

МИНИСТЕРСТВО ОБРАЗОВАНИЯ РОССИЙСКОЙ ФЕДЕРАЦИИ

**Московский государственный университет
экономики, статистики и информатики
Московский международный институт эконометрики,
информатики, финансов и права**

A Course of Business English Learning

Курс обучения деловому английскому языку

Турук Ирина Федоровна
Морозенко Валентина Васильевна

Москва, 2001

| | |
|-----|------|
| УДК | 42 |
| ББК | 81.2 |
| Т | 888 |

Турук И.Ф., Морозенко В.В. Курс обучения деловому английскому языку. /Моск. гос. ун-т экономики, статистики и информатики. - М., 2001. - 83 с.

© Турук Ирина Федоровна, 2001г.

© Морозенко Валентина Васильевна, 2001г.

© Московский государственный университет экономики, статистики и информатики, 2001г.

© Московский международный институт эконометрики, информатики, финансов и права 2001г.

Contents

| | |
|------------------------------|-----------|
| Введение | 4 |
| Unit 1 | 5 |
| A. For Study | 5 |
| B. Reading Comprehension | 10 |
| C. Test | 10 |
| Unit 2 | 11 |
| A. For Study | 11 |
| B. Reading Comprehension | 16 |
| C. Test | 17 |
| Unit 3 | 18 |
| A. For Study | 18 |
| B. Reading Comprehension | 21 |
| C. Test | 23 |
| Unit 4 | 24 |
| A. For Study | 24 |
| B. Reading Comprehension | 29 |
| C. Test | 30 |
| Unit 5 | 31 |
| A. For Study | 31 |
| B. Reading Comprehension | 35 |
| C. Test | 36 |
| Unit 6 | 38 |
| A. For Study | 38 |
| B. Reading Comprehension | 41 |
| C. Test | 42 |
| Unit 7 | 44 |
| A. For Study | 44 |
| B. Reading Comprehension | 46 |
| C. Test | 48 |
| Unit 8 | 49 |
| A. For Study | 49 |
| B. Reading Comprehension | 52 |
| C. Test | 53 |
| Unit 9 | 55 |
| A. For Study | 55 |
| B. Reading Comprehension | 58 |
| C. Test | 59 |
| Unit 10 | 61 |
| A. For Study | 61 |
| B. Reading Comprehension | 63 |
| C. Test | 66 |
| Supplementary Reading | 67 |
| Appendix 1 | 79 |
| Appendix 2 | 82 |
| Appendix 3 | 83 |
| Appendix 4 | 83 |

Введение

Учебное пособие имеет профессионально ориентированный характер и направлено на обучение деловому английскому языку студентов экономических вузов на первоначальном этапе.

Целью данного пособия является научить студентов элементам делового английского языка в лексическом и грамматическом плане и навыкам чтения экономического текста с различными информационными задачами: понимание основной идеи текста, нахождение заданной информации в тексте, понимание общего содержания текста и т.д.

Пособие состоит из 10 уроков, дополнительных текстов для чтения и приложений.

Каждый урок включает следующие разделы: A. For Study, B. Reading Comprehension, C. Test.

В разделе “For Study” приводится определенный грамматический материал, словообразовательные структуры и лексика по текстам, а так же грамматические и лексические упражнения контрольно-обучающего характера. Это дает возможность выполнять упражнения в аудитории на базе немедленной обратной связи аналитическим путем.

Развитие навыков чтения осуществляется в разделе “Reading Comprehension” через серию упражнений выбора правильных решений. Контроль знаний и навыков студентов представлен в разделе “Test”.

Набор текстов в конце пособия под рубрикой “Supplementary Reading” дает возможность студентам читать и переводить дополнительный материал с целью закрепления знаний и навыков, полученных на занятиях, а так же повторить ряд речевых ситуаций.

Данное пособие представляет собой заново структурированный, дополненный и исправленный вариант учебного пособия “Английский язык для экономистов” в знак памяти и сохранения методического наследия

проф. Морозенко В.В. в новых условиях работы кафедры иностранных языков.

Турук И.Ф.

UNIT 1

Grammar: Verb

Text: The Economy (Canada)

A. FOR STUDY

Verb (глагол)

По употреблению в речи глаголы классифицируются на:

- 1) самостоятельные (смысловые или знаменательные); he works
- 2) модальные; he can work
- 3) глаголы-связки; he is a student
- 4) вспомогательные глаголы; he is reading

Глагол становится служебным, если он выполняет функцию глагола-связки или вспомогательного глагола.

Глагол, выполняющий функцию смыслового глагола в предложении, имеет форму времени, категорию наклонения и залог.

В английском языке глагол имеет следующие видо-временные группы: Indefinite, Continuous, Perfect, Perfect Continuous.

Сводная таблица видо-временных форм глагола.

| Форма глагола | | | Употребление формы |
|--|---|---|---|
| Indefinite (or Simple) | | | |
| Present | Past | Future | |
| I } ask He } asks She } We } ask You } They } | I } He } She } We } asked You } They } | I } shall He } She } will We } shall You } They } will | Глагол в форме Indefinite представляет действие как: 1) факт; 2) обычное, регулярно повторяющееся действие; 3) последовательность действий |

| Форма глагола | | | Употребление формы |
|--|---|--|--|
| Continuous (or Progressive) | | | |
| Present | Past | Future | |
| I } am He } She } is asking We } You } are They } | I } He } was She } We } You } were They } asking | I } shall be He } She } will be We } shall be You } will be They } asking | Глагол в форме Continuous обозначает: 1) процесс, происходящий в определенный какой-то момент (или период); 2) параллельно происходящие процессы 3) процесс, охватывающий определенный отрезок времени. |

| Форма глагола | | | Употребление формы |
|---|---|--|--|
| Perfect | | | |
| Present | Past | Future | |
| I } have He } She } has We } asked You } have They } | I He } She } We } had asked You } They } | I } shall He } will She } We } shall You } will They } have asked | Глагол в форме Perfect обозначает: 1) действие, завершённое к определённому моменту и результат этого действия налицо; 2) Past и Future Perfect выражают действия, завершённые до другого действия и предшествующие ему. |

| Форма глагола | | | Употребление формы |
|---|--|--|---|
| Perfect Continuous | | | |
| Present | Past | Future | |
| I have been asking He } has been She } asking We } have been You } asking They } | I He } had been She } been We } asking You } They } | I } shall have We } been asking He } She } will have You } been asking They } | Глагол в форме Perfect Continuous выражает действие, начавшееся до какого-то момента и продолжающееся в данный момент, включая или исключая его (for two hours - в течение 2-х часов; since 1941 - с 1941 года) |

I. Grammar Exercises

I. Put "am", "is" or "are" in the blanks:

- Where ... I standing?
- Miss A, Mr. B. And Mr. C. ... sitting in the back row.
- Paul ... sitting between Mary and Tom.
- Where ... Mr. Green standing?
- You ... writing sentences.
- What ... the girl carrying?
- What ... the woman doing?

II. Choose the correct form of the verb.

- ... you ring your friend up yesterday?
1) do 2) did 3) are 4) were
- ... she reading an English book?
1) do 2) does 3) is 4) are
- ... he work at your plant?
1) do 2) does 3) is 4) was
- They ... discussing some problems when he entered the room.
1) do 2) did 3) are 4) were
- She ... very busy last week.
1) is 2) was 3) did 4) does
- What ... they doing now?
1) is 2) are 3) do 4) did
- ... you work last year?
1) do 2) did 3) are 4) were
- Who ... taking an examination now?
1) do 2) does 3) is 4) are
- They ... conducting this experiment from 6 till 9 tomorrow morning.
1) will be 2) do 3) are 4) were

III. Multiple Choice.

a) Choose the correct form of the verb.

- | | |
|--|-------------|
| 1. There ... the difference between holiday and festival. | a) are |
| 2. ... you planning a holiday on the Black Sea? | b) is |
| 3. What ... you intend to do on Sunday? | c) was |
| 4. When ... people free from work? | d) will |
| 5. Where ... she standing when she saw a stranger in her flat? | e) shall be |
| 6. What ... the man doing when she entered the room? | f) shall |
| 7. I ... waiting for you at 5 p.m. tomorrow. | g) do |
| 8. I ... come if I have time. | |

b) Choose the correct form of the predicate for the following sentences:

- | | |
|---|--------------------|
| 1. When he entered the room she ... | a. was reading |
| 2. What ... you ... now? | b. do ... do |
| 3. You ... for me at 5, won't you? | c. are ...doing |
| 4. They ... for you all the evening long yesterday. | d. did ...do |
| 5. What ... you ... at this lab? | e. wait |
| 6. They ... their chance to do it. | f. shall wait |
| 7. We ... until she leaves. | g. will be waiting |
| 8. We'll have ... and see (поживем - увидим). | h. are waiting |
| 9. What ... you ... on Sundays? | i. were waiting |
| 10. What ... you ... yesterday? | j. to wait |

IV. Make up sentences using the following words:

- | | | |
|------------------|-------------|-----------------|
| 1. 1) this week | 2. 1) we | 3. 1) we |
| 2) that film | 1) weather | 2) decided |
| 3) at the cinema | 2) recently | 3) have not |
| 4) I | 3) rainy | 4) where |
| 5) have seen | 4) have had | 5) this evening |
| | | 6) to go |

V. Make up sentences negative:

1. He has already passed his exam.
2. He has come in time.
3. She will have finished her work by 6 o'clock tomorrow.
4. We had reached the station when it began to rain.

VI. Choose the correct form of the predicate in English for the following Russian sentences:

- | | |
|---|-------------------------|
| 1. Мы переводим такие тексты на каждом уроке. | 1) translate |
| 2. Мы сейчас переводим этот текст. | 2) translates |
| 3. Она уже перевела этот текст. | 3) translated |
| 4. Вы перевели этот текст на прошлом уроке. | 4) are translating |
| 5. Мы всегда переводили такие тексты со словарем. | 5) is translating |
| 6. Он хорошо переводит тексты по своей специальности. | 6) have translated |
| 7. Кто сейчас переводит тексты? | 7) has translated |
| 8. Мы думали, что вы уже перевели текст. | 8) had translated |
| 9. Они переведут статью к вечеру. | 9) will have translated |

VII. Complete the following sentences below.

1. They were writing a test ...
 2. I passed my exam ...
 3. We'll have finished the work ...
 4. They have ... seen this film.
 5. She is abroad. We haven't seen her ...
 6. They had finished their experiment ...
 7. He will leave Moscow ...
 8. They have not come ...
 9. I had stayed in Samarkand for a week ...
-
1. a few days ago
 2. before he arrived
 3. before I left Moscow
 4. next week
 5. already
 6. for a few minutes
 7. yet
 8. by 5 o'clock tomorrow
 9. since 1995

II. Vocabulary Exercises

VIII. Read and memorize the following words and word combinations.

| | |
|---|---|
| advanced [əd'vɑ:nst] a | передовой, повышенного типа |
| aircraft ['εəkra:ft] n | самолеты; авиация |
| annual ['ænjuel] a | годовой, ежегодный |
| contributor [kən'tribjutə] n | вкладчик |
| design [di'zain] v | планировать; конструировать |
| develop [di'vələp] v | развивать(ся); совершенствовать(ся) |
| diversified [dai'vəsifaɪd] a | разнообразный |
| expertise [ekspə:'tiz] n | компетентность; эрудиция |
| fabricate ['fæbrikeit] v | производить |
| goods [guds] n | товар(ы) |
| grow [grou] v | выращивать; расти |
| leisure ['leizə] n | досуг |
| manufacture [mænju'fæktʃə] v | производить; фабриковать |
| metal [metl] | металл |
| mine [main] v | добывать руду |
| newsprint ['nju:zprint] n | газетная бумага |
| ore [ɔ:] n | руда |
| predominantly [pri'dɔminəntli] adv | преимущественно |
| process [prə'ses] v | обрабатывать |
| receipt [ri'si:t] n | получение; pl доходы |
| research [ri'sə:tʃ] n | исследование, исследовательская работа |
| substantial [səb'stænʃəl] a | существенный |
| vehicle ['vi:kl] n | автотранспорт; pl транспортные средства |

Word Combinations

| | | |
|------------------------------|---|---|
| by dollar value | - | стоимостное выражение в долларах |
| gross national product (GNP) | - | валовой национальный продукт |
| communication satellites | - | спутники связи |
| disease-resistant wheat | - | болезнеустойчивая пшеница |
| nuclear power station | - | атомная электростанция |
| owing to | - | благодаря |
| measured in terms of | - | измеряемый в понятиях |
| highly advanced country | - | высокоразвитая страна |
| 15 billion a year | - | 15 млрд в год |
| edible products | - | пищевые продукты |
| plant breeding | - | растениеводство |
| crop and animal production | - | зд. с/х производство /зерновых и скота/ |

IX. Fill in the blanks with the suitable words

1. The service sector ... rapidly owing to substantial increases in income and leisure time.
a) grew b) grows c) has grown
2. Agriculture is a scientific ... in Canada.
a) production b) output c) industry
3. Total ... from the service trades are well over \$15 billion a year.
a) income b) receipts c) output
4. At the same time, Canada is an important exporter of ... industrial commodities.
a) necessary b) fabricated c) advanced
5. They arrived at 3 p.m., but the match ... at 2.30 p.m.
a) begins b) had begun c) began
6. I saw the Ivanovs last week, but I ... them this week.
a) did not see b) have not seen c) do not meet
7. She ... her work by 6 o'clock tomorrow.
a) will finish b) finishes c) will have finished
8. He ... the station when it began to rain.
a) reaches b) had reached c) has reached

B. READING COMPREHENSION

X. Read the text and mark the main aspects of the Economy of Canada.

The Economy of Canada

Measured in terms of gross national product, Canada's economy is one of the most diversified in the world. Canada grows, develops, mines, processes, designs, manufactures or fabricates everything from communication satellites to disease-resistant wheat, from advanced aircraft to strategic ores and metals, from nuclear stations to newsprint.

Of all sectors in the economy, manufacturing is the largest contributor to the country's annual output. As in the other highly advanced countries, however, there has been a shift in Canada from predominantly goods-producing economy to a predominantly service-producing economy.

The service sector has grown rapidly owing to substantial increases in income and leisure time. Total receipts from the service trades are well over \$ 15 billion a year.

The four main classes of Canadian exports by dollar value are motor vehicles and parts, machinery and equipment, fabricated metals and other fabricated materials. Another major export is electronics and manufacturing work in many parts of the world.

Agriculture is a scientific industry in Canada. Many scientists are employed in agricultural research. Without Canada research in plant breeding, crop and animal production etc. would not be able to export between \$4 and \$5 billion of wheat, animal and edible products every year.

C. TEST

XI. Составьте вопросительные предложения из данного набора слов. Запишите цифры, которыми обозначены слова в правильном порядке:

- | | | | | |
|----------------|--------------------------|-------------|-----------------------|---------|
| 1. agriculture | 2. a scientific industry | 3. in | 4. Canada | 5. Is |
| 1. lived | 2. there | 3. how long | 4. you | 5. have |
| 1. they | 2. have done | 3. the work | 4. by 5 p.m. tomorrow | 5. will |

XII. Выбрав правильную форму вспомогательного глагола, дополните сказуемое в предложениях (выпишите номер выбранного глагола):

- | | <u>Глаголы</u> |
|---|----------------|
| The service sector ... grown rapidly owing to substantial increases in income and leisure time. | 1. will |
| They ... finished their experiment by 5 p.m. | have |
| We ... reached the station when it began to rain. | 2. have |
| The towns ... changed very much since the industrial revolution. | 3. was |
| ... he spoken to the dean? | 4. is |
| He ... writing a letter when I came in. | 5. had |
| She ... an economist. She ... graduated from the Institute of Economics this year. | 6. has |

XIII. Выберите русские слова, соответствующие данным английским: (выпишите номера выбранных русских слов)

- | | | |
|-------------|---|--------------------------------|
| advanced | - | 1. планировать, конструировать |
| annual | - | 2. производить |
| design | - | 3. товар (ы); |
| develop | - | 4. производить, фабриковать |
| fabricate | - | 5. доходы |
| substantial | - | 6. исследование |
| goods | - | 7. развивать (ся) |
| manufacture | - | 8. передовой |
| receipts | - | 9. годовой |
| research | - | 10. существенный |

UNIT 2

Grammar: The Indefinite (or Simple) Tenses in the Passive Voice.
Придаточные предложения - подлежащие.

Word Building: Suffixes -er, -or, -ment, -tion, -ist, -al, -able

Text A: To Manage is to Foresee.

Text B: For Ancient Times

A. FOR STUDY

The Passive Voice /Страдательный залог/

В английском языке, как и в русском, различают формы глагола действительного или страдательного залога; формы глагола страдательного залога выражают действие, совершенное подлежащим и направленное на него, в то время как форма действительного залога показывает действие, производимое самим подлежащим.

Например:

Действительный залог
/Active Voice/

He **asked** them at the lesson
(он спросил их на уроке)

Страдательный залог
/Passive Voice/

They **were asked** (by him) at the lesson.
(их спросили на уроке)

Страдательный залог образуется из вспомогательного глагола “to be” в соответствующем времени, лице, числе и формы **Past Participle** (Participle II) смыслового глагола (см. Таблицу I).

The Indefinite Tenses in the Passive Voice (to be asked)

Таблица I

| Affirmative | Interrogative | Negative |
|--|--------------------------------------|--|
| Present | | |
| I am asked. | Am I asked? | I am not asked. |
| He <input type="checkbox"/> is asked. | Is <input type="checkbox"/> asked? | He <input type="checkbox"/> is not asked. |
| She <input type="checkbox"/> | she <input type="checkbox"/> | She <input type="checkbox"/> |
| We <input type="checkbox"/> | Are <input type="checkbox"/> | We <input type="checkbox"/> |
| You <input type="checkbox"/> are asked. | you <input type="checkbox"/> | You <input type="checkbox"/> are not asked. |
| They <input type="checkbox"/> | they <input type="checkbox"/> asked? | They <input type="checkbox"/> asked. |
| Past | | |
| I <input type="checkbox"/> | Was <input type="checkbox"/> | I <input type="checkbox"/> |
| He <input type="checkbox"/> was asked. | he <input type="checkbox"/> | He <input type="checkbox"/> was not asked. |
| She <input type="checkbox"/> | she <input type="checkbox"/> | She <input type="checkbox"/> |
| We <input type="checkbox"/> | Were <input type="checkbox"/> | We <input type="checkbox"/> |
| You <input type="checkbox"/> were asked. | you <input type="checkbox"/> | You <input type="checkbox"/> were not asked. |
| They <input type="checkbox"/> | they <input type="checkbox"/> asked? | They <input type="checkbox"/> asked. |

| Future | | |
|--|---|--|
| I shall be asked. He [] will be asked. She [] asked. | Shall I be asked? Will [he] be asked? [she] | I shall not be asked. He [] will not be asked. She [] asked. |
| We shall be asked. You [] will be asked. They [] asked. | Shall we be asked? Will [you] be asked? [they] | We shall not be asked. You [] will not be asked. They [] asked. |

I. Grammar Exercises

I. Составьте предложения из следующего набора слов:

Например: 1) 2,4,1,5,3

- 1) 1. delivered 2. the furniture 3. him 4. is 5. by
- 2) 1. used 2. a creative approach 3. for
4. the solution 5. this problem 6. of 7. was
- 3) 1. was 2. my sister 3. asked 4. to tell
5. about 6. her opinion (мнение) 7. that story
- 4) 1. Will be 2. the report 3. written 4. by the manager

II. Выберите правильную форму перевода на русский язык подчеркнутых слов и запишите,

Например: 1) a

Запомните: предложения с глаголами в страдательном залоге переводятся на русский язык неопределенно-личными предложениями, глаголами на -ся (не имеющими возвратного значения), краткими причастиями в сочетании с глаголом быть, а также глаголом в действительном залоге.

- 1) I **was told** about it only yesterday.
a) мне сказали b) я говорил c) мне говорят
- 2) Many new houses **are built** in our town every year.
a) построены b) строятся c) строят
- 3) His new book **was much spoken** about.
a) много говорили b) много сказано c) много говорят
- 4) You **will be spoken** to later.
a) поговорят b) расскажут c) будет сказано
- 5) Computers **are used** to process information.
a) использовались b) пользовались c) используются
- 6) The news **is much spoken** about.
a) много сообщали b) много говорили c) много говорят
- 7) New methods of work **will be discussed** at the meeting.
a) обсуждаются b) будут обсуждаться c) обсуждают

III. Выберите форму глагола для каждого предложения. Переведите их на русский язык.

Например: 1) 2

- | | |
|---|---|
| 1. This translation ... either orally or in written form. 2. If the request ..., a short letter, stating the reasons for the refusal 3. The reply ... today. 4. It ... that this program is a long-term one. 5. Should this letter be corrected as regards names, facts, grammar, spelling and punctuation, sir? - No, I think it It ... easily, I think. | 1. ought to be rewritten 2. may be done 3. must be refused 4. must be sent 5. should be written 6. should be noted 7. can be done |
|---|---|

Придаточные предложения-подлежащие

Таблица 2

| Вводящее слово | Перевод | Пример | Перевод |
|----------------|---|---|--|
| That | что /то, что/ | That you have done it in time is fine. It's fine that you have done it in time. | То, что вы сделали это вовремя, хорошо. Хорошо, что вы сделали это вовремя. |
| Whether, if | ли /ставится после глагола в русском языке/ | Whether they'll spend holidays in the Caucasus is not known yet. It is not known yet whether they'll spend holidays in the Caucasus. | Проведут ли они отпуск на Кавказе, еще неизвестно. Еще неизвестно, проведут ли они отпуск на Кавказе. |

| Вводящее слово | Перевод | Пример | Перевод |
|----------------|------------|------------------------------------|---|
| Who (whom) | кто (кого) | | |
| Whose | чей | | |
| What | что, какой | What he wants to say is not clear. | То, что он хочет сказать – не ясно. |
| Which | который | | |
| Where | куда, где | Where we must go is not clear. | Куда мы должны пойти - не ясно. |
| When | когда | | |
| Why | почему | Why she has done it is a mystery. | Почему она сделала это - загадка /тайна/. |
| How | как | | |

IV. Переведите следующие предложения (см. Таб. 2)

That you have come early is fine. Whether they will have a meeting tomorrow is not known. That the classical economists led by Adam Smith had little to do with statistics is known. That there are many definitions of the word “statistics” as a science is clear.

2. Word Building Exercises

Запомните:

| | | |
|--------|---|---|
| - al |] | суффиксы прилагательных (the suffixes of adjectives) |
| - able | | |
| - ment |] | суффиксы существительных (the suffixes of nouns) |
| - er | | |
| - tion | | |
| - ist | | |

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

management, speaker, proposition, production, economist, helper, economical, economic, electronic, national, unavoidable

VI. Form nouns with the help of the suffixes:

| | |
|---------|---|
| - ment: | to manage, to improve, to establish, to pay |
| - er: | to speak, to compute, to teach, to learn |
| - tion: | to propose, to prepare, to organize, to produce |
| - ist: | commune, social, economy, special |

VII. Form adjectives with the help of the suffixes:

| | |
|---------|------------------------------|
| - al: | profession, economic, nation |
| - able: | fashion, to avoid, to read |

VIII. Form adverbs with the help of the suffix “-ly”:

practical, scientific, formal, qualitative, incidental, economical, particular, special, statistical

3. Vocabulary Exercises

IX. Read the new words and memorize them.

| | |
|------------------------------------|-------------------------------------|
| alike [ə'laɪk] adv | точно также; подобно |
| animal ['æ nɪm(ə)] n | животное |
| art [ɑ:t] n | искусство; умение |
| as for ['æ z fɔ:] | что касается; |
| call [kɔ:l] v | звать; называть |
| ~ for | требовать; предусматривать |
| clarification [,kl æ rɪfɪ'keɪʃn] n | очистка; очищение; прояснение; |
| consumption [kən'sʌm(p)](ə)n n | потребление |
| denote [dɪ'nəʊt] v | означать, значить; |
| determine [dɪ:'tɜ:mɪn] v | показывать; указывать |
| devoid [dɪ'vɔɪd] v | определять; устанавливать; |
| a | назначать (дату и т.п.); кончаться; |
| distribution [,dɪstrɪ'bju:](ə)n n | истекать (о сроке) |
| experience [ɪks'pɪəɪəns] n | (of) лишенный (чего-л.); |
| foresee [fɔ:'si:] v | свободный (от чего-л.) |
| (foresaw, foreseen) | распределение; распространение; |
| layman ['leɪm ən] n | размещение, расположение |
| machine-tool [mə'ʃi:ntu:l] n | опыт; случай; |
| ~ industry | испытать; узнать по опыту |
| | предвидеть; знать заранее |
| | неспециалист |
| | станок; |
| | станкостроительная промышленность |

| | |
|--------------------------------------|---|
| manage ['m ænɪdʒ] v | управлять; справляться; успеть |
| milling machine ['mɪlɪŋmɪn] n | фрезерный станок |
| pertain [pə:'teɪn] v | иметь отношение (к чему-л.); относиться; принадлежать |
| reliable [rɪ'laɪəbl̩] a | надежный; достоверный |
| skill n | мастерство |
| skilled a | опытный, искусный |
| state plan ['steɪt 'pl æn] n | государственный план |
| succeed [sək'sɪ:d] v | преуспевать в чем-л.; иметь успех |
| total ['təʊtl̩] a | общий; полный |
| totality [tə(u)'tælɪti] n | вся сумма целиком; все количество |
| value ['v æljʊ:] n | ценность; стоимость, цена; важность, значительность; |
| v | оценивать; дорожить, ценить |

Word Combinations

to run an economy - управлять хозяйством, экономикой
to take up the subject - продолжать разговор о предмете
to drive a car - водить машину
social relations - общественные отношения
in the realm of production - в области (сфере) производства
the point is ... - дело в том ...
in regard to - по отношению к, относительно; что касается; по поводу

X. *Read the following words and translate them*

possible - possibly; deep - deeply; simple - simply; particular - particularly; economical - economically; reliable - reliably; precise - precisely

to continue - continuation; to produce - production; to consider - consideration; to determine - determination

to compute - computer; to lead - leader; to operate - operator; to manage - manager; to produce - producer; to teach - teacher; to design - designer; to construct - constructor, to build - builder

XI. *Choose from (a) the words which can be associated with (b).*

For example: -1-7

| a | b |
|--------------------|-------------------------|
| 1. to run | 1. the future |
| 2. to distribute | 2. the national economy |
| 3. to foresee | 3. a newspaper |
| 4. to manage | 4. machines |
| 5. to publish | 5. goods |
| 6. to control | 6. special skills |
| 7. to determine | 7. economy |
| 8. to call for | 8. the day to start |
| 9. to do away with | 9. the economic crisis |
| 10. to drive | 10. a car |
| 11. to take up | 11. the subject |
| 12. to fulfill | 12. a plan |

XII. Choose the Russian equivalent to the following phrasal verbs.

For example: -1-5

- | | |
|-----------------|-------------------------------|
| 1. call for | 1. преуспевать |
| 2. look at | 2. выполнять, осуществлять |
| 3. look through | 3. иметь дело |
| 4. look over | 4. торговать |
| 5. look after | 5. требовать, предусматривать |
| 6. carry out | 6. смотреть |
| 7. deal in | 7. просматривать |
| 8. deal with | 8. не заметить |
| 9. single out | 9. присматривать за кем-либо |
| 10. come on | 10. выбирать, отбирать |

B. READING COMPREHENSION

XIII. Read Text A.

Text A. To Manage is to Foresee

One short clarification before we take up the subject. Economics is a very broad concept often used to denote a range of different things. Amidst all these differences the two distinct aspects are shown quite clearly: technical and social. Both are reflected in management. In the technical sense, management has to do with machines, instruments, etc. Men control machines and mechanical systems, and this calls for professional knowledge and special skills. In principle, however, management of this kind pertains to the technical aspect of production and, strictly speaking, reminds outside the sphere of economics. It is devoid of any social elements. The rules of driving a car or operating a milling machine are mainly the same in Russia, in the USA, in France and in Portugal.

What we are going to examine is the social aspect of management of the economy, i.e., a sphere where objects of management are not things but men and their social relations. Using an analogy we may say that what interests us is not how the musician controls his instrument, but how the conductor controls the orchestra.

Economics as a totality of the relations between men in the realm of the production, distribution, exchange and consumption of goods includes, of course, the movement of material values, that is, of things. But the point is that relations between men do not form on their own, but in regard to the production of the appropriation of goods. This is the basis of economic science. Behind the relation of things stand real relationships between people, the motives and aims of their activity. That to manage the economy means to foresee their future is clear. But it also means to orientate them in a definite direction, towards working for a set goal.

This constitutes the socio-economic aspect of the management of the national economy.

XIV. Find the passages in the text where the following ideas are expressed:

1. Technical and social aspects are two distinct aspects reflected in management.
2. Economics includes the movement of material values.
3. What constitutes the socio-economic aspect of the management of the national economy?

XV. Read text B and try to understand its main idea.

Text B. From Ancient Times

Some people may think that planned economic management originates processes dated back to ancient days.

The sources of management are rooted in antiquity. For instance, the Egyptian pyramids could not have been built without directing the joint labour of the tens of thousands of their builders. Similarly, without management, the construction and operation of ancient irrigation systems would have been impossible.

Generally speaking, any joint work on any more or less large scale needs management. A building or production team must have its team leader; an orchestra - the conductor; a military unit - the commander. This is all the more true of the collective work in a modern enterprise, in a firm.

XVI. From the sentences given below choose the one which contains the main idea of Text B:

1. The planned economic management originates from ancient Egypt. 2. Any joint work on any more or less scale needs management. 3. The sources of management are rooted in antiquity. There are examples of large-scale well organized constructions such as Egyptian pyramids, for example.

C. TEST

XVII. Choose the correct translation of the following sentence:

That to manage the economy means to foresee their future is clear.

- 1) Управление экономикой означает предвидеть будущее. И это ясно.
- 2) То, что управлять экономикой значит предвидеть будущее - ясно.
- 3) Ясно, что управлять экономикой означает предвидеть будущее.

XVIII. Choose the correct translation of the following sentence:

Whether they will have meeting tomorrow or not is not known yet.

- 1) Проведут ли они собрание завтра или нет - еще неизвестно.
- 2) Мы не знаем, проведут ли они завтра собрание или нет.
- 3) Неизвестно, проведут ли они завтра собрание или нет.

XIX. Choose the correct translation of the following sentence:

What made these changes possible is clear for us.

- 1) То, что сделало эти изменения возможными - ясно для нас.
- 2) Ясно то, что сделало эти изменения возможными.
- 3) Эти изменения стали возможными. Это для нас ясно.

XX. State the part of speech of the following words.

For example: -1-1

- | | | |
|------------------|---|--------------|
| 1. consumption | - | 1. noun |
| 2. reliable | - | 2. adjective |
| 3. clarification | - | 3. adverb |
| 4. national | - | |
| 5. establishment | - | |
| 6. programmer | - | |
| 7. specialist | - | |
| 8. fashionable | - | |
| 9. determination | - | |
| 10. possibly | - | |

XXI. Choose Russian words corresponding to the following English ones.

For example -1- 9

- | | | |
|------------------|---|------------------------------|
| 1. clarification | - | 1. распределение; размещение |
| 2. consumption | - | 2. означать; указывать |
| 3. distribution | - | 3. опыт; случай |
| 4. denote | - | 4. предвидеть |
| 5. experience | - | 5. надежный; достоверный |
| 6. foresee | - | 6. ценность; стоимость |

7. reliable
8. skillful
9. succeed
10.value

- 7. потребление
- 8. опытный, искусный
- 9. очистка; пояснение
- 10. преуспевать

UNIT 3.

Grammar: The Present, Past Continuous Tenses in the Passive Voice.
Придаточные предложения-сказуемые.

Word Building: Suffixes -ess, -ing, -ness, -ism, -ance, -ics, -ation, -sion

Text A: Profit

Text B: What is Commodity?

A. FOR STUDY

Времена группы Continuous в страдательном залоге (The Continuous Tenses in the Passive Voice)

Таблица 1

| Affirmative | Interrogative | Negative |
|--|---|--|
| Present | | |
| I am [] He is [] being asked now. She is [] We [] are You [] being They [] asked. | Am [I] Is [he] being asked? [she] Are [we] [you] being asked? [they] | I am [] He is [] not being She is [] asked. We [] are not You [] being They [] asked. |
| Past | | |
| I [] He [] was being She [] asked. We [] You [] were being They [] asked. | Was [I] [he] being asked? [she] Were [we] [you] being asked? [they] | I [] He [] was not She [] being asked. We [] You [] were not They [] being asked. |
| Future | | |
| Эта форма отсутствует. Вместо отсутствующей формы Future Continuous употребляется Future Indefinite. | | |

Примечание: Английский глагол в форме Continuous Passive переводится на русский язык формами глагола только несовершенного вида с окончанием на -ся или неопределенно-личным предложением.

Например:

New houses are (were) being built.
Новые дома строятся (строились).

I. Grammar Exercises

I. Choose the appropriate form of the predicate expressed in Russian.

- The economic reform is being introduced at this enterprise.
a) введена b) вводится c) была введена
- The problem of raw material expenditure was being discussed at the session when I entered the conference hall.
a) обсудим b) обсуждалась c) обсуждают

II. Choose the appropriate form of the predicate for the following sentences:

- | | |
|---|------------------------|
| 1. This work now (делается) at our Institute. | 1. are being discussed |
| 2. Debates and seminars (проводятся) in the conference hall now. | 2. are being built |
| 3. What questions (обсуждаются) now? | 3. is being processed |
| 4. New experiments (обсуждаются). | 4. are taking place |
| 5. I wonder what these buildings (строят) for? | 5. is being done |
| 6. In this area new chemical plants (строят). | |
| 7. The business information is (обрабатывается) at the computer center now. | |

III. Memorize the following information:

Придаточные предложения-сказуемые выполняют функцию именной части сказуемого и отвечают на вопрос: каково подлежащее?

Таблица 2

| Вводящее слово | Пример | Перевод |
|----------------|--|--|
| that | The difficulty is how this problem is solved without the help of a computer. | Трудность заключается в том, как решают эту задачу без компьютера. |
| whether | The problem is whether they'll have got this equipment by June 10. | Вопрос состоит, (заключается) в том, получают ли они это оборудование к 10 июня. |
| if | | |
| whom | | |
| who | | |
| what | | |
| when | | |
| where | | |
| why | | |

IV. Translate the following sentences into Russian.

The trouble is that they can't organize short-term courses for workers. The question is whether he knows about the midnight train. Now the problem is when they start the experiment.

V. Make up the sentences out of the following words and write them down.

- the difficulty, equip, according to this scheme, how, we, the machine, is.
- the trouble, there are, difficulties, that, is, some, with, this tool.
- was, whether, would go, by train, he, the problem, or by bus.

2. Word Building Exercises

VI. Memorize the following suffixes:

| Suffixes | | | |
|----------|-------|------------|---------|
| Nouns | Verbs | Adjectives | Adverbs |
| - ance | - ize | - able | - ly |
| - ence | - ate | - ible | - ward |
| - or | - fy | - less | |
| - er | - en | - ic | |
| - ist | - ify | - ical | |
| - ness | | - ish | |
| - ment | | - ive | |
| - ent | | - al | |
| - ion | | - ory | |
| - ing | | - ary | |
| - th | | - ous | |
| - ity | | - ful | |
| | | - ing | |
| | | - ent | |

VII. Form nouns with the help of the given suffixes and translate them into Russian:

(English - Russian dictionary will help you)

1. verb + -ing: farm, open, build, read, model, drive, govern, plan, visit, process, travel
2. noun + -ism: patriot, hero, commune, magnet, capital, collective
3. adjective + -ness: hard, conscious, frank (откровенный), mad (безумный), kind, cold
4. noun + - (r)ess: poet, act, fort (форт), lion, host (хозяин)
5. verb + -ance, -ence: assist, occur, exist, convey, perform, resist, attend, differ, appear, interfere, correspond
6. verb + -tion, -ation, -ion: exhibit, invent, calculate, limit, repeat, install, present, dictate, accumulate
7. verb + -sion: decide, provide, conclude, confuse

VIII. Name the part of speech to which the following words belong. Translate them into Russian:

principal, industrial, management, development, transportation, agricultural, processing, production, improvement, sector, technical, chemical, protection, primarily, capitalism, reliable, kindness, building, well-being, fortress, strangeness, stewardess, cleaning, simultaneousness, planning, waitress, princess

3. Vocabulary Exercises

IX. Guess the meaning of the following international words. Translate them.

climate, territory, method, construction, energy, model, variant, exam(ination), statistics, practice, economic categories, to compensate, to fix, to form, proportional, industrial production, subjectivism, dynamic process, sector, sectorial, technological progress, rational, history, socio-economic system, exploitation, collective, interest, turbines, socialist sector, textile, tractor, automobile

X. Read the new words and word combinations. Memorize them.

| | |
|----------------------------|--|
| acquire [ə'kwaɪə]v | приобретать; получать; овладеть (навыками) |
| both...and conj | как..., так и |
| commodity [kə'mɒdɪtɪ] n | товар, предмет потребления; эк. продукт |
| cost [kɒst] I n | стоимость |
| production ~ II v | издержки производства; стоить |
| excess [ɪk'ses] n | избыток |
| expenditure [ɪks'pendɪtʃə] | расход; трата; статья расхода |
| hence [hens] adv | с этих пор; следовательно, поэтому |
| incentive [ɪn'sentɪv] n | стимул, побуждение |
| income ['ɪnkʌm] | доход |
| national ~ | национальный доход |
| incur [ɪn'kʌ:] v | подвергаться (чему-л.) |
| monetary ['mʌnt(ə)rɪ] a | денежный; монетный |
| outlay ['aʊtleɪ] n | расходы |
| price [praɪs] n | цена |

| | |
|-------------------------------------|--|
| cost ~ | себестоимость |
| fixed ~ | твердая цена |
| | v |
| profit ['prɒfɪt] n | оценивать, назначать цену |
| gross ~ | доход, прибыль; |
| net ~ | валовая прибыль |
| | чистая прибыль; |
| | v |
| | получать прибыль; |
| | приносить пользу |
| separately ['sep(ə)rɪtli] adv | отдельно |
| service ['sɜ:vɪs] I n | услуга; обслуживание; служба |
| | II n |
| | обслужить |
| utilisation [,juːtɪl(a)'zeɪʃ(ə)n] n | использование |
| vice versa ['vaɪsɪ'veɜ:sə] adv | наоборот |
| wage [weɪdʒ] I n | преим. pl заработная плата, жалование; |
| | II v |
| | вести, проводить, осуществлять |

Word Combinations

cost accounting - хозрасчет, калькуляция стоимости
dope peddler - уличный торговец наркотиками
the monetary expression - денежное выражение
material means - материальные средства
as a whole - в целом
commodity production - товарное производство
first of all - прежде всего
division of labour - разделение труда
sale and purchase - продажа и покупка
value of the commodity - стоимость товара, товарная стоимость

XI. Fill in each blank with the appropriate word.

- | | |
|--|--------------------|
| 1. Price is always being formed from ... and profit. | 1. the price |
| 2. What is ... of this equipment? | 2. a profit |
| 3. The term ... is one of the notions of economics. | 3. cost |
| 4. His project made ... of 50000 rubles. | 4. commodity |
| 5. ... is determined by the value of the materials used plus expenditure on equipment, power, wages and so on. | 5. production cost |

B. READING COMPREHENSION

XII. Read text A and find the answers:

- 1) Does money have a smell?
- 2) Is profit as an excess of income over outlay an invention of socialism?
- 3) Does the notion "profit" acquire a fundamentally new social content at present?

Text A. Profit.

Profit as an excess of income over outlay is not the invention of socialism. It existed long before its birth and was often damned (обсуждалось) as an expression of insatiable lust (ненасытной страсти) for gain and ruthless exploitation. But the whole point is, how it is obtained, and in whose interests it is used.

You will agree that there is a difference between the money “earned” by a dope peddler and the money a peasant, or a worker receives for his honest labour. It is not true that money has no smell. It does have a smell - a social one.

Hence, we cannot speak of profit “in general”. In economics such talk is meaningless (бессмысленный) and leads to errors. As one socio-economic system gives way to another, some economic categories acquire a fundamentally new social content while retaining their form and name, as has been the case with profit. To repeat, everything depends on how profit is made, and whose interests it is used.

XIII. Read text B and choose the sentence which best expresses the main idea of the text.

Text B. What is Commodity?

The commodity is a product of labour made for exchange (обмен). Commodity production is a type of economic organization of society in which products are made for sale rather than for consumption (потребление) by the producers themselves.

For products of labour to become commodities, it is necessary, first of all, to have a division of labour whereby a person produces not everything he needs for his own consumption but specializes in some one kind of production. Secondly, the means of production must be owned by individuals or groups of individuals. When these two conditions exist (существуют), the sale and purchase of commodities become an economic necessity.

When we compare and evaluate commodities we are actually comparing the amount of labour contained in them. The labour embodied (воплощенный) in a commodity determines (определяет) the value of the commodity. Labour itself is not value. It only takes on a value when commodities are produced for exchange.

1. The text deals with the value.
2. The text is about commodity production and division of labour.
3. The text describes the commodity as a product of labour made for exchange and the conditions under which products of labour become commodities.

C. TEST

XIV. State the Tense and the Voice of the following verbs:

For example: is done – 3.

| | |
|----------------------|-------------------------------|
| was being done | 1. Present Continuous Passive |
| is being carried out | 2. Past Continuous Passive |
| was being exhibited | 3. Present Indefinite Passive |
| will be teaching | 4. Past Indefinite Passive |
| will be done | 5. Future Indefinite Passive |
| was taught | 6. Future Continuous Passive |

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

| | |
|--------------|---------------|
| darkness | extraordinary |
| farming | separately |
| driver | difference |
| lioness | fundamentally |
| provision | modernize |
| installation | utilize |

1. существительное
2. прилагательное
3. наречие
4. глагол

XVI. Choose Russian words corresponding to the following English ones:

| | |
|-----------------|--------------------------|
| expenditure | 1. денежный |
| monetary | 2. приобретать; получать |
| acquire | 3. издержки производства |
| production cost | 4. расход; трата |
| commodity | 5. наоборот |
| vice versa | 6. заработная плата |
| wage(s) | 7. стимул, побуждение |
| material means | 8. материальные средства |
| cost accounting | 9. товар; продукт |
| | 10. хозрасчет |

UNIT 4

Grammar: The Perfect Tenses in the Passive Voice.
Придаточные обстоятельственные предложения
времени и места.

Word Building: Suffixes -age, -dom, -hood, -(i)ty, -al

Text A: Cost

Text B: Production

A. FOR STUDY

Времена группы Perfect в страдательном залоге
(The Perfect Tenses in the Passive Voice)

Table 1

| Affirmative | Interrogative | Negative |
|---|---|---|
| Present | | |
| I have He has She has been asked. | Have I Has he Has she been asked? | I have He has She has not been asked. |
| We have You have They have been asked. | Have we Have you Have they been asked? | We have You have They have not been asked. |
| Past | | |
| I He She We You They had been asked. | Had I Had he Had she Had we Had you Had they been asked? | I He She We You They had not been asked. |
| Future | | |
| I shall He will She will We shall You will They will have been asked. | Shall I Will he Will she Shall we Will you Will they have been asked? | I shall He will She will We shall You will They will not have been asked. |

Примечание: Употребление глагольных форм Perfect Passive такое же, как и в действительном залоге.

I. Grammar Exercises

I. Choose the appropriate form of the predicate expressed in Russian.

- 1) Lessons **had been over** by 5 o'clock.
a) заканчиваются b) закончились c) закончат
- 2) They **have been given** every opportunity to pursue their studies successfully.
a) им дают b) им дадут c) им дали
- 3) Take something like the motor-car, for instance. It's noisy, dangerous, etc. So perhaps in the future it **will have been replaced** by something better.
a) будет заменен b) будет иметь замену c) заменить
- 4) Over 1,5 million students **have been drawn** into research projects.
a) привлекаются b) привлечены c) должны быть привлечены
- 5) This photo **has been found** in the archives of the theatre.
a) была найдена; нашли b) находят c) найдут
- 6) All students **have been provided** with curricula (учебными программами) in the foreign languages taught at the college.
a) обеспечиваются b) были обеспечены c) должны быть обеспечены

II. Choose the appropriate form of the predicate to complete the sentences.

- 1) He ... before Ann could stop him.
a) had gone b) went c) is going
- 2) By that time the pollution ... eliminated.
a) will be b) will have been c) is
- 3) These goods ... last year.
a) have been exported b) are exported c) were exported
- 4) I ... him since he left Moscow.
a) have not seen b) did not see c) do not see
- 5) He said that the letter
a) was posted b) had been posted c) is posted

III. Read attentively Tables 2 and 3, make up sentences using the following words:

- | | | | | | | |
|----------------|------------|---------------|---------------|----------|--------------|--------|
| 1) 1. had gone | 2. before | 3. I | 4. could stop | 5. him | 6. he | |
| 2) 1. we | 2. job | 3. when | 4. had done | 5. he | 6. returned | 7. our |
| 3) 1. he | 2. as long | 3. could stay | 4. as | 5. liked | | |
| 4) 1. here is | 2. where | 3. you | 4. can | 5. stay | 6. the hotel | |

Придаточные обстоятельственные предложения

I. времени

Table 2

| Вводяще е слово | Перевод | Главное предложение | Придаточное предложение |
|--------------------|---|------------------------------|------------------------------|
| after | после того как; | I'll give you the book | after I have read it myself. |
| as | в то время как; когда; по мере того как | It began to rain | as I was leaving home |
| as long as | пока; до тех пор пока | He could stay in the country | as long as he liked |
| as soon as | как только | We left | as soon as we could |
| before | прежде чем; перед тем как; до того как | Put out the lights | before you go to bed |
| since | с тех пор как | I have not seen him | since he left Moscow |
| until (till) | (до тех пор) пока не | Wait | until I call you |
| when | когда | I stayed | till he phoned |
| | | I was suprised | when I saw you here |

2. места

Table 3

| Вводяще е слово | Перевод | Главное предложение | Придаточное предложение |
|--------------------|--------------------------|------------------------|----------------------------|
| Where | где (там, где) | I found the book | where I had left it |
| Wherever | где бы ни, куда бы ни | They'll find him | wherever he is |

Further Practice

IV. Express the following sentences in Russian.

I.

- 1) Before they built the bridge (мост), we had to cross by ferry (паром).
- 2) I didn't believe it until I saw her myself
- 3) I found her ring (кольцо) after she had gone.
- 4) As long as I live I'll never forget it.
- 5) He could stay as long as he liked.
- 6) Where have you been since we parted?
- 7) We had done our job when he returned.
- 8) The door has not been opened since he entered the house last night.
- 9) Since they left London every year on the same date I have always received a letter from them.

II.

- 1) You can see him from where you are sitting.
- 2) I will go wherever she likes.
- 3) The town where we live is not large. It's situated in such a district of the North where summer is the shortest in the country.
- 4) There are many holiday homes where you can rest very well.
- 5) Could you tell me where Trafalgar Square is?
- 6) Here's the hotel where you can stay.

- 7) Nick often waits for his wife in the library where she works.
 8) At last I see the places where I have lived for 10 years.
 9) He said that he had visited Stratford-on-Avon where Shakespeare was born and lived many years.

2. Word Building Exercises

V. Form nouns with the help of the suffixes and translate them into Russian /consult Table 4/:

- age: pilot, parent, pack (пакет), percent, coin, cover /крышка, покров/
 -dom: king, free, wise (мудрый)
 -hood: child, brother, mother, neighbour (сосед)
 -i(ty): minor, electrical, mortal (смертный)
 -al: arrive, refuse (отказывать), propose, betray (предать), dispose (располагаться)

Суффиксы -age, -dom, -hood, -i(ty), -al, -y, образующие абстрактные существительные.

Table 4

| Суффикс | Исходная форма | Производная форма |
|---------|---|---|
| - age | существительное mile (миля) | существительное mileage (расстояние в милях) |
| -dom | глагол leak (течь) прилагательное free (свободный) существительное martyr (мученик) | leakage (течь) существительное freedom (свобода) существительное martyrdom (мученичество) |
| -hood | существительное (child) | существительное childhood (детство) |
| -i(ty) | прилагательное original (оригинальный) | существительное originality (оригинальность) |
| -al | глагол deny (отрицать) | существительное: denial (отрицание), |
| -y | - | geology, biology, geography (название наук) |

3. Vocabulary Exercises

VI. Give Russian equivalents for:

geology, metrology, biology, anthropology, political economy, sociology, morphology, geodesy, geometry, philosophy, philology, psychology, demography, chemistry

VII. Find the best way of expressing the international words in Russian:

cooperation, financial, credit, rouble, international, bank, million, system, project, session, equivalency, intensification, crisis, capitalist system, expedition, barrier, language barrier, economic categories, industrial production

VIII. Give Russian equivalents for:

long-term credit, short-term credit, in accordance with the decision, in the interest of their planned economic cooperation

IX. Point to remember:

“One” can be used as:

- 1) numeral (количественное числительное)
- 2) pronoun (неопределенное местоимение, выступающее в роли формального подлежащего неопределенно-личного предложения)
- 3) pronoun (неопределенное местоимение как заменитель, ранее упомянутого существительного)

X. Translate the following sentences and pay attention to “one”:

- 1) These articles are more difficult than the ones we translated last week.
- 2) One must go in for sports.
- 3) One never knows what may happen.
- 4) Thank you for taking me to see this film. I certainly enjoyed it. Next time, we'll go to the one you like.
- 5) Those are nice apples. I'd like one.
- 6) I'd like a red one.
- 7) I'd like the red one.
- 8) I'd like the red ones.
- 9) I'd like them (apples) all except the brown one.
- 10) I'd like two green ones.
- 11) I'd like two green ones and the yellow one.
- 12) One can choose any apple he likes best of all. Which one do you like most?

XI. Read the following words and try to memorize them:

| | |
|--------------------------------|---|
| accrue [ə'kru:] v | доставаться, нарастать (о процентах) |
| bonus ['bəʊnəs] n | премия |
| benefit ['benɪfɪt] n | выгода, польза; пособие |
| cost [kɒst] n | стоимость |
| production c. | издержки производства |
| determine [dɪ'tɜːmɪn] v | определять |
| efficiency [ɪ'fɪʃənsi] n | эффективность; продуктивность, производительность |
| fuel ['fjuːl] n | топливо, горючее |
| include [ɪn'kluːd] v | включать, заключать |
| personnel [pɜːsə'nel] n | персонал, личный состав |
| profitable ['prɒfɪtəbl] a | выгодный, доходный; полезный |
| remain [rɪ'meɪn] v | оставаться |
| raw material [rɔːmə'tɪəriəl] n | сырье |
| strict ['strikt] a | точный; строгий |

Word Combinations

in large measure - в большей мере

economic incentive fund - фонд (предприятия) для материального стимулирования рабочих и служащих

that is why - вот почему

How much does it cost? - сколько стоит?

What is the price of this equipment? - какая цена этому оборудованию?

B. READING COMPREHENSION

XII. Read Text A "Cost"

Text A. Cost

1. Price is always being formed from cost and profit. What do these economic categories mean? Let us examine them separately.

2. Cost is the monetary expression of the expenditure incurred by an enterprise in the process of the production of a product - a commodity or a service. Since the cost is included in the price of the product goods, when the goods are sold the enterprise is compensated for its expenditure and this acquires the material means to continue production.

3. Cost is determined by the value of the materials used plus expenditure on equipment, power, wages, and so on. But it also depends in large measure on the efficiency and quality of the work of the enterprise as a whole. The better the performance the lower the cost, and vice versa. And since prices remain constant (the state sees to this), profit, and hence the economic incentive fund, i.e., the part of the income that accrues to the personnel in the form of bonuses and various other payments and benefits, will be proportional to production costs.

4. How can the cost be lowered? Production costs can be reduced primarily through the economic use of raw materials, fuel and energy, better utilization of fixed capital and higher productivity. That is why strict cost accounting is profitable both to the individual work collective and to the society as a whole.

XIII. Find the passage where the following ideas are discussed:

- 1) о компенсации предприятия за его расходы;
- 2) чем определяется стоимость;
- 3) что собой представляет фонд материального стимулирования;
- 4) посредством чего можно снизить стоимость товара.

XIV. Read the text and define the main idea of it.

Text B. Production

Production is any purposeful activity which serves to satisfy human wants (человеческие потребности). In its widest sense it consists in using resources. It includes not only the process of manufacture, but also the work of those who move goods, transport, warehousing (хранение на складах), wholesaling (оптовая торговля) and shop keeping.

The production process is determined by two basic factors: by labour and by means of production. The labour increases the value of the resources. Therefore production might also be defined briefly as the creation of value.

- 1) The text is about using resources to obtain goods and services.
- 2) The text deals with the basic factors that determine the production process.
- 3) The text is about the production process.
- 4) The text deals with the definition of the term "production" and the explanation of what production is, what it includes, what factors determine the production process.

C. TEST

XV. Choose the correct translation of the predicate in the following sentences:
(для каждого предложения укажите номер выбранного перевода)

_ The problem of raw material expenditure **had already been discussed** when I entered the conference hall.

1. обсуждалась
2. была уже обсуждена
3. уже обсуждают

_ Cost accounting **has been extended** to the most links of the economic system.

1. распространен
2. распространяется
3. распространяют

_ They said that the economic reform **had been introduced** at the enterprise.

1. вводится
2. введена
3. вводят

_ By that time the cost of fuel and energy **has been lowered**.

1. снизиться
2. снизили
3. снизят

_ Much attention **has been paid** to the growth of labour efficiency.

1. было уделено (оказано)
2. уделяется (оказывается)
3. будет уделено (оказано)

XVI. State the part of speech of the following words and write down the numbers to the words:

| | |
|---------------|----------------|
| kindom | 1. noun |
| bonus | 2. adjective |
| strict | 3. verb |
| profitably | 4. adverb |
| price | 5. conjunction |
| efficient | 6. preposition |
| neighbourhood | |
| include | |
| management | |
| arrival | |
| where | |
| before | |

XVII. Choose Russian words corresponding to the following English ones:

| | |
|-------------------|---------------------------|
| to provide (with) | 1. где бы ни, куда бы ни |
| as long as | 2. выгода; пособие |
| whenever | 3. включать |
| efficiency | 4. оставаться |
| fuel | 5. точный; строгий |
| include | 6. пока; до тех пор, пока |
| remain | 7. выгодный, доходный |
| strict | 8. обеспечивать |
| profitable | 9. производительность |
| benefit | 10. топливо, горючее |

UNIT 5

Grammar: Participle I, Participle II, Absolute Participle Construction;
it is (was) ... that (who)

Word Building: Suffixes -ent, -ant, -ese, -ian/ -an

Text A: The Student and the Scientific - Technological Revolution

Text B: The Principal Task of the Higher School.

A. FOR STUDY Forms of the Participle

Table I

| Participle I | | | Participle II |
|--------------|---------|--------------|--|
| Tense ↓ | Voice → | Active | Passive |
| Indefinite | | asking | being asked |
| Perfect | | having asked | having been asked |
| | | | 1. -ed for regular verbs e.g. asked 2. specific form for irregular verbs e.g. written spoken etc. |

I. Grammar Exercises

I. Name the form of the following participles:

reading, obtained, being asked, bringing, told, developed, having been asked, containing, being provided, taught, offered, worked out, having graduated (from), reporting, given.

II. Form Participle I (Indefinite Active) of the following words:

to hear, to enable, to say, to train, to appear, to study, to combine, to research, to devote, to provide.

III. Form Participle II of the following verbs:

to write, to read, to send, to give, to take, to leave, to show, to divide, to make, to do, to see, to speak, to play, to sell, to have.

IV. Choose the appropriate form of the Participle to complete the sentences:

1) ... at the airport they took a taxi to the hotel.

1. having arrived 2. arrived 3. arriving 4. being arrived

2) ... all the instructions they started their tests.

1. having given 2. having been given 3. giving 4. being given

3) Here and in the side streets ... from Fleet Street, the most important newspapers have their offices.

1. running 2. run 3. being run 4. having been run

V. Memorize the following information:

функции Participle I:

1. Определение, которое может стоять перед существительным. В этой функции перфектные формы причастия не употребляются. Переводится на русский язык как причастие, а иногда как обычное прилагательное (читающий).

Participle I может стоять после существительного. В этом случае после Participle I могут стоять прямое дополнение и обстоятельство, которые в целом образуют причастный оборот. Переводится причастный оборот на русский язык придаточным определительным предложением или причастным оборотом.

2. Часть сложного дополнения. I saw him reading. – Я видел, как он читал.

3. Обстоятельство /времени, образа действия, причины/ и переводится как деепричастие. Reading – читая, having read – прочитав.

Participle I может быть частью самостоятельного причастного оборота (The Absolute Participle Construction), т.е. такого причастного оборота, в котором перед причастием стоит существительное в общем падеже или местоимение в именительном падеже, являющееся субъектом действия, выраженного причастием.

Такой оборот отделяется запятой и переводится на русский язык придаточным предложением, если стоит в начале предложения.

For example:

Weather permitting, we'll continue our search. Если позволит погода, мы продолжим свой поиск

VI. Translate the following sentences and analyse the function of the Participle in the sentences.

1) Being a highly industrialized country without rich natural resources Great Britain has to import raw materials for her industries.

2) Being started in time the experiments will be completed before the beginning of tests.

3) I saw the roof /крыша/ being painted.

4) When going home I came across my old friend.

5) Having graduated from the Institute he decided to enter the postgraduate courses /аспирантуру/.

VII. Translate the following sentences with Absolute Participle Construction into Russian.

1) The question being too difficult, no one could answer it.

2) The train being late, we decided to return home.

3) Everything having been ready, we started our tests.

4) He was writing a programme for a computer, two students helping him. (причем)

Further Practice

VIII. Memorize the following information:

Participle II в предложении может иметь следующие функции:

1. Определения. Стоит перед или чаще после определяемого существительного и переводится на русский язык причастиями на -мый, -нный, -тый, -вший(ся) (предшествование).

2. Части сказуемого в страдательном залоге.

3. Части сложного дополнения.

4. Обстоятельства /переводится обстоятельственным придаточным предложениями времени, условия, причины и др./. Перед Participle II в этой функции иногда могут стоять союзы if, unless, when.

IX. Translate the following sentences and analyse the function of Participle II in the sentences.

- 1) Among them were present the people dismissed from their job.
- 2) He has been asked today.
- 3) I want the translation finished today.
- 4) When offered help he refused it.
- 5) She will certainly help them if asked to.
- 6) A number of recently liberated states have understood fully that sovereignty in this world is only when justified technically and economically.

X. Compare the following sentences (Russian and English ones):

Именно он создал эту теорию. **It was he** who had created this theory.

Только **когда я** нашел эту книгу, я ушел из библиотеки. **It was not until I found the book** I left the library.

Как раз в 1902 году это и произошло. **It was in 1902** that it happened.

Именно ваша сестра рассказывала нам об этом. **It was your sister** who told us about it.

Примечание: Обороты It is (was) ... that (who), которые также называются **эмфатическими конструкциями**, можно встретить в устной и, чаще, в письменной речи, когда автор хочет выделить какой-то член предложения, усилить его значимость, подчеркнуть (to emphasize) его. В этом случае выделяемый член предложения вместе со словом it, служащим формальным подлежащим, и глаголом связкой to be в соответствующем времени образуют главное предложение, после которого следует определительное придаточное предложение, вводимое союзными словами: that (чаще всего), who, which, whom, которые не переводятся на русский язык.

При переводе всего предложения усиление /выделение/ осуществляется при помощи слов: именно, только, лишь, как раз, это, вот, вот и, которые ставятся в начале предложения перед выделяемым словом.

2. Word Building Exercises

XI. Form nouns with the help of the suffixes. /consult Table 2/

- ent: to emigrate, to consult, to participate
 -ese: China, Japan, Sudan
 -ian/-an: Russia, Canada, America, statistics, India, Indonesia

Table 2

Суффиксы для образования существительных, обозначающих действия или лица различных национальностей

| Суффикс | Исходная форма /глагол или сущ./ | Производное слово |
|------------|-------------------------------------|----------------------|
| -ent | correspond | correspondent |
| -ant | inhabit | inhabitant |
| -eer / ier | engine | engineer |
| | finance | financier |
| -ese | Japan | Japanese |
| -ian / an | America | American |

3. Vocabulary Exercises

XII. Give the meaning /значение/ of the following international words:

specialist, process (n), discussion, seminar, rational (a), diploma, engineer, firm, boom, budget, balance, clerk, acceleration, video (video tape recorder), television, resources, conference, laboratory, computer, bank, examination, students.

XIII. Practice the use of the word "as". Translate the examples and construct sentences of your own:

as ... as - такой же как, так же ... как

He is as tall as his father. Do it as quickly as possible. His hair is as white as snow. I like good literature as much as you.

as - в качестве

He works as an economist.

as well - также

Everybody was there. Peter came as well.

as - когда, в то время как

As I was walking in the street I met my old friend. As I was leaving home, it began to rain.

as soon as - как только

He'll come as soon as the lessons are over.

as - поскольку, так как

As it was a long way to go I took a taxi.

as long as - пока, до тех пор пока

He can stay there as long as he likes.

as far as - настолько

As far as I know he was not there.

as - который, какой, что

I have the same problem as you have.

XIV. Read the following words and try to memorize them:

| | | |
|---------------------------------|---|---|
| alternate [ɔ:l'tɛnɪt] | a | чередующийся; |
| ['ɔ:ltə(:)nɪt] | v | чередоваться |
| alternating ['ɔ:ltəneɪtɪŋ] | a | перемещающийся; переменный |
| assimilate [ə'sɪmɪleɪt] | v | усваивать (ся) |
| claim [kleɪm] | v | требовать; претендовать; |
| | | утверждать, заявлять |
| compel [kəm'pel] | v | заставлять, принуждать |
| encourage [ɪn'kʌrɪdʒ] | v | ободрять; поощрять; |
| | | поддерживать; способствовать |
| family status [fæmɪli 'steɪtəs] | | семейное положение |
| intermediary [ɪntə(:)'mɪ:djəri] | n | посредник |
| issue ['ɪʃu:] | v | снабжать; выдавать; пускать в обращение (деньги) |
| manpower ['mæn,pauə] | n | рабочая сила |
| obligatory [ɔ'blɪgətəri] | a | обязательный; обязывающий |
| outlook ['aʊtlʊk] | n | мировоззрение, кругозор |
| provide [prə'vaɪd] | v | (with) снабжать, обеспечивать; (for) обеспечивать (средствами); принимать меры; предусматривать |
| restrict [rɪs'trɪkt] | v | ограничивать |
| substantial [səb'stænʃ(ə)l] | a | существенный |
| turn out [tə:n'au] | v | выпускать, производить |

Word Combinations

automated control system - автоматическая система управления

in view of - в виду

to be dismissed from one's job - быть уволенным с работы

a highly-skilled specialist - высококвалифицированный специалист

institutions of higher learning - высшие учебные заведения

XV. Choose the equivalent to the following phrasal verbs:

- | | |
|--------------------|----------------------------|
| 1. to provide with | 1. выпускать, производить |
| 2. to provide for | 2. обеспечивать |
| 3. to turn out | 3. выполнять, осуществлять |
| 4. to carry out | 4. снабжать, обеспечивать |

B. READING COMPREHENSION

XVI. Read text A.

Text A. The Student and the Scientific - Technological Revolution

1. Today student has to assimilate a much greater amount of new information than, let us say, ten years ago, and this amount tends to grow.
2. Independent work claims a substantial share of the higher school student's time with lectures and seminars alternating with laboratory work, the heading and presentation of reports, discussion and participation in research work.
3. Today there have appeared "intermediaries" between science and the student such as television, computers, video tape records, etc. The process of assimilating knowledge having become more complex, more and more the student needs to acquire a researcher's skills. This can be done in students' scientific societies, study circles and at conferences. One out of two students takes part in these activities.
4. In most cases studies are combined with obligatory research in the field of automated control system, applied mathematics, mechanized processing of economic information. Specialists are also trained in rational utilization of natural resources and environmental protection.
5. During his student years the future specialist, who receives broad specialized training, has extensive production practice in the course of which he is paid a salary corresponding to the work he performs. After graduation (state examinations and the presentation of his diploma work) he is given a post enjoying all the rights of a specialist.

XVII. Find the passages in the text where the following ideas are expressed:

1. Independent work is a substantial share of student's time.
2. Student's scientific societies and conferences help them to acquire a researcher's skills.
3. Students have the extensive production practice before graduating from the Institute.
4. In most cases studies are combined with research in the field of new information technologies.

XVIII. Read Text B and choose the sentence (1,2,3) which best expresses the main idea of the text.

Text B. The Principal Task of the Higher School

A large part of study time is devoted to fundamental subjects. This enables future specialists to acquire greater professional knowledge and skills, assimilate modern methods of scientific research, advanced production technology, its organization and

management. This provides a basis for the study of special subjects and the organization of production practice as a necessary condition of the students's professional training.

To train highly-skilled specialist with a wide theoretical and political outlook is the chief task of the institutions of higher learning.

The higher school aims to turn out highly-educated specialists whose training is not restricted to the present-day requirements of a narrow branch of production, let alone a concrete enterprise or institution.

There is a great demand for skilled workers and specialists more industrialized in the result of the scientific-technological revolution.

1. Students must master fundamental subjects.
2. To train highly-skilled specialists with a wide theoretical and political outlook is the principal task of the institution of higher learning.
3. The higher school aims to turn out highly-educated and skilled workers and specialists in industry as well as in agriculture.

C. TEST

XIX. Choose the English translation of underlined Russian words in the following sentences (для каждого предложения укажите номер выбранного перевода):

- Окончив перевод, они отнесли его на кафедру иностранных языков.
- Видишь того студента, который говорит с заведующим кафедрой?
- Так как вопросы были трудными, никто не смог ответить на них.
- Если погода позволит, мы поедем завтра за город.

-
- | | |
|----------------------------------|--------------------|
| 1. the questions being difficult | 3. speaking |
| 2. weather permitting | 4. having finished |

XX. Choose the English translation of the underlined Russian words in the following sentences (для каждого предложения укажите номер выбранного перевода)

- Она не спешит, возвращаясь домой.
- Переводя текст, Мэри всегда пользуется словарем.
- Читая много, она многое узнает.
- Вот разбитое стекло.
- Прочитав книгу, она вернула ее в библиотеку.

- | | |
|----------------|----------------|
| 1. reading | 4. translating |
| 2. returning | 5. broken |
| 3. having read | |

XXI. Choose the correct translation of the following sentences:

It was in 1989 that we could buy this car.

1. Это было в 1989г. когда мы могли купить эту машину.
2. Только в 1989г. мы смогли купить эту машину.
3. В 1989г. мы смогли купить эту машину.

(Укажите номер правильного перевода)

It is the hotel that I was advised to stay.

1. Именно в этой гостинице мне советовали остановиться.
2. Это гостиница, в которой мне советовали остановиться.
3. Это та гостиница, в которой я буду жить.

It was my brother who did not agree to sign this document.

1. Как раз мой брат не соглашался подписывать этот документ.
2. Это был мой брат, который не согласился подписывать этот документ.
3. Мой брат не согласился подписывать этот документ.

XXII. Choose Russian words corresponding to the following English ones:

- | | |
|-------------------|--------------------------|
| 1. alternate | 1. в качестве |
| 2. as | 2. требовать, утверждать |
| 3. as well | 3. пока, до тех пор пока |
| 4. claim | 4. также |
| 5. as long as | 5. поощрять, одобрять |
| 6. encourage | 6. рабочая сила |
| 7. manpower | 7. снабжать |
| 8. provide (with) | 8. чередоваться |
| 9. restrict | 9. ограничивать |

XXIII. Choose English translation of the following:

- | | |
|--|--|
| <input type="checkbox"/> в большинстве случаев | 1. independent work |
| <input type="checkbox"/> самостоятельная работа | 2. to assimilate a great amount of information |
| <input type="checkbox"/> в ходе (чего-то), в течение (чего-то) | 3. to improve one's qualification |
| <input type="checkbox"/> усвоить большое количество информации | 4. professional training. |
| <input type="checkbox"/> специалист высокой квалификации | 5. in the course of |
| <input type="checkbox"/> профессиональное обучение | 6. in most cases |
| <input type="checkbox"/> повысить свою квалификацию | 7. in view of |
| <input type="checkbox"/> в виду (чего-л.) | 8. a highly-skilled specialist |

UNIT 6

Grammar: Gerund, Verbal Noun; Определительные
придаточные предложения

Word Building: Suffixes -able/ -ible; al; -ed

Text A: Market Research

Text B: Brokers

A. FOR STUDY The Gerund (Герундий) The Forms of Gerund

Table I

| Tense ↓ | Voice → | Active | Passive |
|-------------------|----------------|---------------|-------------------|
| Indefinite | | asking | being asked |
| Perfect | | having asked | having been asked |

Будучи неличной формой глагола, герундий имеет категорию относительного времени и залога, может иметь прямое дополнение и определяется наречием.

Имея свойства существительного, герундий выполняет в предложении те же синтаксические функции, что и существительное.

После глаголов, данных ниже, в качестве прямого дополнения может стоять только герундий:

| | |
|---------------------------|-----------------------------------|
| to avoid (избегать); | to enjoy (получать удовольствие); |
| to excuse (извинять(ся)); | to intend (намереваться); |
| to need (нуждаться); | to require (требовать); |
| to want (хотеть). | |

Герундий может определяться существительным в притяжательном или общем падеже, а также притяжательным или указательным местоимением.

John's returning so late stayed unnoticed.

(То, что Джон вернулся так поздно, осталось незамеченным)

His returning home so late surprised nobody.

(Его возвращение домой так поздно никого не удивило.)

Такие герундиальные обороты обычно переводятся придаточным предложением, вводным словом:

то, что; в том, что; тем, что; о том, что и т.п.

I. Grammar Exercises

I. Name the forms of the gerund:

reading, being read, having read, having been read, graduating, having graduated, being processed, having been processed, saying, being asked, returning

II. Translate the following sentences into Russian and analyse the function of the gerund in the sentence.

1. Writing exercises is useful.
2. Asking him about that accident was useless.
3. Her greatest pleasure is skiing.
4. I like reading detective stories.
5. The computer is a device for processing information.

6. After graduating from the institute he decided to enter the post-graduate courses.
7. She enriches /обогащает/ her knowledge in English by reading English newspapers.

III. Choose an appropriate form of the gerund to complete the sentences.

1. The funds are used for ... the population with free education and free medical care.
a) having provided b) providing c) being provided
2. This is not the ABC of life, but a real basis for ...
a) planning b) having planned c) having been planned
3. It is not simply a question of raising people's professional qualification, but systematically ... their level of education and market.
a) being improved b) having improved c) improving
4. He left without ... good-bye.
a) having said b) having been said c) saying
5. He attracted our attention by ...
a) shouting b) having shouted c) having been shouted

IV. Compare the verbal noun with the gerund in the following sentences:

| Verbal Noun | Gerund |
|--|---|
| The writing of exercises is useful. | Writing exercises is useful. |
| The Lomonosov readings at Moscow University take place every year. | His reading English economic literature helps him in his research work. |
| I remember that the reading of this book was a very pleasant occupation. | I remember reading this book. |

V. Memorize the following information:

Отглагольное существительное совпадает по форме с герундием, но оно является существительным со всеми его свойствами.

Оно отличается от герундия следующими признаками:

| Отглагольное существительное | Герундий |
|---|--|
| Имеет перед собой артикль: The reading of scientific books is useful. - Чтение научных книг полезно. | Артикля иметь не может: Reading scientific books is useful - Читать научные книги полезно. |
| Употребляется во множественном числе: The readings of this device are correct. - Показания этого прибора правильны. | Не употребляется во множественном числе: His reading scientific magazine helps him in his research work. - То, что он читает научные журналы, помогает ему в его научно-исследовательской работе. |
| За ним может следовать определение с предлогом of: The reading of scientific books is useful. | Определение с предлогом of не может следовать за герундием. Reading scientific books is useful. |

VI. Read the following sentences, analyse the "ing-form" and translate them.

1. Those students who work have their training at evening departments and the correspondence departments of higher schools.
2. They think of taking examinations before the winter examination session.
3. They don't remember having read this paragraph before.
4. The first distinguishing feature of the plan is its constant orientation of economic growth towards the solution of social tasks.
5. Money is an ideal unit for expressing the value of all other commodities. (товары)

VII. Translate the following into Russian paying attention to the attributive clauses:

1. Georgia that is known as the main producer of tea and citrus fruit also grows grapes, fruit and tobacco.
2. In Kazakhstan a largescale modern industry has been created on the basis of the natural resources which have been discovered mainly during last sixty years.
3. The Ukranian Republic has a highly developed and a multi-sectoral agriculture which provides the country with grain (зерно) and all other agricultural produces.

VIII. Memorize the following information:

Придаточные определительные предложения следуют непосредственно за словами, которые они определяют, и вводятся союзными словами who (about whom, with whom) - который, whom - которого, whose - чей, который, which - который, that - который.

Союзные слова **that, which** могут быть опущены в том случае, если эти слова не являются подлежащим определительного придаточного предложения. При этом предлог ставится в конец придаточного предложения; при переводе на русский язык он ставится в начале придаточного предложения.

This is a problem we have spent much time on.
Это проблема, на которую мы потратили много времени.

2. Word Building Exercises

IX. Form adjectives with the help of the given suffixes:

-able: to change, to accept, to consider, to pay, to rely, to profit, to pronounce, to debate, to define, to disagree, to dispute, to drink, to permit, to respond

-al(ial): region, culture, instrument, cubic, experiment, fate, globe, information, revolution, benefit, industry, proportion, essence, substance

-ed: to approve, to depress, to recommend, to use, to plan

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

| | |
|--------------|--------------|
| Indian | assignment |
| considerable | education |
| profitable | characterize |
| fatal | considerably |

3. Vocabulary Exercises

XI. Give Russian equivalents for the following words:

type, agent, client, special agency, contract, auction, firm, statistical, publication, analysis, interview, role, result, situation, function, ideal, real, fact, accumulate, metal, minimize, production.

XII. Read the following words and word combinations. Try to memorize them.

| | |
|------------------------------|------------------------------|
| achieve [ə'tʃi:v] v | достигать |
| advertise ['ædvətaɪz] v | рекламировать |
| affect [ə'fekt] v | воздействовать, влиять |
| auction [ˈɔ:kʌn] v | аукцион |
| bind [baɪnd] v | связывать, обязывать |
| broker [brəʊkə] n | брокер; маклер; комиссионер |
| brokerage [brəʊkərɪdʒ] n | комиссионное, вознаграждение |
| constantly ['kɒnstəntli] adv | постоянно, всегда |

| | |
|-------------------------------|-------------------------|
| consumer [kənsju:mə] n | потребитель |
| exchange [iks'tʃeɪndʒ] n | обмен; биржа; |
| stock e. | фондовая биржа |
| insurance [in'ʃuərəns] n | страхование |
| obtain [əb'tein] v | получать, доставать |
| questionnaire [ˌkwɛstɪə'nɛ] n | исследование, вопросник |
| possession [pə'zeʃn] n | владение, обладание |
| research [ri'sɜ:tʃ] n | исследование, изучение |
| stockbroker ['stɔkbroukə] n | биржевой маклер |
| trade [treɪd] I n | торговля |
| II v | торговать |
| up-to-date ['ʌptə'deɪt] a | современный, новейший |

Word Combinations and Phrases

for the account of - за счет (чего-то, кого-то)

to be familiar with - быть знакомым с

to charter ships - фрахтовать корабли

statistical data - статистические данные

market analysis - анализ рынка

market research - исследование рынка, изучение рынка, рыночное исследование

under review - рассматриваемый

to transact business - вести дело, заключать сделки

in the name of - во имя (чего-то)

B. READING COMPREHENSION

XIII. Read Text A.

Text A. Market Research

1. In achieving good results in trade, it is necessary to be familiar both with the general economic situation in the territory to be traded (territory research) and with the factors affecting commodities (commodity research).
2. The information obtained must be up-to-date and must be constantly under review, because both the goods and the conditions on the market often, and sometimes suddenly change.
3. The material serving "desk research" includes particularly statistical data, official or private economic reports, trade publications, information provided by special agencies, etc.
4. "Field research" is primarily based on findings of a market analysis made in shops among consumers.
5. To have a clear idea of the situation on the market a lot of various methods are used, e.g. interviews, questionnaires, etc.

XIV. Find the passages in the text where the following ideas are expressed:

1. The information about market situation must be up-to-date because of the goods and conditions on the market which are changeable.
2. The findings of market analysis made in shops provide the data for field research.
3. Such methods as interviews, questionnaires are used to clarify the situation on the market.
4. The good results in trade require knowledge of the economic situation in the territory, where there are shops, and of factors affecting commodities.

XV. Read text B and choose the sentence which best expresses the main idea of the text.

Text B. Brokers

Brokers are a special type of agents who transact business in the name and for the account of their clients on stock and commodity exchanges without binding themselves to them by special agency contract. Brokers are never in actual possession of the goods they buy or sell. The remuneration they are paid for their services is called brokerage. Brokers play an important role on stock and commodity exchanges, at auctions, in insurance, in chartering ships and aircraft, etc. Hence there are stockbrokers, exchange brokers, insurance brokers, shipbrokers, etc.

Brokers have intimate knowledge of the markets and extensive connections with firms of their line of business. They can, therefore, influence the general level of prices.

1. Brokers play an important role on stock and commodity exchanges, at auctions, in insurance, in chartering ships.
2. Brokers have intimate knowledge of the markets and extensive connections with firms of their line of business.
3. The text deals with the definition of a notion "broker", as a special type of an agent and explains some aspects of broker's activity and operations.

C. TEST

XVI. Choose the Russian sentence equivalent to the following:

They are glad of having translated such interesting articles.

1. Они рады, что перевели такие интересные статьи.
 2. Они рады, что переведут такие интересные статьи.
 3. Они рады, что переводят такие интересные статьи.
- (Укажите номер выбранного предложения)

He remembers having been asked to make a review of the latest news.

1. Он помнит, что попросил сделать обзор последних известий.
2. Он помнит тот обзор последних известий, который его попросили сделать.
3. Он помнит, что его попросили сделать обзор последних известий.

Statistics playing an important role in the management of our national economy is a well-known fact.

1. Важная роль статистики в управлении народным хозяйством, хорошо известный факт.
2. Статистика играет важную роль в управлении народным хозяйством, и это хорошо известный факт.
3. То, что статистика играет важную роль в управлении народным хозяйством, хорошо известный факт.

We know of these firms having concluded a number of important contracts.

1. Мы знаем, что эти фирмы заключают ряд важных контрактов.
2. Мы знаем, что эти фирмы заключили ряд важных контрактов.
3. Мы знаем, что у этих фирм есть ряд важных заключенных контрактов.

***XVII. Choose the Russian words equivalent to the following English ones
(укажите номера выбранных слов):***

| | | |
|------------|---|---------------------------|
| obtain | — | 1. потребитель |
| possession | — | 2. воздействовать, влиять |
| consumer | — | 3. достигать |
| affect | — | 4. получать |
| achieve | — | 5. связывать |
| exchange | — | 6. исследование, изучение |
| bind | — | 7. обмен, биржа |
| research | — | 8. владение, овладение |

XVIII. Choose the English words equivalent to the following Russian ones:

| | | |
|------------------------------|---|-------------------------|
| быть знакомым с | — | 1. to charter ships |
| статистические данные | — | 2. market research |
| рассматриваемый | — | 3. to be familiar with |
| во имя (чего-то) | — | 4. for the account of |
| вести дело, заключать сделки | — | 5. statistical data |
| фондовая биржа | — | 6. up-to-date |
| фрахтовать корабли | — | 7. stock exchange |
| изучение рынка | — | 8. to transact business |
| за счет (чего-то, кого-то) | — | 9. in the name of |
| современный | — | 10. under review |

UNIT 7

Grammar: The Infinitive, Forms and Functions

Word Building: Suffixes -less, -ful, -ous, -ive;
Prefixes un-, de-, dis-, non-

Text A: Statistical Methods

Text B: English

A. For Study The Infinitive

Table 1

| The Forms of the Infinitive | | | |
|-----------------------------|---------------------|--------------------|---|
| | Active | Passive | |
| Indefinite | to ask | to be asked | Выражает действие одновременное действию, выраженному сказуемым |
| Continuous | to be asking | — | |
| Perfect | to have asked | to have been asked | Выражает действие, предшествующее действию, выраженному сказуемым |
| Perfect Continuous | to have been asking | — | |

Infinitive (to speak - говорить) – неличная форма глагола.

Функции инфинитива:

Подлежащего (To read is this difficult)

Именной части составного сказуемого (My task is to study)

Дополнения (I want to read English books)

Определения (The book to be translated is interesting – книга, которую надо перевести – интересная)

Обстоятельства цели и следствия (To translate this text I need a dictionary – чтобы перевести этот текст мне нужен словарь)

I. Grammar Exercises

I. Translate the following into Russian and analyse the functions of the Infinitive in the sentences.

1. To help him is my duty.
2. The aim of my work is to find necessary data from the experiment.
3. He asked me to help him in translation.
4. He spoke about the plan to increase the output of machine-tools.
5. Here is the article to translate.
6. To memorize the passage I had to read it many times.
7. He is clever enough not to do it.

II. Use the Past Indefinite, Past Perfect or Past Continuous Tenses to complete the following sentences:

1. He (be) tired out because he (work) in the laboratory all day.
2. He quickly (forget) all he (learn) at school.
3. After she (read) the letter, she (ring up) me.
4. They (work) there for more than three hours when it (to happen).
5. They (leave) the institute as soon as the lessons (be over).
6. When you (come) to our city I (live already) here for twenty years.
7. He (tell) me that he (spend) his weekends for the last two years in the country.

2. Word Building Exercises

III. Add the prefix "un-" to the following words and translate them into Russian:

expressed, equal, satisfactory, familiar, known, finished, happy, connected, important, covered, dressed, favourable, countable, born, available, able.

(префиксы un-, dis-, non-, имеют отрицательное значение)

IV. Read the following groups of words. State what part of speech each word belongs to:

discouraged, disappointment, decentralized, discover, non-interference, non-essential, non-philological, non-productive, non-effective, unknown, unavoidable, unemployment
thankful, heartless, fruitful, fruitless, courageous, advantageous, collective, productive, attentive

management, production, building, construction, statistics, productivity, well-being, replacement

changeable, considerable, reliable, cultural, instrumental, approved, used, economic, economical, statistic(al), organized

3. Vocabulary Exercises

V. Give Russian equivalents for the following:

temperature, information, statistics, subject, modern, civilization, series, figure, mathematics, classification, statistical, material, basis, physics, chemistry, biology, laboratory, experimental method, summarize, procedure, groups, principles, principal, date

VI. Choose the Russian equivalents for the following:

1. If it (material) is to be used as a basis.

- a. если он употребляется как база
- b. если он будет употреблен как базис
- c. если он должен употребляться в качестве основания

2. He has to take the data as they occur.

- a. он взял данные, когда они поступили
- b. ему нужно брать данные в том порядке, в каком они поступали
- c. он должен брать данные, как только они поступают

3. to take into account

- a. брать на учет
- b. вести счет
- c. принимать (кого-либо) во внимание

VII. Choose antonyms:

- 1. theory — a. experiment; b. method; c. practice
- 2. employment — a. occupation; b. freedom; c. unemployment
- 3. agreement — a. refusal; b. reduction; c. disagreement
- 4. useful — a. helpless; b. applied; c. useless
- 5. payment — a. expense; b. expenditure; c. non-payment

VIII. Choose synonyms:

- 1. precise — a) important; b) exact; c) accurate; d) concrete
- 2. connect — a) tie; b) correspond; c) link; d) associate
- 3. information — a) knowledge; b) announcement; c) data; d) report
- 4. a piece of information — a) a part of information; b) a bit of information

IX. Read the following words and word combinations and try to memorize them:

| | |
|---|--|
| collection [kə'lekʃ(ə)n] n | денежный сбор; коллекция, собрание (трудов) |
| confuse [kən'fju:z] v | смешивать, спутывать; приводить в замешательство |
| connect [kə'nekt] v | соединять; связывать(ся) ассоциировать |
| connected [kə'nektɪd] a | связанный, соединенный |
| disentangle [ˈdisɪn'tæŋɡl] v | распутывать(ся); впутываться |
| inexact [ˌɪnɪɡ'zækt] a | неточный |
| intelligible [ɪn'telɪdʒəbl] a | понятный; вразумительный |
| judgement [ˈdʒʌdʒmənt] n | суждение, мнение; здравый смысл рассудительность |
| numerous [ˈnju:mərə(ə)s] a | многочисленный |
| precise [pri'sais] a | точный; определенный; аккуратный; тщательный |
| precisely [pri'saisli] adv | точно; как раз; определенно |
| precision [pri'siʒ(ə)n] n | точность; четкость; аккуратность; меткость |
| refer [ri'fɜ:] v | направлять (за информацией); наводить справку, справляться; относиться за счет (чего-либо) |
| subject-matter [ˈsʌbdʒɪkt,mætə] n | предмет (науки) |
| tabulate [ˈtæbjuleɪt] v | табулировать |

Word Combinations

to place emphasis – делать ударение, выделять
to be concerned with – зд. быть заинтересованным
to make use of – использовать, воспользоваться
to handle data – обрабатывать (зд. статистические) данные

X. Choose the translation of the following:

- | | |
|------------------------------------|----------------------------------|
| 1. a branch of applied mathematics | 1. точные науки |
| 2. they constitute the rules | 2. количественные данные |
| 3. quantitative data | 3. следовательно |
| 4. exact sciences | 4. они составляют правила |
| 5. consequently | 5. отрасль прикладной математики |

B. READING COMPREHENSION

XI. Read Text A.

Text A. Statistical Methods

1. All progressive knowledge in the modern world tends to precision. Precision is obtained with the help of numbers. Consequently, the science which deals with numbers has a very vital role to play in the development of our civilization. This science is statistics.

2. The word “statistics” is used in two senses. One, when used in the plural, refers to a series of connected figures, and the other, when used in the singular, relates to that branch of applied mathematics which deals with the collection, classification and use of quantitative data.

3. Quite a large number of definitions have been given to statistics as a science. Different writers place emphasis on different aspects of the subject-matter of this science. One main reason for this disagreement has been the constant development of the scope of this science.

4. The collected statistical material, which is influenced by numerous causes, has to be rendered easily intelligible, if it is to be used as a basis for judgement or action. In exact sciences like physics and chemistry the experimenter tries to disentangle complex causes by taking into account only the one with which he is concerned and keeping others aside. He can control the conditions in his laboratory. But in other sciences this is not possible. The experimental method fails. Conditions are not within the control of the observer. He has to take the data as they occur. We have to make use of some other methods for achieving their end. These are the methods of statistics. In order to get a clear picture out of the confusing mass of data, the latter have to be systematically collected, classified, tabulated, summarized, compared and presented. These are called “statistical methods”. They constitute definite rules of procedure in handling groups of data. A proper study of these principles forms the subject-matter of the “science of statistics”.

XII. Find the passages in the text where the following ideas are expressed:

1. Different writers give different definitions to statistics as a science.
2. Statistics is a science which play a very vital role in our civilization.
3. Two senses of the word “statistics”.
4. The passage explains what statistical methods are. Mass data have to be systematically collected, classified, tabulated, summarized, compared and presented.

XIII. Read text B and choose the sentence which best expresses the main idea of the text.

Text B. English.

English is a wide-spread language. It is the mother tongue of hundreds of millions of people. English is spoken throughout the continent of North America (the USA and Canada), in the British Isles, South Africa, Australia and New Zeland. For a long time English had been the language of colonization in Africa, Asia, Australia and Oceania where it was introduced as the only means of communication. For many centuries the colonies had been under British rule. At present many countries declared themselves republics, some of them became independent and encourage the use of local languages.

Though some efforts are made to gradually substitute English for the native tongues, English is still widely used as the official language and the international language of commerce.

English is one of the five working languages used in the United Nations Organization.

1. English is spoken in Asia and Africa.
2. At present many countries declared themselves republics, some of them became independent.
3. English is a wide-spread language in the world and is used as the official language and the international language of commerce.

C. TEST

XIV. Choose Russian words corresponding to the following English ones:

| | | |
|----------------|---|--|
| Confuse | - | 1. соединять; |
| connect | - | 2. справляться |
| intelligible | - | 3. табулировать |
| refer | - | 4. точный |
| subject-matter | - | 5. многочисленный |
| tabulate | - | 6. смешивать; приводить в замешательство |
| precise | - | 7. понятный |
| numerous | - | 8. предмет (науки) |

XV. Choose English translation of the following:

| | | |
|---------------------------|---|-------------------------|
| распутывать (ся) | - | 1. to make use of |
| суждение, мнение | - | 2. judgement |
| выделять | - | 3. to handle data |
| использовать | - | 4. disentangle |
| обрабатывать данные | - | 5. definition |
| определение | - | 6. to place emphasis |
| точные науки | - | 7. exact sciences |
| отрасль статистики | - | 8. branch of statistics |
| сравнить | - | 9. compare |
| исследовать, расследовать | - | 10. investigate |

XVI. State the function of the Infinitive in the sentences and translate them: (для каждого предложения укажите номер выбранной функции)

The total amount of information **to be investigated** is called “universe” (совокупность)
It may be either necessary **to sample** (сделать выборку) the universe **to be tested** rather than to take census.

To interpret the results of data handling is not an easy problem.

The problem is **to collect data**.

In order **to get** a clear picture out of the confusing mass data, the latter have **to be systematically** collected, classified, tabulated, summarized, compared and presented.

| | | |
|-----------------|---------------|--|
| Функции: | 1. подлежащее | 2. часть составного сказуемого |
| | 3. дополнение | 4. определение 5. обстоятельство цели |

UNIT 8

Grammar: The Complex Object; The Complex Subject

Word Building: Suffixes -ize, -ise, -en, -ate
Prefixes re-, trans-, inter-

Text A: Sampling.

Text B: Moscow, Idaho.

A. FOR STUDY

The Complex Object /объектный инфинитивный оборот/

Этот оборот выступает как единый член предложения – **сложное дополнение** – и представляет собой сочетание существительного в общем падеже или местоимения в объектном падеже с инфинитивом. Переводится на русский язык придаточным дополнительным предложением, вводимым союзами: **что, чтобы, как.**

Примеры:

1. желание или потребность

(to want, to wish, Would you like **me to translate** this text?
to desire, to like) Не хотели бы вы, **чтобы я перевел** этот текст?

2. физическое восприятие или ощущение

(to watch, to observe, I saw **him enter** the room.
to notice, to see, Я видел, **что он входит** в комнату.
to hear, to feel)

! После них любой инфинитив употребляется без частицы “to”

3. утверждение, знание, осведомленность, констатация факта.

(to claim, to find, I know **them to have passed** the exams
to know, to note, successfully.
to state) Я знаю, **что они успешно сдали экзамены.**

4. предположение, мнение, суждение

(to assume, to believe, I consider **him to be a good economist.**
to suppose, to consider, Я считаю, **что он хороший экономист.**
to expect, to prove,
to think, to understand)

5. разрешение или запрет

(to make, to cause, He ordered **the letters to be sent**
to force, to allow, **immediatly.**
to permit, to let, Он приказал, **чтобы письма отправили**
to order, to command) **немедленно**

I. Grammar Exercises

I. Choose Russian sentences equivalent to the following:

- 1) They wanted us to make decision.
a) Они хотели принять решение.
b) Нам нужно принять решение.
c) Они хотели, чтобы мы приняли решение.

- 2) I watch the car move away.
 - a) Я следил за отъездом машины.
 - b) Я наблюдал как отъехала машина.
 - c) Я видел, что машина уезжает.
- 3) I know the song to have won the first prize at the Sochi Festival.
 - a) Я знаю, что эта песня получила первый приз на фестивале в Сочи.
 - b) Я знаю эту песню как одну из получивших премию на фестивале в Сочи.
 - c) На фестивале в Сочи эта песня получила первую премию.
- 4) I assume the problem to be rather difficult but we must solve it.
 - a) Я предполагаю, что проблему нам будет довольно трудно разрешить.
 - b) Я полагаю, что эта проблема довольно трудная, но мы должны ее разрешить.
 - c) Проблема довольно трудная, но я полагаю, что мы должны ее разрешить.
- 5) He ordered the mixture to be heated for five minutes.
 - a) Он приказал подогревать эту смесь 5 минут.
 - b) Он велел, чтобы эту смесь подогревали в течение 5 минут.
 - c) По его распоряжению смесь должна подогреваться в течение 5 минут.

The Complex Subject /субъектный инфинитивный оборот/

Этот оборот представляет собой сочетание существительного в общем падеже или личного местоимения в именительном падеже с инфинитивом, на русский язык переводится сложноподчиненным предложением.

Например: He is known to be the founder of this museum.

Известно, что он основатель этого музея.

II. Memorize the following:

Complex Subject употребляется:

1. с глаголами, обозначающими утверждение, знание, физическое восприятие, просьбу, приказание, которые могут стоять в любом времени в страдательном залоге

/ to assume, to believe, to consider, to expect, to hear,
to know, to order, to say, to see, to suppose и т.д./

2. Со следующими глаголами: to appear, to seem, to prove, to turn out, to happen, to chance

3. Со сказуемым типа is (un)likely (мало вероятно, вряд ли); is sure, is certain (несомненно, конечно, безусловно, непременно)

III. Choose Russian sentences equivalent to the following (1-c):

1. A theory is known to be tested by practice
 - a) Известно, что теория проверяется практикой.
 - b) Теория проверяется практикой.
 - c) Теория известна и проверяется она практикой.
2. Statistics is considered to be a powerful instrument of state administration.
 - a) Статистика рассматривается как великий инструмент у правительства государства.
 - b) Статистику рассматривают как важный инструмент управления государством.
 - c) Считают, что статистика - это мощный инструмент управления государством.
3. This approach seems to ignore the objective conditions.
 - a) Кажется этот подход игнорирует объективные условия.
 - b) Этот подход игнорирует объективные условия.
 - c) Этот подход, кажется, игнорирует объективные условия.
4. He is sure to come.
 - a) Он уверен, что придет.
 - b) Он непременно придет.
 - c) Он уверен и придет.

IV. Read the following verbs, paying attention to the suffixes “-ize, -en, -ate”

modernize, industrialize, communicate, utilize, operate, eliminate, facilitate, standardize, broaden, concentrate, necessitate, maximize, shorten, idealize

V. Form verbs ending in “-ize, -ate, -en” from the following words:

| | |
|---------------|---------------|
| organ | concentration |
| minim(um) | idea |
| wide | coordination |
| consolidation | standart |

VI. Read and translate the following words with prefixes “re-, trans-, inter-“ *

interconnection, international, intermediate, intercommunication, interdependence, interplanetary, interview, reorganize, reconstruct, renew, remake, react, refresh, regenerate, re-count, rewrite, transcription, transformer, transmission, transoceanic, transportation, transshipment

3.Vocabulary Exercises

VII. Choose synonyms:

1. **crucial** - a. necessary b. important c. decisive
2. **progress** - a. development b. advance c. growth
3. **construction** - a. operation b. building c. manufacture
4. **entire** - a. steady b. whole c. cardinal
5. **specialist** - a. member b. expert c. observer
6. **to achieve** - a. to produce b. to reach c. to prove
7. **to prepare** - a. to occur b. to guarantee c. to provide
8. **aim** - a. idea b. mode c. purpose
9. **for instance** - a. forever b. most of all c. for example

VIII. Read the following words and word combinations and remember them:

| | |
|------------------------------------|--|
| assess [ə'ses] v | оценивать, определять |
| census ['sensəs] n | перепись |
| complete c. | полная перепись |
| conclusion [kən'klu:ʒn] n | заклучение, вывод |
| destruction [dis'trʌkʃn] n | разрушение, разорение |
| entail [in'teɪl] v | влекать за собой, вызывать |
| enumerate [i'njumə'reɪt] v | перечислять |
| error ['erə] n | ошибка, погрешность |
| gain [geɪn] v | достигать, выигрывать |
| instead [ɪns'ted] adv | вместо, взамен |
| investigate [ɪn'vestɪgeɪt] v | расследовать, исследовать |
| representative [ˌreprɪ'zentətɪv] a | репрезентативный, типичный |
| respondent [rɪs'pɒndənt] n | опрашиваемый (при переписи населения) |
| return [rɪ'tɜ:n] n | возвращение, сведение(отчетные) |
| speed [spi:d] n | скорость, быстрота |
| sample [sɑ:mpl] n | выборка, отобранная единица или группа |
| | выборочный метод |
| | выборка |

* re-приставка повторного действия

trans- за (пределами чего-то), inter- между, взаимо-

s. method
sampling [sɑ:mpliŋ] n
s. process
whole [həʊl] n

проведение (процесс) выборки
целое

Word Combinations and Phrases

to give detailed information - предоставлять подробную информацию
with great care - с большой тщательностью
a small proportion of the population - незначительная часть населения
a number of advantages - ряд преимуществ

B. READING COMPREHENSION

IX. *Read text A.*

Text A. Sampling.

The Sampling Process. Instead of obtaining data from the whole of the material being investigated, sampling methods are often used in which only a sample selected from the whole is dealt with, and from this sample conclusions are drawn relating to the whole. If the conclusions are to be valid, the sample must therefore be made with great care.

The Advantages of Using Sampling Methods. There are a number of advantages to be gained by using sampling methods. Among these advantages may be enumerated the following :

1. The results can be obtained more quickly, for two reasons: the data are obtained more rapidly and can be analysed more quickly. Speed in analysing the data is also possible by analysing a sample of the data before analysing the whole. The analysis of a 1% sample of the last population census was such an example.
2. When the respondents constitute only a small proportion of the population they are more willing to give detailed information, and because fewer interviewers are required, a much higher quality of interviewer can be employed.
3. Higher-grade labour can be employed on the computing, tabulating, and analysis of the data.
4. Lower costs.
5. The error can be assessed.
6. It is easier to guard against incomplete and inaccurate returns. A sample is often used as a check on the accuracy of complete censuses.
7. When the investigation entails the destruction of the material - e.g. to discover the life of a lamp - sampling methods are the only practical methods to use.

X. *Find the passages in the text where the following ideas are expressed:*

1. Sampling methods provide advantages such as the speed in analysing the data in obtaining the information about the whole.
2. By using sampling methods one more advantage is gained. It is the detailed information to be obtained and a more higher quality of interviewer can be employed.
3. A sample is often used as a check on the accuracy of complete censuses.
4. Sampling methods are known to be the only practical methods when the investigation entails the destruction.

XI. *Read text B and choose the sentence which best expresses the main idea of the text.*

1. The people of Moscow, Idaho, grow a rich harvest of maize, peas and potatoes.
2. Many people from Europe went to America to start a new life.
3. People of different nationalities, including Russians and Ukrainians, settled in a new place of the USA and named the new towns in honour of the places where they had been born.

Text B. Moscow, Idaho

In the USA there are many cities, towns and villages which are namesakes not only of Moscow or Odessa in the USSR, but also of London, Paris, Rome, Geneva and so on. In the USA, for example, there are big- and small-populated places in many states which have the name of Moscow. One such Moscow is the administrative in Idaho. How did these namesakes of European cities come to the American continent? In the 1880 a lot of people from Europe went to America to start a new life. People of different nationalities, including Russians and Ukrainians, settled in a new place but they did not forget their home towns and villages. They named the new villages and towns in honour of the places where they had been born.

Many people from Europe went to the Rocky Mountains in search of gold and they called one of the settlements Moscow. Earlier that area had been populated by Indians. Today Moscow, Idaho, is a nice town, situated among green hills. Americans call it a students home, because almost 50 per cent of the population are students. The University of Moscow, Idaho, founded in 1889, stands on a hill. The University's library is one of the best in the USA and has a collection of interesting books on American history. The people of Moscow, Idaho, grow a rich harvest of maize, peas and potatoes. It also has a developed industry and produces lead, copper, silver and other metals.

Vocabulary Notes

namesake - тезка

... settled in a new place - поселившиеся на новом месте

in honour of - в честь

the Rocky Mountains - Скалистые горы

lead - свинец

copper – медь

potato – картофель

maize - кукуруза

silver – серебро

C. TEST

XII. Choose the Russian sentences equivalent to the following:

The management of the firm wants them to report about the results of their negotiations.

1. Дирекция фирмы хочет доложить им о результатах переговоров.
2. Дирекция фирмы хочет, чтобы они доложили о результатах их переговоров.
3. Дирекция фирмы хочет, чтобы им доложили о результатах их переговоров.

The customers are said to buy the goods at a price fixed by a special agreement.

1. Заказчики говорят, что купят товары по цене, установленной специальным соглашением.
2. Говорят, заказчики купят товары по цене, установленной специальным соглашением.
3. Говорят, заказчики купили товар по цене, установленной специальным соглашением.

Would you like me to translate this text?

1. Вам нравится, что я перевожу этот текст?
2. Хотели бы вы, чтобы я перевел этот текст?
3. Хотите я переведу этот текст?

XIII. Choose Russian words corresponding to the following English ones:

census —

error —

investigate —

conclusion —

gain —

1. заключение, вывод

2. репрезентативный

3. выборка, отобранная единица

4. скорость, быстрота

5. выборка

6. опрашиваемый

| | | |
|----------------|---|--------------------------------|
| representative | — | 7. перепись |
| sample | — | 8. ошибка, погрешность |
| speed | — | 9. достигать, выигрывать |
| sampling | — | 10. рассматривать, исследовать |
| respondent | — | 11. вызывать |
| assess | — | 12. оценивать, определять |
| entail | — | |

XIV. Choose English translation of the following:

| | | |
|-------------------------|---|---------------------------|
| с большой тщательностью | — | 1. a small proportion |
| ряд преимуществ | — | 2. sampling method |
| незначительная часть | — | 3. the whole |
| выборочный метод | — | 4. destruction |
| целое | — | 5. a number of advantages |
| разрушение | — | 6. with great care |

XV. Supply the correct prepositions (of, for, to, in, after):

We took all them to the railway station.
They had to wait bus three hours.
He listens the radio every day.
I have to look children today.
Albert asked him a new book.
He knew a flight New York and Paris was possible.
He wrote many stories order to pay his debts.

UNIT 9

| | |
|-----------------------|--|
| Grammar: | Adverbial Clauses |
| Word Building: | Prefixes over-, super-, out- Conversion |
| Text A: | Money |
| Text B: | An Exchange |

A. FOR STUDY

Table 1

Adverbial Clauses / придаточные обстоятельственные предложения/

| Придаточные предложения | Вводятся союзом или союзным словом: |
|---|---|
| 1. обстоятельства времени /adverbial clauses of time/ | after /после того, как/ as /когда, в то время как/ as long as /пока/ as soon as /как только/ before /прежде чем/ since /с тех пор как/ till /до тех пор как/ untill /до тех пор пока не/ when /когда/ while /в то время как/ |
| 2. обстоятельства места /adverbial clauses of place/ | where wherever /где бы ни, куда бы ни/ |
| 3. обстоятельства причины /adverbial clauses of reason/ | as /так как/ since /так как, поскольку/ because /потому, что/ |
| 4. обстоятельства цели /adverbial clauses of purpose/ | (so) that /(так) чтобы, чтобы/ in order that /для того, чтобы/ lest /так, чтобы/ |
| 5. обстоятельства условия /adverbial clauses of condition/ | if /если/ provided (that) /при условии если/ in case that /в случае если/ unless /если не/ on condition that /при условии если/ supposing (that), suppose (that) /предположим, что/ |
| 6. обстоятельства образа действия /adverbial clauses of manner/ | as /как/ as if, as though /как будто, как если бы/ |
| 7. следствия /adverbial clauses of result/ | so that, so /так что/ |
| 8. уступительные /adverbial clauses of concession/ | though (although) /хотя/ in spite of the fact that /несмотря на то, что/ |

I. Grammar Exercises

I. Read the following sentences and state the types of the adverbial subordinate clauses /consult Table I/:

1. **After the agreement had been signed**, the delegation left Moscow.
2. He spoke **as if he knew this problem very well**.
3. He could not come to the lecture **because he was ill**.
4. He went **where the doctor sent him**.
5. Mike acted **as though nothing had happened**.
6. She sat behind me **so that** I could not see the expression of her face.

II. Put the verbs into the suitable tense form:

1. I already **(have)** my holiday this year.
2. It **(rain)** when I **(wake up)** last Sunday.
3. It always **(rain)** when I am not working.
4. We **(arrange)** to meet Ann outside the theatre, and she **(wait)** for twenty minutes when we **(get)** there.
5. It's Monday again today, and I **(work)** as usual.
6. I **(go)** to the Caucasus next summer.
7. I **(live)** for 20 years in this city.

2. Word Building Exercises

*III. Give the meaning of the following words:**

production - overproduction
estimate - overestimate
fulfilment - overfulfilment
heat - overheat
man - superman
natural - supernatural
structure - superstructure
tax - supertax
sonic - ultrasonic
sound - ultrasound
violet – ultraviolet

IV. Give the meaning of the following words:

to employ, employee, employer, employment, unemployment, employed
to pay, paid, payment, paying, payable, payer
to buy, bought, buyer
to sell, seller, selling, sold
certain, certainly, uncertain
to own, owner, ownership

V. Give the meaning of the following words:

light - to light; answer - to answer; face - to face; screen - to screen; place - to place; land - to land; order - to order; walk - to walk; broadcast - to broadcast; machine - to machine; work - to work; change - to change; class - to class; hand - to hand; measure - to measure; purchase - to purchase; run - to run; hunger - to hunger; clean - to clean; dirty - to dirty; cool - to cool; quiet - to quiet; empty - to empty; free - to free; wet - to wet; busy - to busy

Примечание: в английском языке во многих случаях слова, являющиеся различными частями речи, совпадают в произношении и написании. Такое совпадение форм особенно часто встречается у существительных и глаголов. В некоторых случаях совпадение форм встречается у нескольких частей речи, например: light n - свет, light a – светлый; light v – освещать.

* over - пере, super – сверх, над; ultra – ультра, сверх

3. Vocabulary Exercises

VI. Read the new words, word combinations and phrases. Memorize them.

| | |
|---|--|
| accept [ə'ksept] v | принимать; соглашаться, допускать |
| cash [kæʃ] n | деньги; звонкая монета |
| spot c. | наличные деньги |
| circulation [ˌsə:kju'leiʃn] n | обращение; денежное обращение |
| convert [kən'veɪt] v | превращать; конвертировать |
| embody [im'bɔ:di] v | воплощать (в себе); включать в себя, содержать; воплощать в жизнь |
| embodiment [im'bɔ:dimənt] n | воплощение; олицетворение |
| exchange [iks'tʃeɪndʒ] n | обмен; биржа |
| commodity e. | товарная биржа |
| equate [i'kweɪt] v | равнять, уравнивать |
| gold [gould] n | золото, богатство |
| grain [greɪn] n | зерно; хлебные злаки |
| hide [haɪd] n | шкура; кожа |
| h. and skins | шкура и кожа |
| indispensable [ˌɪndɪ'spensəbl] a | необходимый, обязательный |
| measure ['meʒə] I n | мера |
| II v | мерить |
| melt [melt] v | плавить (ся) |
| oxidize ['ɒksaɪz] v | окислять(ся) |
| price [praɪs] n | цена |
| property ['prɒpəti] n | 1. собственность; имущество 2. свойство (чего-либо) |
| rubber ['rʌbə] n | резина, каучук |
| substance ['sʌbstəns] n | вещество; реальная ценность; богатство; состояние |
| stem [stem] v | происходить; брать начало |
| tender ['tendə] n | законное платежное средство |
| treasure ['treʒə] n | сокровище |
| value ['vælju:] I n | ценность; важность; стоимость |
| II v | оценивать; ценить |
| vegetable oil | растительное масло |
| volume ['vɒljum] | объем |
| weight [weɪt] I n | вес |
| II v | нагружать |

Word Combinations and Phrases

to serve as a means of ... - служить средством (чего-либо)
to break into pieces - разби(ва)ть на куски
acts of sale and purchase - акты продажи и купли
in terms of money - в денежном выражении
means of circulation - средство обращения
means of accumulation - средство накопления
with the aid of - с помощью ...
a way of hoarding treasures - путь, способ накопления богатств
to a certain extent - до определенной степени

B. READING COMPREHENSION

VII. Read text A.

Text A. Money.

1. Money is indispensable in a society in which commodity exchange takes place. In commodity exchange money plays the role of a universal equivalent, that of commodity expressing the value of all the other commodities.

2. Gold is the generally accepted money commodity. Because of its natural properties gold is the most convenient substance to carry out the social function of money. It can be easily broken into pieces and melted and "recombined" without any loss of value. It can also be kept safely as it does not become oxidized. In addition it has relatively small volume for its weight while denoting a considerable value.

3. Money performs a number of functions. First of all, it serves as a measure of value; that is, it is used to measure the value of all other commodities. Each commodity is sold for a certain sum of money, which expresses its value. The value of a commodity in terms of money is called its price.

4. Money is an ideal unit for expressing the value of all other commodities. What this means is that to measure the value of commodities it is not necessary to have cash. As acts of sale and purchase (i.e. the exchange of commodities for money) are repeated many times, the seller and buyer mentally equate the commodity to a certain amount of money (or gold) corresponding to its value.

5. When commodities are exchanged with the aid of money, the latter also serves as a means of circulation. To perform this function money has to be real, not ideal. What is important is that anyone receiving these symbols of value must be assured that they will be accepted from him too, when he pays for other commodities. That is why states declare paper money to be legal tender.

6. Money also serves as a means of accumulation or a way of hoarding treasures. This function stems from the fact that money can buy any commodity. Therefore, money is a universal embodiment of wealth and a means of accumulating it. Taken out of circulation, however, money becomes treasure only if it is gold, or money converted into articles of gold, silver and other precious metals or stones.

7. Money is not always in the form of cash. Sales and purchases are often made on credit.

VIII. Find the passages in the text where the following ideas are expressed.

1. что деньги являются идеальной единицей для выражения стоимости товаров.
2. что деньги служат средством накопления богатства.
3. что деньги выполняют ряд функций.
4. что деньги необходимы в обществе, в котором существует товарный обмен.
5. что акты купли и продажи часто совершаются в кредит.

IX. Read Text B and choose the sentence which best expresses the main idea of the text:

1. In all large cities there are commodity and stock exchanges.
2. In the USA the best-known commodity exchanges are the Board of Trade in Chicago and the New York Produce Exchange and the New York Coffee and Sugar Exchange.
3. There are two types of exchanges: the commodity exchange for trading in such commodities as cotton, sugar, grain etc., and stock exchange where securities are bought and sold.

Text B. An Exchange.

An exchange is a market, i.e. a permanent (постоянное) place in which persons meet with the aim of buying and selling. The trading there is governed by certain rules and is limited to members of the exchange, who are known as brokers. The two chief types of exchanges are the commodity exchange and the stock exchange.

Commodity exchanges have been established in important cities for trading in such commodities as cotton, sugar, grain, etc.

Among the more important commodity exchanges in Great Britain are the London Commodity Exchange (cocoa, coffee, hides and skins, rubber and sugar), the London Wool Exchange, the London Metal Exchange, the Liverpool Cotton Exchange and the Liverpool Corn Exchange. In the USA, the best-known are the Board of Trade in Chicago (corn), the New York Produce Exchange, the New York Coffee and Sugar Exchange.

Stock exchanges, on the other hand, are places where securities (ценные бумаги) are bought and sold. The most famous stock exchanges are the London Stock Exchange and New York Stock Exchange.

C. TEST

X. Analyse the subordinate clauses in the following sentences and translate them:

(около каждого предложения укажите номер выбранного типа придаточного предложения)

1. Do it when I come.
 2. Leave it where it is.
 3. Whenever acts of sale and purchase took place people used money or its equivalent.
 4. It is important that students of English should do some English - reading, listening or speaking - regularly, if you wish to make continued progress.
 5. Money is not always in the form of cash so sales and purchases are often used on credit.
- Adverbial clauses 1) of time 2) of place 3) of condition 4) of result

XI. Pay attention to the words underlined in the sentences.

Choose their translation into Russian.

(около каждого предложения укажите номер выбранного перевода)

- _ Money serves as a **means** of accumulation or a way of hoarding treasures.
- _ What does it **mean**?
- _ He is a **mean** man.
- _ With money we can **purchase** consumer goods.
- _ Your **purchase** is just in time.
- _ What do we use **to measure** distance?
- _ There must be another **measure** and other methods of measurement.
- _ The **value** of a commodity in terms of money is called its price.
- _ It has always been **valued** very much.

- | | | |
|----------------------|---------------------|-------------|
| 1. значить, означать | 4. измерять, мерить | 7. средство |
| 2. низкий | 5. мера | 8. покупать |
| 3. покупка | 6. стоимость, цена | 9. ценить |

XII. Choose the Russian words (the number) corresponding to the following English ones:

- | | | |
|-------------|---|--------------------------------|
| 1. volume | — | 1. свойство |
| 2. treasure | — | 2. происходить |
| 3. property | — | 3. каучук |
| 4. value | — | 4. обмен |
| 5. stem | — | 5. вес |
| 6. weight | — | 6. деньги |
| 7. rubber | — | 7. принимать |
| 8. exchange | — | 8. мера |
| 9. cash | — | 9. цена |
| 10. accept | — | 10. равнять, уравнивать |
| 11. measure | — | 11. превращать, конвертировать |
| 12. price | — | 12. объем |
| 13. equate | — | 13. стоимость, цена |
| 14. convert | — | 14. сокровища |

XIII. Choose Russian translation of the following:

- | | |
|------------------------------|----------------------------|
| 1. acts of sale and purchase | 1. разби(ва)ть на куски |
| 2. in terms of money | 2. средство накопления |
| 3. to break into pieces | 3. служить средством |
| 4. to a certain extent | 4. средство обращения |
| 5. means of accumulation | 5. фондовая биржа |
| 6. to serve as a means of | 6. до определенной степени |
| 7. means of circulation | 7. акты продажи и купли |
| 8. stock exchange | 8. в денежном выражении |

UNIT 10

Grammar: The Compound Sentences

Word Building: Compounding
Conversion

Text A: Business Letters

Text B: English of Commerce

A. FOR STUDY

The Compound Sentences

/Сложносочиненные предложения/

Этот тип сложного предложения может включать в свой состав два или несколько самостоятельных предложений, соединяющихся друг с другом сочинительными союзами **and, but, or** и др. Нередко можно встретить бессоюзное соединение предложений (**clauses**) в сложносочиненном предложении.

Примеры:

Geography begins and ends with maps, and the Siberian geographers did not depart from this tradition.

Commodities thus must meet certain needs or be useful in some way or other, or no one would buy them.

They will go to the Caucasus next summer, but I'll stay at home.

They will go to the Caucasus next summer; I'll stay at home.

I. Grammar Exercises

I. Read the sentences; state the compound and complex sentences. Translate them.

1. Everybody knows the mountains (горы) and lakes (озера) in Wales, but not many people know about this interesting old slate (сланец) mine in North Wales.
2. The old slate mine has 67 kilometres of tunnels, and you can travel through them in a special train.
3. There is a museum where you can see all the old mining machinery.
4. In the old miner's cottages you can see how people lived more than 100 years ago.

II. Find the subject in the following sentences. Translate them.

1. History has a direction. There are setbacks, there are zigs and zags, there are stages of uneven development, there are moments of retrogression, but they take place within the overall framework of advancing from a lower social structure to a step up the ladder./лестница/
2. Commodities must meet certain needs or be useful in some way or other, or no one would buy them.
3. In some countries foreign trade is a state monopoly, and no private individual may engage in it in his own name and on his own account.
4. The economic sphere is a decisive one, for only by building a truly independent economy of its own a country can achieve genuine independence.

2. Word Building Exercises:

III. Memorize the following:

Многие слова в английском языке являются составными, т.е. образуются путем соединения двух слов в одно слово. Некоторые составные слова пишутся слитно, а другие через черточку (дефис).

Примеры:

Составные существительные:

bedroom, railway, newspaper, schoolboy, spaceship, waterway, etc.

Составные прилагательные:

dark-blue (темносиний), first-class (первоклассный), peace-loving (миролюбивый), etc.

Составные местоимения:

somebody, nothing, everyone, anything, etc.

Составные глаголы:

to whitewash (белить), to broadcast (передавать по радио), to pick up (поднимать), to ring up, to go on, etc.

Составные наречия:

somewhere (где-то), nowhere (нигде), everywhere (везде), etc.

IV. In the following sentences find the words formed by means of compounding:

1. World's oil pipelines total 50,000 kilometres, 10,000 km longer than the earth's equator.
2. Freight traffic by all means of transport (railway, marine, inland waterway, pipeline, etc.) has increased greatly as compared with previous years.
3. Whenever you read a book, newspaper or text in English, make a point of finding the phrasal verbs, and write down in a special notebook the whole sentence in which they appear.
4. However difficult the work is they will do it in time.
5. Don't believe him whatever he may say.
6. He said that he was greatly impressed by the model of the spaceship which he had seen at the exhibition.
7. Those who believe that the struggle for peace is only the concern of governments and is organized by them are wrong. It is the concern of every honest person, of every peace-loving nation.
8. We agree with all those in different countries who also protest against the further build-up of nuclear weapons in Europe and throughout the world, and demand that they should be frozen and reduced without delay.

3. Vocabulary Exercises

V. Memorize the following words, word combinations and phrases:

| | |
|--|--|
| abbreviation [əˌbrɪviˈeɪʃn] n | сокращение; аббревиатура |
| acquaintance [əˈkweɪntəns] n | знакомство; знакомый |
| adjust [əˈdʒʌst] v | 1. приспособливать 2. улаживать (спор и т.д.) |
| addressee [ˌære, si:] n | адресат |
| colonel [ˈkɒlənəl] n | полковник |
| complimentary [ˌkɒmplɪˈmentəri] a | лестный, поздравительный |
| c. close | вежливый конец (письма) |
| confusion [kənˈfju:ʒn] n | 1. путаница 2. замешательство |
| cordially [ˈkɔ:djəli] adv | сердечно |
| dispatch [dɪsˈpætʃ] n v | отправка; отправление отправлять; посылать |
| heading [ˈhedɪŋ] n | заголовок |
| honour [ˈɒnə] n | честь; |
| university h. | pl. отличие университетские отличия (степень, ученое звание) |
| armed forces h. | воинские знаки отличия |
| leave [li:v] v (past, p.p left) | 1. уезжать 2. оставлять, покидать |
| order [ˈɔ:də] n | 1. порядок; 2. заказ |
| precede [priːˈsi:d] v | предшествовать, стоять перед чем-либо |
| signature [ˈsɪɡnətʃə] n | подпись |
| sincerely [sɪnˈsiəli] adv | искренне |
| treasurer [ˈtreʒərə] n | казначей |
| truly yours [ˈtru:li] adv | преданный вам (в конце письма) |

Word Combinations and Phrases

armed forces - вооруженные силы
attached is ... - (к письму) прилагается
in reply to ... - в ответ на
lefthand side of the page - левая сторона страницы
in the mean time - в то же самое время; между тем
we are enclosing ... - (к письму) прилагаем
we are pleased to offer you - рады предложить вам

B. READING COMPREHENSION

VI. Read text A and translate it into Russian.

Text A. Business Letters

Every letter that leaves the office should be looked upon as a representative of the firm. Its appearance, therefore, must be in keeping with this function.

An English business letter generally consists of the following six parts:

1. the Heading with the Date
2. the Inside Address
3. Titles
4. the Greeting
5. the Body of the Letter
6. the Complimentary Close
7. the Signature

The heading of a business letter is usually printed and indicates by whom, where and when a letter was written. Besides these three items, i.e. the name and address of the firm and the date of writing the letter, the heading usually contains the telephone number, the telex and fax.

The date, which is a part of the heading, may take any one of the following forms:

4th January (,) 1995

4 January (,) 1995

January 4th 1995

January 4, 1995

Such abbreviations as 4/1/1995 are not generally adopted since they lead to confusion. It is preferable not to abbreviate the names of months.

The inside address consists of the name and the address of the addressee and is written on the lefthand side of the page.

Titles. When a letter is addressed to a woman, the title is "Mrs" if she is married and "Miss" if she is unmarried. The plural form in both cases is "Mmes"(=Medames)

Titles such as "Doctor", "Professor", "Colonel", "Sir" always precede the name of a person.

University degrees and honours gained in the armed forces are put after the name.

Examples: Mr. Henry A. Williams
Colonel James B. Adams
Professor (Prof) James B. Adams
Mr. J.B. Turner, M.A. (=Master of Arts)

Titles indicating positions, such as Treasurer, Secretary, Manager, President usually follow the name.

Examples: Mr. Charles Simpson, Secretary
Mr. John Smith, President

VII. Memorize the following possible forms of greetings used in business letters.

| Degree of formality | Men | Women |
|--------------------------|---|---|
| formal | -Dear Sir, (=G.B.: Dear sirs, USA: Dear Gentlemen) | - Dear Madam, (=G.B.: Dear Madames) |
| less formal and friendly | - Dear Mr. Smith | - Dear Mrs. Jackson |

VIII. Memorize the following Complimentary Close:

yours faithfully

faithfully yours

yours truly

yours sincerely

sincerely yours

cordially yours (USA)

Note: It is always quite sufficient to use "Yours faithfully" in business letters, "Yours truly" in personal letters to a stranger, and "Yours sincerely" to a friend or acquaintance. The Americans, on the whole, prefer "Yours truly" in business and "Cordially yours", when writing to a friend.

IX. Read text B and memorize the right commercial phrases used in business letters.

Text B. English on Commerce

The language of commerce is not a different language. It is standard English adopted to the needs of commerce and business in general. It is characterized by highly specialized terminology, by commercial phrases used in business letters, by a different style and other minor difference. The commercial phrases used in business letters must be adjusted to the needs of the individual letter and joined into a smoothly flowing whole. Business letter writers often make a mistake expressing themselves in a “business-like” way by copying doubtful phrases found in letters received, or using cliches or worn-out expressions (клише или устаревшие выражения) such as some given below:

WRONG

RIGHT

to above order

the above-mentioned order

enclosed please

we are enclosing

we beg to offer you

we are pleased to offer you

(to send you,
to inform you)

(to send you,
to inform you)

referring to

with reference to

replying to

in reply to

complying with

in compliance with

thanking you

thank you

In business letters nowadays it is not recommended to use “to advise” in the sense “to inform”.

/to **advise** - советовать; рекомендовать; **advice** - совет/

X. Choose the English phrase corresponding to the following

1. В ответ на Ваше письмо от 13 января мы хотим Вас ознакомить (информировать) ...

1) We thank you for your letter of 10th May...

2) Many thanks for your offer of yesterday ...

3) In reply to your letter of January 13th, we wish to inform you ...

2. В соответствии с Вашим предложением ...

1) Complying with your offer ...

2) Referring to your offer ...

3) In compliance with your offer ...

XI. Memorize the phrases announcing:

| a) a neutral fact | | b) a pleasant fact |
|--|-------------------|-----------------------------------|
| We wish to say (to tell, to inform you, to let you know) | Сообщаем Вам | We are pleased to let you know |
| We should like to inform you | Рады сообщить Вам | We are glad (happy) to inform you |
| We have to inform you | Сообщаем Вам | |

c) polite request

Please send us your latest catalogue.

Пришлите нам, пожалуйста, ваш новый каталог.

We should appreciate your sending us samples.

Будем очень рады, если Вы пришлете нам образцы.

d) closing phrases

We are looking forward to an early reply (to receiving a favourable reply)

Ожидаем от вас в ближайшее время (положительный) ответ.

We hope to hear from you soon.

Надеемся, что Вы ответите нам в ближайшее время.

We await your early reply.

Ждем Ваш ответ в ближайшее время.

XII. Read the following letter and translate it into Russian.

Thank you very much for your order N3556/9, which we were happy to receive. All the items you need are in stock, so that we can guarantee immediate dispatch. In the meantime, we are enclosing our most up-to-date illustrated catalogue of new items of our goods and trust you will be interested.

We sincerely like to serve you and will enjoy having your order as often as in the past.

Yours truly

C. TEST

XIII. Define the type of the following sentences

/a-the simple; b-the compound; c-the complex sentence/

- _ A businessman needs to communicate with other businessman.
- _ He can do this by using the telephone.
- _ He can do it by writing, but the modern businessman does not write his letter by hand.
- _ He dictates them to a shorthand typist (стенографистка) who types the letter on her machine or use a personal computer and later takes them to be signed.

XIV. Define the type of the following sentences

/a-the simple; b-the compound; c-the complex sentence/

- _ International telephone calls are very expensive.
- _ Therefore before booking a call it should be found out whether a telex, fax or cable message would not be cheaper.
- _ If a call is really necessary, it must be as short as possible.
- _ The key to this is thorough (тщательная) preparation.

XV. Choose the Russian words (the number) corresponding to the following English ones:

| | | |
|--------------|---|-----------------------------|
| adjust | — | 1. уезжать; оставлять |
| abbreviation | — | 2. подпись |
| dispatch | — | 3. сокращение |
| leave | — | 4. казначей |
| precede | — | 5. искренне |
| signature | — | 6. заказ |
| treasurer | — | 7. путаница; замешательство |
| sincerely | — | 8. отправка |
| order | — | 9. приспособливать |
| confusion | — | 10. предшествовать |

XVI. Choose the English translation of the following:

| | | |
|--|---|---|
| рады вам сообщить | — | 1. the letter is addressed |
| название фирмы | — | to Mr. Brown |
| письмо адресовано мистеру Брауну | — | 2. we are enclosing our up-to-date catalogue |
| к письму прилагаем наш последний каталог | — | 3. we guarantee immediate dispatch. |
| мы гарантируем немедленное отправление | — | 4. international telephone call is very expensive |
| международный телефонный разговор очень дорого стоит | — | 5. the name of the firm |
| — вышеупомянутый заказ | — | 6. we are pleased to inform |
| | | 7. above-mentioned order |

SUPPLEMENTARY READING

1. FORMS OF GREETINGS

A.: This is your first trip to England?

B.: Yes, it is.

A.: It reminds me of my first trip to England. At that time I met a man with a very useful list of “do’s and don’ts”.

B.: May I take a note of those “do’s and don’ts”, please.

A.: By all means. The first rule is about the forms of greeting. The very formal “How do you do?” is not a question and requires the answer “How do you do?”. The form is used when you are introduced to someone or if you meet someone for the first time.

B.: And if I meet a person from time to time?

A.: Then you say “How are you?”. The answer is “Very well, thank you”.

B.: Are there any other forms of greetings?

A.: Yes, of course. Say “Good morning” till noon.

B.: And after that?

A.: After that you say “Good afternoon” till six o’clock or so. The people always say “Good evening” and “Good night” after nightfall. Suppose you meet a friend or your good acquaintance. Say :Hello, George!” or “Hello, Mary!”. It is also a kind of greeting.

B.: And what do strangers say when they are introduced to each other?

A.: They say “Glad to meet you”; ”Hello!”. The usual introduction formula would be “May I introduce Mr. (or Mrs., Miss) So-and-so?”, or less formal “Meet Mr. So-and-so”.

B.: I see. Thank you.

Further Practice

Найдите в тексте ответы на вопросы:

1. What is a formal greeting?
2. What is the answer to formal greeting?
3. What is the answer to “How are you”?
4. What forms of greeting do you know?

Forms of Greetings.

Table 3

| | to express | to answer |
|---------------------------------|--|--|
| to greet formally | 1. How do you do? Good morning! Good afternoon! Good evening! | 4. How do you do? Good morning! Good afternoon! Good evening! |
| to greet informally | 2. Hello ! How are you ! Hi ! | 5. Hello ! Thank you ! I’m very well (all right). |
| to say good-bue formally | 3. Goodbye ! | 6. Goodbye ! |

| | to express | to answer |
|--|------------|-----------|
|--|------------|-----------|

| | | |
|---------------------------------------|--|--|
| to say good-bue informally | 7. Bye-bye ! So long ! See you tomorrow! | 9. Bye ! See you later ! (tomorrow, etc.) |
| to thank smb | 8. Thank you ! Thank you ever so much (accepting an offer). No, thanks (declining an offer) | 10. Not at all. Don't mention it. You are welcome. |

Пользуясь таблицей 3, выберите выражения для следующих ситуаций общения:

- a) You meet your teacher. Greet him/her.
- b) You see your friend. Greet him/her.
- c) You thank your teacher for the consultation and say goodbye.
- d) You thank your friend and decline his/her offer.
- e) Your friend thanks you for your consultation. Answer him.

2.REQUESTS.

Выразить просьбу

May I bring my friend with me?
May I have your dictionary
just for a moment?
May I come next week?

Will you do this for me?

Could you shut the window?

Could I have some informa-
tion, please?

Pass me this textbook, please.

Let's go to the theatre.
Do you go with us?
May I take your dictionary?

Ответить на просьбу

1. дать согласие, разрешение сделать что-либо

Certainly! Of course!
Naturally! Sure! Surely (AE)!

2. разрешить взять что-либо, получить что-либо

Yes, of course!
Go ahead! (Please) do!
Help yourself!
You are welcome.

3. получить совет, помощь

Gladly!

With pleasure.
Certainly.

You are welcome.

4. передать что-либо

Here you are.

5. отказать в просьбе

I'm sorry, I can't.
No, I don't, etc.
Sorry (I need it myself).

Finish the following short dialogues:

A

Albert: We have a party tonight.
Boris: Can I bring my sister.
A.: ...

B

A.: I haven't got the dictionary. May I have yours (your dictionary)?

B.: ...

C

A.: Excuse me, Boris. I'm engaged this evening. Could you meet my sister at the station at 5? Will you do this for me?

B.: ...

D

A.: Pass me the textbook, please.

B.: ...

E

A.: Let's go to have dinner after the lessons.

B.: ...

G

A.: I wonder if you could tell me the way to ... square. I'm for the first time in this city.

B.: ...

H

A.: Excuse me, madam.

B.: Yes?

A.: Could you help me. Is it far from here to ... square?

3. FINDING THE WAY.

a) At the Bus Stop

A.: Excuse me, sir!

B.: Yes?

A.: I wonder if you could tell me the number of the bus to the square from here.

B.: Oh, let me think for a moment. I'm not absolutely sure, but I think it's the number twelve bus. The stop is just round the corner.

A.: Oh, thank you. Hope you don't mind my asking, but do you happen to know a good hotel not far from here. I'm for the first time in this city.

B.: I'm terrible sorry. I can't. I really don't know much about it.

A.: Thank you and good-bye.

B.: Good luck.

b) At the Square (10 minutes later)

A.: Ah, excuse me, Ma'am!

C.: Yes?

A.: I wonder if you could help me to find the hotel "Metropolitan". Where is it? Is it far from here?

C.: Um, have you got a map? We can look at it. It is easy. Look! You walk along a little bit and then turn to the right, and you go up to the Museum of Arts. Do you see it?

A.: Oh, yes. The Museum of Arts. The building is at the corner of two streets.

C.: That's right and you walk past it and then you keep on walking past the library. The hotel is just next building.

A.: Great. I really appreciate it. Thank you very much.

C.: O.K. Good-bye.

Найдите английские фразы, соответствующие русским:

1. Вы случайно не знаете ...

a) Pass me the textbook, please.

2. Не поможете ли вы мне

b) - Here you are.

3. Хотел бы я знать ...

c) Let's go to the theatre tomorrow.

4. Передайте мне учебник, пожалуйста.
— Пожалуйста

- I'm sorry. I can't.

5. Давайте поедем завтра в театр.

d) You are welcome.

— К сожалению я не могу.

e) I wonder.

6. Можно мне прийти на следующей неделе?

f) Do you happen to know.

— Пожалуйста.

g) Could you help me.

h) May I come next week?

You are welcome.

Дополните следующие тексты соответствующими по смыслу словами.

- <a> could you tell me the way ?

1. three

- <c> Go straight for two blocks

2. with pleasure

and then turn <c>

- Is it far from here?

- <d>. It is only <e> blocks from here.

- <f>

- <g>

- Excuse me, could you tell me the shortest <a> to the National Gallery?

- Do you want to there?

- Oh, no. I am <c> it will take me too <d>. I am a <e> in this city, so I don't know how to get there.

- Have you got <f>? Look! It is here.

- <g>

- <h>

3. excuse me, sir

4. Oh, let me think for a moment

5. to the right

6. thank you

7. to the hotel

8. not at all

1. walk

2. way

3. much time

4. afraid

5. for the first time

6. a map

7. thank you and good-bye

8. Good luck

4. HIGHER EDUCATION IN OUR STATE.

1. There are higher schools with six million students. There are Universities, large academic and research centres, which train specialists in the natural and exact sciences and the humanities.
2. In most of them in the first two or three years there is a common curriculum for all related faculties. Specialisation usually begins in the third or fourth year. A foreign language is one of the obligatory subjects at all higher education establishments.
3. Under the guidance of their professors students are engaged in research work.
4. Training at institutions of higher learning may last from four to six years.
5. The State offers considerable benefits to students who study and work at the same time. They receive extra paid holidays and a fifty per cent discount on fares for travel to and their places of study.
6. The institutions of higher education and specialized secondary schools are attended by foreign students from different countries.
7. The establishments of higher education from which foreign students graduate continue to take an interest in their former students graduates: they organize refresher courses and scientific and practical training to enable them to acquaint themselves with the latest developments in their fields.

Найдите в тексте предложения, в которых говорится:

1. о том, что в стране учится 6 миллионов студентов;
2. о продолжительности обучения в ВУЗе;
3. о времени начала специализации;
4. о льготах для студентов вечернего и заочного обучения;
5. об обучении студентов из других стран;
6. об участии студентов в научно-исследовательской работе.

5. PLANS FOR HOLIDAYS

1 - Hello, Paul, will you go to the cinema with us?

2 - Well, I'd rather not, Ales, if you don't mind.

3 - Not at all. Have you got any other ideas?

4 - I'll be busy this evening. I'll read for my exams.

5 - Oh, I see. When will the exams end?

6 - We'll have our last examination on the 24th of January.

7 - I wonder if you'd like to join us for a skiing trip on Saturday morning at 10 o'clock.

8 - That would be very pleasant, but I'll take my first exam on that day.

9 - I see. How are you going to spend your winter holidays?

10 - If I pass the exams successfully I'll leave for the village where I was born.

11 - Is it far from the city?

12 - No, it's quite near, and the place is beautiful.

13 - Well, you'll have a good time there, I hope.

14 - Oh, yes. Well, I have an idea. Let us go to the village together?

15 - That's a great idea! I like skiing or walking in the country, but I'm not sure I'll be able to go.

16 - You don't have to decide right now. We'll have time to discuss it.

- 17 - OK
18 - See you later.

Найдите в диалоге ответы на следующие вопросы:

1. Will Paul go to the cinema?
2. What will he do in the evening?
3. What does Alec intend to do on Saturday morning?
4. What will Paul intend to do during his holidays?
5. What will Alec do if he leaves for the village?

Дополните диалог правильными по смыслу репликами:

ДИАЛОГ

- 1) A: Hello, Nick! How are you?
N: ...
A: When will the exams end?
- 2) N: ...
A: What about the holidays?
Are you going anywhere?
- 3) N: ...
- 4) A: But you went there last year, didn't you?
N: ...
A: Are you going by train?
- 5) N: ...
A: When does the train start?
- 6) N: ...
A: Have a nice trip.
N: Thank you.

РЕПЛИКИ

1. I am leaving for Kiev tomorrow.
2. At 9 p.m.
3. Fine, thank you.
4. Yes, I have already booked my ticket.
5. I passed my last exam yesterday.
6. No, I'm going there for the first time.

Составьте диалог, употребив знакомые Вам слова и фразы.

Step 1: You decide to take your friend out for the evening.

You: ...
He/she: ...

Step 2: Where to go?

You: ...
He/she: ...

Step 3: What film to see?

You: ...
He/she: ...

Step 4: You arrive at the cinema. The seats are all taken.

You: ...
He/she: ...

Step 5: You decide to go to another cinema.

You: ...
He/she: ...

Step 6: You find that another cinema has not an interesting programme.

You: ...
He/she: ...

7. THE CHANGING SHAPE OF BRITISH INDUSTRY

Since the beginning of the 20th century, there has been a big change in the shape of British industry. Until fairly recent times, the principal British exports were coal, ships and textiles. The mining, shipbuilding and textile districts of the north had some of the worst working and living conditions in the country.

The output of coal has dropped. Similarly, the demand for coal at home and abroad has also dropped, so coal is no longer a major export. Oil has taken its place as a fuel for many purposes. The British shipbuilding industry has had to face stiff competition from overseas yards particularly in Japan. And the

textile industry has also suffered-partly because demand for British textiles has dropped and partly because man-made synthetic fibres have appeared.

On the other hand, the British exports of machinery, oil by-products and chemicals, vehicles and electrical goods have increased, so the shape of industry has changed. These new industries have tended to grow up in the midlands or the south. Consequently, people have moved into these districts and today over a quarter of the population of Britain lives in the London area. People have even begun to talk of the 'Two Nations' - the prosperous south and the depressed north.

The new level of production based on the new technology demands computerized planning, socialized capital investments, a planned socialized system of distribution, a plan that synchronizes production and human needs, a world-wide division of labour, a plan creating abundance while protecting the environment.

8. AT THE MOSCOW FAIR (BUSINESS INTERVIEW)

(Mr. Smith, an English visitor to the Fair, approaches

Mr. Petrov, the information officer at the cars stand)

Mr. Smith: Do you speak English?

Mr. Petrov: Yes, I do. How can I help you?

Mr. Smith: I represent an English firm of importers dealing in cars. I'd like to know which items displayed here are available at short notice.

Mr. Petrov: What are you particularly interested in, sir? As you can see, there's quite a choice of cars here. And delivery time varies according to the model and quality required.

Mr. Smith: I see. Well, I can't single out any model at the moment. I just want to get the general outline of your delivery dates. I must be sure if I order them I can get them to my customer before the market is flooded by more fashionable and attractive models.

Mr. Petrov: I take your point. After receiving your order, we can deliver any model either at once, or within three to four months. For the delivery dates of the particular model, I'll give you a copy of this illustrated catalogue with the price-list. The models marked in red are available for immediate delivery.

Mr. Smith: Thank you. I'll take the catalogue with me and come back when I've looked through it.

Mr. Petrov: Certainly. I'm sure you'll find some items of interest in it. And I'll be very pleased to help you.

Mr. Smith: Thank you. See you later, then.

Mr. Petrov: Good-bye, Mr. Smith.

Choose the interrogative word to the underlined words.

1. I represent **an English firm** of importers dealing in car.
2. **I can't** single out any model at the moment.
3. **After receiving your order**, we can deliver any model.
4. He speaks English **very well**.
5. I'll take **several** catalogues with me.
6. I'm sure you'll find some items of interest **in the catalogue**.

1. who
2. what
3. where
4. when
5. how
6. how many

Choose correct answers to the following questions:

- | | |
|---|--|
| 1. What is your name, please? | 1. I have come to tell you about our latest products. |
| 2. Which firm do you represent? | 2. Here is my card. |
| 3. What is the purpose of your visit, sir? | 3. Tomorrow morning. |
| 4. Are there any chances of extending our mutual contracts? | 4. Certainly, we could do more business with each other. |
| 5. Shall I give you the copy of this catalogue? | 5. There is a choice of cars here. |
| 6. Could you tell me which items are displayed at the fair? | 6. The models are marked in red. |
| 7. What items, listed in this catalogue are available for immediate delivery? | 7. Yes, please. I'll look it through. |
| 8. Could you give me some information about the delivery time? | 8. An English firm of importers dealing in cars. |
| 9. When are you leaving? | 9. We can deliver any model either at once or within three or four months. |

9. THE WORLD'S POPULATION

The world's population at the beginning of our era, as estimated by Soviet demographers, can be represented as shown in the following table.

The world's population at the beginning of our era

| Part of the World | Population (in millions) |
|---------------------------|--------------------------------------|
| Europe | 35 |
| Asia | 220 |
| North and Central America | 21 |
| South America | 19 |
| Africa | 30 |
| Oceania | 1.5 |

The level of farming technique at that time could not ensure production of enough food for such a huge number of people. Many areas of the world had no population at that time, or had very little; about two-thirds of the planet's inhabitants lived in Asia.

During the first millennium of our era population growth continued, but probably at a rather slower rate than earlier. Progress in industry and agricultural technique was very slow, and at the same time wars and epidemics carried off a vast number of people in Europe, Asia, North Africa. The approximate population of the world in A.D. 1000 was put at 275,000,000.

The mean annual rate of population increase has altered greatly. It should be mentioned here that with a general trend to higher rates of increase, the effect of the world wars is very marked in separate decades. During the second decade of the 20th century the consequences of World War I reduced the rate of population increase. As to World War II, we can see its effect only in the USSR and the rest of Europe. For the decade 1940-1950 world population as a whole increased by approximately 1 per cent per annum.

A steep rise in the rate of increase occurred in the sixth decade, mainly as a result of the lowering of infant mortality. The rate of increase doubled and reached almost 2 per cent per annum. If we had some information on the rate of increase of the last decade, we should see the same picture. The total, now thought to be approaching more than 6,000 million is not, of course, equally distributed in proportion to the land areas. Europe, including Russia, is about averagely populated, Africa, North and South Africa and Oceania are under-populated and Asia greatly over-populated. The rate of increase is also very uneven. According to forecasts, nearly 80% of the world population will be living in Asia, Africa and Latin America by the year 2000.

Complete the sentence according to the text:

- The population of Asia at the beginning of our era can be defined
a. by the figure of 19 million **b.** by the figure of 220 million
c. by the figure equal to the population of Europe
- Progress in industry and agriculture technique
a. was very high **b.** was very slow **c.** was slower than earlier
- If we had some information on the rate of population increase of the last decade
a. we could see that the rate of increase doubled
b. we could see that the rate of increase reached almost 3 per cent per annum
c. we could see that the epidemics influenced upon the mean annual rate of population increase.

10. FROM THE HISTORY OF CENSUS TAKING

Counting people is one of the oldest activities of government. The term "census" can be traced back to a Roman institution, the register of adult male citizens and their property which determined political status, military obligation and taxation.

Instituted by Servius Tullius, sixth King of Rome, about 550 B.C., it was extended under Caesar Augustus to take in the entire Roman Empire. The earliest census records reach back into history far beyond Roman times. There is evidence that as early as 3800 B.C. the Babylonians took stock of their land, listing the owners names and possessions. In ancient China the population was often enumerated for purposes of taxation and military service. The Incas of ancient Peru counted their people and their resources as well.

King Philip II of Spain ordered the first census in North America in 1577. Less than a century later, in 1666 the population of new France in Eastern Canada was enumerated by name, age, sex, marital status and profession.

Two censuses were taken in the seventeenth century in what is now called the United States.

During the following century 36 additional censuses were taken in the Colonies, most at the command of the British Board of Trade and frequently in the face of considerable resistance from the independent minded colonists.

Norway, which took its first general census in 1769, began a schedule of periodic enumeration in 1815, Spain in 1798, France and Great Britain in 1801, Greece in 1836, Switzerland in 1860, Italy in 1861 and Russia in 1897.

In recent years the United Nations has encouraged census taking and other statistical development around the world. Each decade more and more nations are taking periodic stock of their people and resources. In the words of a Nigerian statistician, "Without an accurate census you can not plan."

NOTES

Under Caesar Augustus - при Цезаре Августе

... reach back into history far beyond Roman times - уходят в историю еще до возникновения Римской империи

to take stock - проводить учет, инвентаризировать

as early as 3.800 B.C. - еще в 3.800 г. до нашей эры

British Board of Trade - Британское министерство торговли

in the face of ... - перед лицом (чего-либо)

Geographical Names

Babylon ['bæbɪlən]

China ['tʃaɪnə]

France [frɑ:ns]

Great Britain ['greɪt 'brɪtən]

Greece [gri:s]

Italy ['ɪtəli]

Mexico ['meksikou]

Nigeria [nai 'dʒiəriə]

North America [nɔ: ə'meriə]

Peru [pə'ru:]

Rome [roum]

Spain [speɪn]

Switzerland ['swɪtsələnd]

Вавилон (древний город)

Китай

Франция

Великобритания

Греция

Италия

Мексика

Нигерия

Северная Америка

Перу

Рим

Испания

Швейцария

Complete the sentences according to the text:

1. Counting people is one of
 - a) the government policy to enumerate people
 - b) the oldest activities of government
 - c) the historical events in the development of human society
2. The earliest census records
 - a) were instituted by Servius Tullius about 550 B.C.
 - b) took stock of the land and possessions
 - c) reach back into history far beyond Roman times
3. In ancient China the population was often enumerated
 - a) for purpose of taxation and military service
 - b) by age, sex, marital status and profession
 - c) in 550 B.C.
4. King Philip II of Spain ordered the first census
 - a) in 1666 in France
 - b) in North America in 1577
 - c) in Eastern Canada by name, age and sex
5. Russia began a schedule of periodic enumeration
 - a) in 1801
 - b) in 1798
 - c) in 1897
- 6) Without an accurate census you can not
 - a) live
 - b) plan
 - c) take stock

11. WHAT IS A CASH FLOW FORECAST?

A cash flow forecast is also known as a cash budget. As a forecast or budgeted statement it deals not with what has happened but with what is expected and planned to happen. It should not be confused with a cash flow statement which is drawn up after the event. Cash accounting is not concerned with sales revenue, costs, profit or loss. It is only concerned with the flow of cash into and out of a business. Consequently, credit sales do

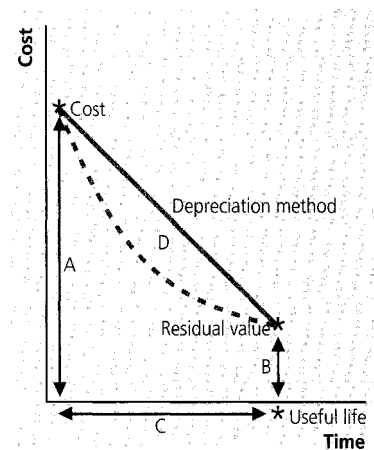
not become positive items in a cash flow forecast until the cash flows in. Similarly, purchases of inputs are not negative items until the cash flows out. Non-cash items in a profit and loss account (notably provision for depreciation) do not feature at all in cash accounting. We can therefore define a cash flow forecast as a plan which states in detail the cash flow which is expected to take place over a specified future period

12. COST

Fixed assets are “assets which a business intends to use on a continuing basis”. Thus purpose, rather than physical nature, determines whether something counts as a fixed asset. Cars, for example, which are fixed assets for many companies, are mostly current assets (stock) for Rover, which sells cars.

Accountants ‘capitalise’ spending on fixed assets in the balance sheet, rather than at once writing it off in full in the profit and loss account. But they do so only where (a) they can identify fairly accurately the cost of an asset and (b) they expect the cost to be recovered in full, normally out of future sales revenue. Point (a) rules out most spending on building up brands and general business ‘goodwill’. It is very difficult to split total spending on promotion between current and future benefits. Point (b) rules out the cost of most technical research. Companies probably wouldn't choose to spend the money on research unless they expected it to ‘pay’ (in the future), but a lot can go wrong — both on the technical side and the commercial side — and it is often difficult to come up with solid enough evidence.

For many fixed assets it is easy to tell the ‘cost’⁵. In addition to the basic invoice cost of the asset itself, it may include costs of transporting and installing equipment, legal costs on the purchase of property, etc.



13. PRICE

In *theory* organisations price optimally by using their knowledge of cost and revenue relationships to calculate the profit maximising price level. In reality organisations may adopt a very different approach to pricing.

To some extent the pricing practices followed will be determined by the objectives of the organisation. It is not usually the case that identical procedures are used by firms which seek to maximise profits as those which seek to maximise sales. It is also possible that pricing strategies in the short run are followed which do not lead to short-run profit maximisation, but instead to maximisation of long run profits.

There is no single approach to the way organisations develop the prices for their products and in some instances empirical studies (actual studies of how firms price) give conflicting views. Differences can also exist between what decision makers say they are doing and what they are *actually* doing.

14. SKIMMING PRICE STRATEGY

Using this pricing strategy the organisation sets a high price initially for its product with the intention of offering the product to a select group of customers. Some see this as a pricing strategy to "skim the cream" off the top of the market. The conditions seen as important for a skimming price strategy are (1) having sufficient purchasers willing to pay a high price (demand is price inelastic); (2) where new firms are not attracted into the market in the short run by the high price; and (3) where it is profitable to produce relatively small quantities of the product.

For many products a skimming price strategy is often used in the introductory or growth phase of a product's life cycle, then as interest in the product wanes prices are lowered. This approach may also be more appropriate where an organisation does not know the level of demand for its product. If this has been assessed to be incorrect then the organisation can lower the skimming price without harming the relationship between supplier and consumer.

15. COMPETITION

Competition helps markets to work efficiently by allowing consumers to buy the goods they want at the lowest possible price and by providing firms with the incentive to innovate.

The aim of competition policy is to encourage and enhance the amount of competition in the UK; this may well involve taking action to prevent, reduce or remove and competitive behaviour. However, it is not assumed that uncompetitive practices are automatically wrong; each case is examined individually and only if a particular behaviour is found to be against the public interest is action taken.

UK competition policy is made up of 4 main Acts:

- a. *1973 Fair Trading Act*
 - which deals with mergers and monopolies.
- b. *1976 Restrictive Practices Act*
 - which is concerned with agreements between people or companies that could limit their freedom to act independently.
- c. *1976 Resale Price Maintenance Act*
 - which covers attempts to impose minimum prices at which goods can be resold.
- d. *1980 Competition Act*
 - which deals with anti competitive practices".

16. CHANGES IN BUSINESS

The pace of change in today's business world is faster than it has ever been at any other time in history and this means that businesses must be flexible and ready to adapt to rapidly changing circumstances. Of course, changes in the way a business operates means changes for the people that work in that business - and this is where the problems begin.

We know from behavioural studies and from experience that people resist change, and that this is a natural and normal reaction. Given that organisations can no longer avoid change, it requires careful management at the highest level to ease disruption and reduce resistance from both staff and managers. It is clear that poorly managed change leading to rumours and gossip will lead in turn to *lower staff motivation, a lack of cooperation, lower productivity, and higher staff turnover*.

It is also clear that firms will increasingly value staff that show themselves to be flexible, adaptable, mobile (willing to change both physical location and job role), and open to new ideas. Note that it is often middle and senior managers that are the most vocal resisters to change.

СВОДНАЯ ТАБЛИЦА НЕСТАНДАРТНЫХ ГЛАГОЛОВ

| | Infinitive | Past Indefinite | Participle II | Перевод |
|----------|---|---|--|---|
| A | arise awake | arose awoke awaked | arisen awoke awaked | возникать будить, просыпаться |
| B | be bear bear beat become begin bend bind bite blow break breed bring build burn burst buy | was, were bore bore beat became began bent bound bit blew broke bred brought built burnt burst bought | been born borne beaten become begun bent bound bitten blown broken bred brought built burnt burst bought | быть рождать носить, выносить бить становиться начинать(ся) гнуть(ся), сгибать(ся) связывать кусать дуть ломать выводить, разводить приносить строить горечь, жечь разрываться покупать |
| C | cast catch choose cling come cost cut | cast caught chose clung came cost cut | cast caught chosen clung come cost cut | бросать, кидать ловить, схватывать выбирать прилипать, цепляться приходить стоять резать |
| D | deal do draw drink | dealt did drew drank | dealt done drawn drunk | иметь дело делать тащить, рисовать пить |
| E | eat | ate | eaten | есть |
| F | fall feed feel fight find fly forbid forget freeze | fell fed felt fought found flew forbade forgot froze | fallen fed felt fought found flown forbidden forgotten frozen | падать кормить(ся) чувствовать бороться, сражаться находить летать запрещать забывать замерзать, замораживать |
| G | get give go grow | got gave went grew | got given gone grown | получать, становиться давать идти, ехать расти, выращивать |
| H | hang have hear hide hit hold hurt | hung hanged had heard hid hit held hurt | hung hanged had heard hid, hidden hit held hurt | висеть вешать иметь слышать прятать ударять, поражать держать повредить, ушибить |
| K | keep know | kept knew | kept known | держать, хранить знать |
| L | lay learn | laid learnt learned | laid learnt learned | класть учиться |

| | | | | |
|----------|------------|------------|------------|--|
| | leave | left | left | оставлять, уезжать |
| | let | let | let | позволять, сдавать в наем |
| | lie | lay | lain | лежать |
| | light | lit | lit | зажигать, освещать |
| | loose | lighted | lighted | |
| | lost | lost | lost | терять |
| M | make | made | made | делать, заставлять |
| | mean | meant | meant | значить, подразумевать |
| | meet | met | met | встречать |
| P | pay | paid | paid | платить |
| | put | put | put | класть |
| R | read | read | read | читать |
| | ride | rode | ridden | ездить верхом |
| | ring | rang | rung | звонить, звенеть |
| | rise | rose | risen | подниматься |
| | run | ran | run | бежать |
| S | saw | sawed | sawn | пилить |
| | say | said | said | говорить, сказать |
| | see | saw | seen | видеть |
| | sell | sold | sold | продавать |
| | send | sent | sent | посылать |
| | set | set | set | помещать, ставить, заходить (о солнце) |
| | shake | shook | shaken | трясти |
| | shine | shone | shone | сиять, светить |
| | shoot | shot | shot | стрелять |
| | show | showed | shown | показывать |
| | shrink | shrank | shrunk | сморщиваться, сокращаться |
| | shut | shut | shut | закрывать |
| | sing | sang | sung | петь |
| | sink | sank | sunk | погружаться, тонуть |
| | sit | sat | sat | сидеть |
| | sleep | slept | slept | спать |
| | slide | slid | slid | скользить |
| | smell | smelt | smelt | пахнуть |
| | | smelled | smelled | |
| | sow | sowed | sown | сеять |
| | speak | spoke | spoken | говорить |
| | speed | sped | sped | спешить, ускорять |
| | spell | spelt | spelt | писать или произносить |
| | | spelled | spelled | слова по буквам |
| | spend | spent | spent | тратить |
| | split | split | split | раскалываться |
| | spoil | spoilt | spoilt | портить |
| | | spoiled | spoiled | |
| | spread | spread | spread | распространять(ся) |
| | stand | stood | stood | стоять |
| | strike | struck | struck | ударять, бастовать |
| | strive | strove | striven | стремиться |
| | sweep | swept | swept | мести |
| | swell | swelled | swollen | пахнуть, раздуваться |
| | swim | swam | swum | плавать |
| | swing | swung | swung | качать(ся) |
| T | take | took | taken | брать |
| | teach | taught | taught | обучать, учить |
| | tear | tore | torn | рвать |
| | tell | told | told | рассказывать |
| | think | thought | thought | думать |
| | throw | threw | thrown | бросать |
| U | understand | understood | understood | понимать |
| W | wake | woke | woken | будить |

| | | | |
|-------|-------|---------|------------------|
| wear | waked | waked | просыпаться |
| win | wore | worn | носить |
| wind | won | won | выигрывать |
| write | wound | wound | заводить, виться |
| | wrote | written | писать |

Cardinal Numbers

| | | |
|-----------------------|------------------------------|-------------------|
| 0 nought/zero/ou [ou] | | |
| 1 one | 11 eleven | 21 twenty-one |
| 2 two | 12 twelve | 22 twenty-two |
| 3 three | 13 thirteen | 30 thirty |
| 4 four | 14 fourteen | 40 forty |
| 5 five | 15 fifteen | 50 fifty |
| 6 six | 16 sixteen | 60 sixty |
| 7 seven | 17 seventeen | 70 seventy |
| 8 eight | 18 eighteen | 80 eighty |
| 9 nine | 19 nineteen | 90 ninety |
| 10 ten | 20 twenty | 100 a/one hundred |
| 101 | a/one hundred and one | |
| 132 | a/one hundred and thirty-two | |
| 572 | five hundred and seventy-two | |
| 1,000 | a/one thousand | |
| 1,000,000 | a/one million | |

Note:

1. In British English **a billion** usually means one thousand million, but it can mean one million.
2. We usually speak the number 0 as nought (mainly GB) or zero (mainly USA). In telephone numbers we say [ou].

Ordinal Numbers

| | | | |
|-------------|--------|--------------|-------------------------|
| 1st | first | 11th | eleventh |
| 2nd | second | 12th | twelfth |
| 3rd | third | 13th | thirteenth |
| 4th | fourth | 20th | twentieth |
| 5th | fifth | 40th | fortieth |
| 8th | eighth | 50th | fiftieth |
| 9th | ninth | 86th | eighty-sixth |
| 10th | tenth | 90th | ninetieth |
| | | 100th | hundredth/one hundredth |

101st (one) hundred and first

133rd (one) hundred and thirty-third

157th (one) hundred and fifty-seventh

1,000th (one) thousandth

Fractions

| | |
|----------------------|--------------------------------------|
| 1/2 a/one half | half an hour |
| 1/3 a/one third | a third of a mile |
| 3/4 three quarters | three quarters of a pound |
| 5/8 five eighths | five eighths of an inch |
| 1 1/2 one and a half | one and a half days/a day and a half |

Decimals

| | |
|------|-----------------------------------|
| 0.5 | oh point five / nought point five |
| | zero point five (USA) (=1/2) |
| 2.33 | two point three (=2 1/3) |
| 5.75 | five point seven five (=5 3/4) |
| 6.08 | six point oh eight |

Percentages

| | |
|---------|-----------------------------|
| 50 % | fifty per cent |
| 2 1/2 % | two and a half per cent |
| 6.25 % | six point two five per cent |

Money
GB

| | |
|----------------|-----------------------------------|
| 1p | a penny / one p |
| 10p | ten pence / ten p |
| £1 | a pound / one pound |
| £3-75 or £3.75 | three pound(s) seventy-five pence |

three pound(s) seventy-five
three seventy-five

USA

1c a / one cent
\$1 a / one dollar
\$3.75 three (dollars) seventy-five (cents)

Appendix 4

Measurements

| | | | |
|--------------------|-------------|---------------|-------------|
| inch | — дюйм | gramme | — грамм |
| foot | — фут | kilo | — килограмм |
| mile | — миля | pound | — фунт |
| millimetres | — миллиметр | stone | — стоун |
| centimetre | — сантиметр | pint | — пинта |
| metre | — метр | gallon | — галлон |
| yard | — ярд | litre | — литр |
| ounce | — унция | degree | — градус |

| | | |
|------------|---------------------|------------------------------------|
| 1 inch | = 25.4 mm | |
| 1 inch | = 2.54 cm | |
| 12 inches | = 1 foot = 30.48 cm | |
| 3 feet | = 1 yard = 91.44 cm | |
| 1760 yards | = 1 mile = 1.61 km | |
| 1 ounce | = 28.35 gm | |
| 16 ounces | = 1 pound | = 0.454 kg |
| 14 lbs | = 1 stone | = 6.356 kg |
| 1 pint | = 0.57 litres | = 1.20 pints (USA) |
| 8 pints | = 1 gallon | = 4.54 litres = 1.20 gallons (USA) |