio, Michigan, Indiana, Illinois, and Wisconsin. Lakes Superior, Huron, Michigan and Erie form the Northern part of the region. The Ohio river forms the southern border of the region, the Mississippi river — its western border. Water routes by way of the rivers and lakes have contributed to the region's economic growth. Raw materials are shipped into the region for use in the factories. Finished goods are shipped out to other parts of the country and abroad to foreign markets.

The Great Lakes region is the industrial heart of the United States. The region's factories produce steel, heavy machinery, farm equipment, and automobiles.

The automobile industry was once concentrated in Detroit, but now it has decentralized to other cities within the region. Cars are assembled and parts are made in such cities as Akron, Cleveland, Cincinnati, Youngstown, Milwaukee and Indianapolis. Chicago and Gary are the centres of a large steel-making area along the south shore of Lake Michigan.

Chicago is the largest city in the region and the second largest city in the country. It has a population of about 3 million people. The Chicago metropolitan area has some 7 million people. Its importance is tied to the same waterways that helped to develop the region. Chicago is located on Lake Michigan. It is also tied to the Mississippi River by way of canals. Chicago, as a result, is the country's busiest inland port. It is also the busiest, railroad and airline centre in the country.

In recent years, industrial growth has declined in the Great Lakes region. In part, this is because of the region's dependence on heavy industry when the greatest industrial growth is taking place in the new and newest industries, such as electronics.

Another important reason is due to growing, competition from foreign countries, especially Japan. Competition is especially great in the areas of automobiles and steel. As automakers buy large amounts of steel, glass, rubber for making cars, a decline in the auto industry has a negative effect on other branches of the economy.

The Great Lakes region is also an important area for farming. Corn, wheat, and dairy products are the most important agricultural items. Farmers often rotate soybeans and corn — that is, planting corn in a field one year and soybeans the next. This rotation is needed to keep from wearing out the soil. The region has enough rainfall, which is very important for hay, grown to feed dairy cattle. Wisconsin is the most important dairy state in the region.

IV. <u>Основные экономические регионы страны. Часть 3.</u>

Прочтите текст D и выполните тестовые задания после текста. Тестовые задания включают информацию текстов C и D.

Text D. THE SOUTH

The region lies roughly south of the Ohio and Potomac rivers, and, with the exception of Louisiana and Arkansas, east of the Mississippi River. Those states along the Atlantic Coastal Plain — Florida, Georgia, North Carolina, South Carolina and Virginia — are known as the South Atlantic states. Those states in the Appalachian Highlands and along the Gulf Coastal Plain are known as the South Central states. They are West Virginia, Kentucky, Tennessee, Alabama, Mississippi, Arkansas and Louisiana.

Agriculture has long been the major economic activity of the South, although this dominance has become less in recent years. The moist, warm climate contributes to the extensive growth of tobacco in Virginia, North Carolina and South Carolina. The tobacco grown here is of high quality, and the tradition of growing it goes down to the early days of colonization. The Red Indians taught the white settlers the way to grow tobacco and they made tremendous profit out of this crop' exporting it to Europe. Besides the above mentioned states it is also an important crop in Kentucky.

Cotton is another important crop for southern farmers, especially in Arkansas and Mississippi. Pecans (very specific and tasty nuts) and peanuts are grown in Georgia and citrus fruits, vegetables in Florida. Soybeans is an important crop in Arkansas. Some of the country's leading fishing areas are found along the

Gulf coast. In fact, southern waters produce more than half the total national catch. Shrimp is important in the waters near Louisiana. Oysters and menhaden (American herring) are caught off the shores of Alabama and Mississippi. The waters around Florida are the source for turtles, sponges and groupers. Rivers in the South provide catches of such fish as the catfish.

Light industry, textile manufacturing, lumber mills, paper mills and the processing of food products make their contribution to industrial activity in the region. The pine forests of Mississippi, Alabama and Louisiana have trees for a wide number of wood products. Florida is a popular tourist area and thousands come to this beautiful place for rest and entertainment. This romantic state attracts a lot of retired people who like to enjoy their retirement in peace and warmth.

Atlanta is to the South what Chicago is to the Great Lakes region. It is a most important centre of railroad and airline transportation in the South. The city's population is more than 422,000 people, but the metropolitan area has just over 2 million people. In Florida the major urban centres are Jacksonville, Miami, Tampa and St. Petersburg.

Recent years indicate a large movement of people to this state, especially of retired people, who like the warm climate, and of immigrants from Latin America and the islands in the Caribbean Sea.

Mining and oil drilling are important economic activities in the South Central states. There is oil and natural gas in Louisiana. Some of the country's largest coal deposits lie in the states of West Virginia, Kentucky and Tennessee. In fact almost three-fourths of United States coal production comes from the South Central States. The reserves of coal and iron ore near Birmingham have made the city an important steel centre in the South.

Leading cities of the South Central states include Memphis, New Orleans, Nashville, and Louisville. In addition to being an important river port, Memphis provides furniture and floor products for the whole country. New Orleans is an important trading port in the delta of the Mississippi river and a major banking centre of the South. Nashville is a centre for publishing and printing and a tourist attraction as the centre for the country's music industry. Louisville has the world's' largest electrical appliance plant.

Тестовые задания

I. Заполните пропуски:

1. The Great Lakes region is the industrial ... of the United States.
2. The greatest industrial growth is ...... in the new and newest industries, such as electronics.
3. The …   warm climate contributes to the growth of tobacco in Virginia.
4. The Red Indians taught the white settlers the way to grow tobacco and they ...... out of this crop.
5. Cotton is another important ... for southern farmers.
6. Some of the country's leading ... areas are found along the Gulf coast.
7. Florida is a popular ... area and thousands come to this beautiful place for rest and entertainment.

II. Закончите предложения, выбрав один из вариантов:

1. The automobile industry was once concentrated in Detroit, but now

a) it has moved to Texas

b) it has decentralized to other cities within the region

c) it is concentrated in the suburbs of the city

2. Chicago is

a) the largest city in the USA

b) the largest city on the south shore of Lake Erie

c) the largest city in the region and the country's busiest inland port

3. Industry growth has declined in the Great Lakes region because

a) of the region's dependence on heavy industry

b) many workers have left the region

c) agriculture has become more important

4. Agriculture has long been

a) the weakest sector of the economy of the South

b) in decline because of the cold climate of the region

c) the major economic activity of the South

5. Three-fourths of United States coal production comes

a) from California

b) from the South Central States

c) from Texas

III. Верны ли данные предложения? Исправьте неверные предложения.

1. Cars are assembled and parts are made in such cities as Chicago and Gary.

2. Competition from Japan has contributed to the industrial growth of the Great Lakes region.

3. The tradition of growing tobacco in the South has been introduced recently and it is of low quality.

4. Old people come to Florida to enjoy their retirement because houses are cheap here.

5. The reserves of oil and gas near Birmingham have made the city an important centre of the oil industry.

6. Memphis provides furniture and floor products for the whole country.

7. Louisville attracts many tourists as the centre for the country's music industry.

IV. Ответьте на вопросы:

1. What lakes form the northern part, of the region of the Great Lakes?

2. How did the rivers and lakes contribute to the economic growth of the Great Lakes?

3. Can you name the busiest railroad and airline centre in the USA?

4. Why has a decline of the auto industry produced a negative effect on other branches of the economy?

5. Is the Great Lakes region an important area for farming? If so, prove it.

6. How does the warm climate of the South contribute to the deve-lopement of agriculture?

7. What is the role of Atlanta to the South?

V.Основные экономические регионы страны. Часть 4.

Прочтите текст E и прокомментируйте прецизионную информацию текста.

Text E. THE PLAINS

The region of the Plains is made up of those states between the Mississippi River and the Rocky Mountains with the exception of Louisiana and Arkansas. The Northern Plains states are North Dakota, South Dakota, Nebraska, Iowa, Kansas, Minnesota. Missouri, Oklahoma and Texas make up the Southern Plains states.

The first American explorers of the Great Plains thought that this region was a desert. They even called it the "Great American Desert". They noted that there was a lack of trees and an almost endless sea of grass. Today, the region is considered the "American breadbasket". It yields great quantities of crops, especially wheat. Wheat is important in the states of Kansas, Minnesota, Nebraska, and the Dakotas.

Iowa is considered the richest of the farming states of the Northern Plains. Nearly 96 per cent of the land is arable, that is fit for cultivation. "The average size of a farm in Iowa is 114 hectares. Since Iowa is situated in the eastern part of the plains, it receives more rainfall than the states in the west. Corn is grown instead of wheat. In fact, Iowa is the leading state in the USA in corn production. Because of the great amount of corn which is used for fodder, Iowa also leads the nation in the raising of hogs.

The cities of the Northern Plains have developed as markets and food processing centres. The most typical ones are as follows: Minneapolis, St. Paul, Kansas City, and Omaha.

St. Louis, the largest city in the Northern Plains, was founded as a trading centre in the 1700's. But in the last 150 years it became a major industrial city. Today, manufacturing is the most important economic activity. Among its products are metals, chemicals, airplanes and automobiles.

Oil is the most important natural resource in the Southern Plains. The growing demand for oil products brought great wealth to Texas and Oklahoma City, Tulsa, Dallas, and Houston.

In addition to oil, farming is important to the Southern Plains states. The farms in the state of Oklahoma grow wheat, sorghum, cotton, corn, and peanuts. However, the state has a serious problem with soil erosion. In order to overcome this problem much of the cropland has been converted to grass land. This change has given good results: cattle raising has become a major agricultural activity in Oklahoma.

Texas is one of the most important agricultural states in the region and the country. The average size of a farm in Texas is 270 hectares, which means that the farms are quite big. Many farms belong to large corporations. Such farms are much bigger than the usual ones. They have a size of 405 hectares or even more. Vegetables and citrus fruit are grown in south Texas, and wheat and cotton are grown in the north of the state. Texas leads the country in both the number of cattle and sheep.

Though Texas has more individual farmers than any other state, most of the people in the state live in cities of over 50,000 population. In recent years the growth of the population in Texas is rapid. Many people migrate to Texas from other states because of its warm climate and the availability of service jobs in the growing cities.

Houston is among the largest cities of the USA with around 1,5 million people in the city and about 3 million in the metropolitan area. It is becoming the national centre for technology for space exploration, energy and medicine. Dallas is the second largest city in Texas with about 1 million people. The Dallas-Fort Worth metropolitan area has about 3 million people. Its economy is based on the manufacturing of electrical equipment, airplane parts, clothing, and the processing of food products. San Antonio is the third largest city in the state and among the largest cities of the country. Its population of about 800,000 people is engaged in food processing, manufacturing and government service.

VI.<u>Основные экономические регионы страны. Часть 5.</u>

Прочтите текст F и выполните тестовые задания после текста. Тестовые задания включают информацию текстов E и F.

Text F. THE ROCKY MOUNTAINS

The Rocky Mountain region is made up of the states of Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, and Wyoming. The most striking feature of this region is the small population compared to other regions of the United States. Large parts of the region have few or no people. This is mainly due to the lack of water, which will continue to influence the development of the region in the future.

Farms in the dry areas of the region are situated along the water-ways or where there is irrigation. The main crops are cotton, potatoes, wheat, barley, and sugar beets. As there is lack of water, many farmers find it more profitable to raise livestock; the cattle and sheep require a lot of land on which to graze. Therefore many of the ranches in the region are very large. Their sizes can be as large as 900 hectares.

Though agriculture in the region has many problems because of lack of water and poor soils, the Rocky Mountains are rich in mineral and energy resources. Gold and silver were the first resources discovered in the 19th century. Today, a number of minerals are mined such as copper, mercury, and molybdenum, which is used to strengthen steel. Coal and iron ore are mined in Arizona, Colorado, and Utah. On this basis a regional steel industry has developed.

Oil, natural gas, and coal are now of major importance to the Rocky Mountains region. It is believed that under much of Wyoming and Colorado there are large deposits of oil shale, that are rocks containing oil. From these rocks oil can be received. The Powder River Basin of Wyoming is now one of the most important coal mining regions of the country.

The major cities of the region are Phoenix and Denver. Phoenix has about 800,000 people in the city and 1.5 million in the metropolitan area. It is an important producer of electronic products, computers, airplanes, steel, aluminium, and chemicals. Denver with about half a million people in the city and 1.6 million in the metropolitan area has an economy based on federal government service including a mint where they make coined money. Food processing and the making of transportation equipment are also important.

Тестовые задания

I. Заполните пропуски:

1. The first American ... of the Great Plains thought that this region was a desert.
2. The ... size of a farm in Iowa is 114 hectares.
3. St. Louis was ... as a trading centre in the 1700's.
4. In order to ... this problem much of the cropland has been converted to grass land.
5. Many people migrate to Texas because of its warm climate and the ... of jobs in the growing cities.

6. Houston is becoming the national centre for technology for ...energy and medicine.
7. The most striking ... of the Rocky Mountains is the small population compared to other regions of the United States.

II. Закончите предложения, выбрав один из вариантов:

1. Today the Plains is considered
a) the centre of the auto industry of the USA
b) the most popular place for tourism
c) the "American breadbasket"

2. Iowa is the leading state in the USA
a) in coal production
b) in corn production
c) in the raising of hogs

3. Texas and Oklahoma became very rich
a) because of the growing demand for oil products
b) due to their favourable geographical position
c) due to tourism

4. Large parts of the Rocky Mountains have few or n
a) because they left the region trying to find places
b) as the climate here is very wet
c) due to the lack of water

5. Many ranches in the Rocky Mountains are large
a) as they specialize in growing wheat

b) because livestock is raised and cattle require a lot of land on which to graze

c) due to the great amount of vegetables produced here

III. Верны ли данные предложения? Исправьте неверные предложения.

1. The first American explorers of the Great Plains called it the "Great American Desert".
2. Oil is the most important natural resource in the Northern Plains.
3. The Dallas — Fort Worth metropolitan area is a major centre of the steel and food processing industries.
4. The main crops grown on the farms of the Rocky Mountains region are rice, sugar beets where there is no irrigation.
5. The major cities of the Rocky Mountains region are Phoenix, Denver and Houston.
6. Phoenix is famous for its mint where they make coined money.
7. Denver with about half a million people in the city and 1,6 million in the metropolitan area has an economy based on federal
government service.

IV. Ответьте на вопросы:

1. Where is the region of the Plains situated?
2. Why is the region of the Plains called the "American breadbasket"?
3. Why is Iowa the leading state in the USA in corn production?
4. What are the main centres of oil production in the Southern Plains?
5. Does the state of Oklahoma have a serious problem with soil erosion? How is the problem solved?
6. Why are ranches in the Rocky Mountains region large?
7. Is the Powder River Basin of Wyoming rich in gold? If not, name the main mineral resource.

VII.<u>Основные экономические регионы страны. Часть 6.</u>

Прочтите текст G и выполните тестовые задания после текста.

Text G. THE PACIFIC

The Pacific region includes those states which are washed by the Pacific Ocean. They are Alaska, California, Hawaii, Oregon, and Washington.

Due to its location on the ocean, the region has important fisheries. California holds the first place in the country for its catch. The most important fish caught are anchovy, tuna, and mackerel. Alaska and Washington are the main suppliers of salmon and halibut. .Fishing in Hawaii is mainly for sport and recreation.

California also leads the Pacific states in farming. It is the country's leading grower of fruits and vegetables. Much of California's farming is done in the Central Valley. The farms in the valley produce cattle, dairy products, cotton, grapes, tomatoes, and citrus fruits.

In Oregon and Washington, the Cascade mountains divide the states into two different farming zones. In the dry eastern zone, wheat is grown, and cattle is raised. West of the Cascade Mountains, in Oregon's Willamette Valley, for example, regular rainfall and a mild climate allow good yields of such crops, as beans, pears, onions, and corn. In Washington, cherries and apples are major fruits. Both states are among the most important sources of timber in the United States.

Some large-scale commercial farms in Hawaii grow sugarcane and pineapples. However, both Alaska and Hawaii must import most of their food from the mainland states.

Tourism plays a very important role in the economy of Hawaii. Alaska, which in the past depended mainly on fishing and timber, now receives great profit from oil production. Production began in 1959, the year Alaska became a state. In 1968, oil was discovered in the North Slope of the Brooks Range near Prudhoe Bay. Today a pipeline takes oil pumped at Alaska's Prudhoe Bay in the north to the port of Valdez in the south for further shipment. Construction of the massive pipeline over thousands of kilometres of wilderness had been delayed because of serious concerns for the environment. Completion of the pipeline has helped increase Alaska's profits. Today the state has the highest profits per capita, or per head of the population of the state.

The fastest growing industries in the Pacific region are in electronics and technical products. A large number of companies making electronics parts are found in an area around the city of San Jose. This area is known as the Silicon Valley. It is named for the Silicon Chip, which is a basic part in modern electronics products.

Most of the region's large cities are ports. Los Angeles, the third largest city in the country, has a population of about 3 million people. There are some 7.5 million people in the Los Angeles metropolitan area. Los Angeles and neighbouring Long Beach have very good harbours which are well protected behind 15 kilometres of break water. Together with several fine airports they serve as the West Coast's major gateways for trade with the countries of the Pacific Ocean. The Los Angeles area is a giant centre of aircraft production, computers, communications equipment, motor cars, cosmetics. It is also a major region of space technology. Los Angeles's position as a world centre of finance and industry has also stimulated the development of such services as health care, accounting, education, law. However, Los Angeles is also known all over the world as the city of entertainment because of Hollywood, which is the world capital bf film production. In the 1940s, the peak years of movie making, Hollywood produced more than 400 films a year. Today TV is competing successfully with the traditional film industry, but Hollywood has also changed, producing quite a lot of films for American TV. Los Angeles is also a city of striking contrasts. There are many Hispanics, Asians, Blacks living here and these people in their majority have poorly paid jobs. There/fore social ^tension in many districts of Los Angeles is very high. It was no wonder that in 1992 there were mass riots in Los Angeles which shocked all America.

The other major city on the Pacific coast of the United States is San Francisco. It lies at the tip of land broken by the narrow channel of the Golden Gate. Through this Channel the tides of the Pacific pour into a great bay. The city has long been a centre of trade, finance, shipping, culture for more than three million people in the metropolitan bay area. Asian immigrants together with many waves of European settlers have made San Francisco a city of many nationalities and different cultures. Freight from ports all over the world is unloaded at a fine harbor, while long lines of freight trains bring into the city the fruit from the countryside. The transcontinental railroad connects San Francisco with the industrial and agricultural centres of the Midwest and the East, thus providing an interchange of goods and passengers. And at the city's airport, which is one of the largest in the United States, there are about 400,000 landings and takeoffs a year. Great streams of motor traffic cross the beautiful Golden Gate Bridge, which is 1.6 kilometres long, to the north shore.

In the first decade of the 20th century, this major city of the west was in ruin. In 1906 a great earthquake destroyed the city. But within three years, 20,000 new buildings were constructed, and in seven years, a new city had risen out of the ashes. Several years ago, another serious earthquake hit the city, but it did not cause much damage because the buildings were well protected against the forces of nature.

Тестовые задания

I. Заполните пропуски:

1. California ... the Pacific states in farming.
2. Construction of the massive pipeline in Alaska had been delayed . because of serious ... for the environment.
3. Los Angeles is also known all over the world as the city of ... because of Hollywood.
4. In 1992 there were mass ... in Los Angeles which shocked all America.

5. ... from parts all over the world is unloaded at a fine harbor in San Francisco.

6. Great streams of ...... cross the beautiful Golden Gate Bridge in San Francisco.

7. In 1906 a great earthquake ... San Francisco, but in 7 years a new city had risen.

II. Закончите предложения, выбрав один из вариантов:

1. Due to its location on the ocean, the Pacific region

a) has many shipbuilding docks

b) has important fisheries

c) has a very wet climate

2. California is the country's

a) leading producer of oil

b) leading grower of wheat

c) leading grower of fruits and vegetables

3. The economy of Hawaii

a) is based on tourism and growing sugarcane and pineapples

b) is closely connected with the fishing industry

c) depends much on sources of timber

4. Alaska now receives great profit

a) from tourism

b) from oil production ,

c) by pumping gas along the pipelines to' the south of the country

5. The fastest growing industries in the Pacific region are

a) the production of timber and oil

b) electronics and technical products

c) tourism and the growing of vegetables

III. Верны ли данные предложения? Исправьте неверные предложения.

1. Fishing in Hawaii is a most important industrial activity.
2. California is the country's .leading grower of wheat and corn.
3. Alaska now receives great profit from the resources of gold.
4. The area around the city of San Jose where there are many electronics plants is known as the "Silicon Valley".
5. Los Angeles is known only as a centre of modern industry.
6. Golden Gate protects the harbor of Los Angeles against storms.

IV. Ответьте на вопросы:

1. Is the Pacific region famous for its fisheries?
2. How do the Cascade Mountains influence the development of agriculture in Oregon and Washington?
3. Do the farms in Hawaii produce important crops?
4. When did oil production begin in Alaska?
5. How-many films were produced in Hollywood in its peak year of movie making?
6. Is San Francisco connected with the industrial and agricultural centres of the Midwest and the East? In what way?
7. Did it take much time to restore San Francisco after the 1906 earthquake?

Литература

1. How Do You Do, Britain? / Л. С. Барановский, Д. Д. Козикис. – Мн.: И-во САДИ; М.: «Московский лицей», 1997. – 335 с.
2. Hello, America! / Л. С. Барановский, Д. Д. Козикис. – Мн.:Выш. шк., 1997. – 309 с.
3. Britain. The country and its people: an introduction for learners of English / James O’Driscoll. – Oxford University Press, 2001. – 224 p.
4. America in close-up / Eckhard Fielder, Reimer Jansen, Mil Norman-Risch. – Longman, 2001. – 284 p.
5. Микро- и макроэкономика. Энциклопедический словарь / Под общей ред. Г. С. Вечканова. – СПб., Издательство «Лань», 2001. – 352 с.
6. Учебник по английскому языку: Economics /В. Д. Португалов. – М.: АСТ, 2005. – 303 с.