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транспорта»

Методическая разработка
по учебной дисциплине
Иностранный язык
«Профессионально-ориентированные
тексты для специальности 38.02.03
Операционная деятельность в
логистике»

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ПОЯСНИТЕЛЬНАЯ ЗАПИСКА

Методическая разработка по учебной дисциплине Иностранный язык «Профессионально-ориентированные тексты для специальности 38.02.03 Операционная деятельность в логистике» предназначена для обучающихся специальности 38.02.03 Операционная деятельность в логистике. Цель пособия – научить обучающихся читать, переводить тексты профессиональной направленности, а также вести беседу по специальности.

Методическая разработка состоит из 7 разделов, в которых представлены профессионально-ориентированные тексты для перевода, предтекстовые и послетекстовые задания для закрепления изученного материала. Грамматический материал, представленный в конце методической разработки, помогает в понимании, воспроизведении и создании высказываний на иностранном языке.

Для работы над языковым материалом используются оригинальные тексты из современной английской и американской экономической литературы, адаптированные и сокращенные в соответствии с задачами данного пособия. Лексический материал содержит как экономическую терминологию, так и общеупотребительные слова и словосочетания, которые можно использовать в разговоре на различные неспециальные темы.

Данная методическая разработка направлена на реализацию целей и задач учебной дисциплины Иностранный язык, а также на освоение обучающимися соответствующих общих компетенций.

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UNIT 1

Market and Command Economies

TEXT

Economics is a science that analyses what, how, and for whom society produces. The central economic problem is to reconcile the conflict between people's unlimited demands with society's ability to produce goods and services.

In industrial Western countries markets are to allocate resources. The market is the process by which production and consumption are coordinated through prices. In a command economy, a central planning office makes decisions on what, how, and for whom to produce. Economy cannot rely entirely on command, but there was extensive planning in many Soviet bloc countries. A free market economy has no government intervention. Resources are allocated entirely through markets. Modern economies in the West are mixed and rely mainly on the market but with a large dose of government intervention. The optimal level of government intervention remains a problem which is of interest to economists.

The degree of government restrictions differs greatly between countries that have command economies and countries that have free market economies. In the former, resources are allocated by central government planning. In the latter, there is not any government regulation of the consumption, production, and exchange of goods. Between the two main types lies the mixed economy where market and government are both of importance.

Задания:

1. Прочтите и выполните перевод текста.

2. Отработайте чтение числительных.

а) В англоязычных странах в составных числительных после миллионов и тысяч ставится запятая. После сотен произносится союз and. Например: 8,861 – eight thousand eight hundred and sixty– one.

Прочитайте следующие числительные:

38; 189; 375; 23,633; 1,879; 211; 40,100; 71,213; 1,001,700; 43,641,788; 73,233,441

б) Цифры, обозначающие годы, читаются следующим образом: 1892– eighteen ninety-two; 1900 – nineteen hundred; 1802 – eighteen o two; 2000 – two thousand; 2002

– two thousand and two

Скажите по-английски:

1343; 1799; 2008; 1908; 1999: 1954; 1603; 3013

в) Если речь идет об одном десятилетии в течение века, например 30-е годы XIX века, то

по-английски следует сказать: the thirties (30s) of the 19th century или the 1830s – the eighteen-thirties.

Скажите по-английски:

в 70-е годы; в течение 40-х годов; в 30-е годы XX века; в 90-е годы XIX века

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

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

4. Переведите следующие предложения, содержащие оборот to be + of + существительное.

1. Economists' recommendations may be of high value to governments but governments do not always rely on them.
2. The study of economics is of great use even to those students who have no wish to become professional economists.

3. Basic problems of economics are of great importance to every economist, while specific problems of farm economics are mostly of interest to economists who study agriculture.
4. Since economists cannot make experiments, collecting and using information from a large number of past years is of practical importance for analysing and solving problems of today.
5. Professional marketing services are of great value to producer's and sellers.
6. Economic statistics are of interest to economic policy decision-makers.

5. Ответьте на следующие вопросы к тексту Market and Command Economies.

1. What is the central economic problem of a society?
2. What is the market?
3. What is the function of the market in an industrial country?
4. How are decisions made in a command economy?
5. In what way does a free market economy differ from a command economy?
6. To which type do most economies in the West belong?

6. Отработайте чтение числительных и употребление связанных с ними слов.

а) В экономических текстах часто встречаются цифровые показатели и выражения с числительными. Давайте научимся правильно произносить их по-английски. У простых дробей в числителе указывается количественное числительное, а в знаменателе – порядковое. Если числитель больше 1, знаменатель употребляется во множественном числе. Например – one– fourth; $2/3$ – two-thirds.

Прочитайте простые дроби: $3/4$, $1/6$, $3/8$, $1/5$

б) В десятичных дробях после целых чисел ставится не запятая, а точка, которая читается point. Например: 1.53 – one point fifty-three.

Прочитайте десятичные дроби:

3.71; 83.12; 17.4; 20.5; 11.33

в) Когда речь идет об изменении каких-либо показателей, то по– русски говорят увеличился на 3 %. В английском языке предлогу на соответствует предлог by.

Например: grew by 3 percent²,

Скажите по-английски:

возрос на 1,7 %; уменьшился (decreased) на 8 %; возрос на $1/3$; уменьшился на $2/5$.; возрос на 25 %; уменьшился на 30,1%

г) Русскому обороту *в... раз* соответствует английское слово... *times* без предлога. Например: уменьшился в два раза– decreased two times.

Скажите по-английски:

уменьшился в три раза; увеличился в четыре раза; уменьшился во много раз; увеличился в пять раз

д) Часто говорят увеличился (уменьшился) с... до... – increased (decreased) from...

to...

Скажите по-английски:

уменьшился с 102 % в 1988 г. до 57 % в 1997 г.; увеличился с 40 тысяч тонн в 1991 г.

до 42 тысяч тонн в 1998 г.; увеличился с \$24 500 в 1996 г. до \$24 650 в 1997 г.

UNIT 2 Demand and Supply

TEXT

Demand is the quantity of a good that buyers wish to buy at each price³. Other things equal⁴, at low prices the demanded quantity is higher.

Supply is the quantity of a good that sellers wish to sell at each price. Other things equal, when prices are high, the supplied quantity is high as well.

The market is in equilibrium when the price regulates the quantity supplied by producers and the quantity demanded by consumers. When prices are not so high as the equilibrium price, there is excess demand (shortage) raising the price. At prices above the equilibrium price, there is excess supply (surplus) reducing the price. There are some factors influencing demand for a good, such as the prices of other goods, consumer incomes and some others.

An increase in the price of a substitute good (or a decrease in the price of a complement good) will at the same time raise the demanded quantity.

As consumer income is increased, demand for a normal good will also increase but demand for an inferior good will decrease. A normal good is a good for which demand increases when incomes rise. An inferior good is a good for which demand falls when incomes rise. As to supply, some factors are assumed⁵ as constant. Among them are technology, the input price, as well as degree of government regulation. An improvement in technology is as important for increasing the supplied quantity of a good as a reduction in input prices.

Government regulates demand and supply imposing ceiling prices (maximum prices) and floor prices (minimum prices) and adding its own demand to the demand of the private sector.

Задания:

1. Прочтите и выполните перевод текста.

2. Ответьте на вопросы к тексту Demand and Supply.

1. What is demand?
2. What is supply?
3. When are the demanded and supplied quantities of goods high?
4. How are prices and the supplied and demanded quantities regulated by the market?
5. Which factors influence demand? How do they work?
6. Which factors influence supply?
7. How can governments regulate demand and supply?

3. Переведите следующие предложения на русский язык, обращая внимание на слова some и the same.

1. At some price, which we call the «equilibrium price», the demanded quantity of a good equals the supplied quantity.
2. All markets have the same economic function: they form prices equalling the quantities of goods that people wish to buy or to sell.
3. There has been some rise of income in the past two decades (десятилетия) in developing countries.
4. A less developed country is the same as a country of the Third World.
5. An association is an organization formed by the people having the same interests and held together by a system of management.
6. For the next twenty years the supply of energy will be limited in some sectors of the US economy.
7. A consumer group is a small group of people living in the same place who study the prices and the quality of consumer goods sold in shops, and make the information known to the public.
8. An improvement in technology is something that makes it possible for firms to produce more goods with the same quantity of inputs as before.

UNIT 3

Theory of Demand

TEXT

Consumer demand is the quantities of a particular good that an individual consumer wants and is able to buy as the price varies, if all other factors influencing demand are constant. That is, consumer demand is the relationship between the quantity demanded for the good and its price. The factors assumed constant are prices of other goods, income, and a

number of noneconomic factors, such as social, physiological, demographic characteristics of the consumer in question (о котором идет речь). The theory of demand is based on the assumption that the consumer having budget constraint seeks to reach the maximum possible level of utility, that is, to maximize utility, but he usually prefers to obtain more rather than less. The consumer has to solve the problem of choice. Provided he is to maintain a given level of utility, increases in the quantity of one good must be followed by reductions in the quantity of the other good. The consumer has to choose the specific goods within the limits imposed by his budget. The concept of marginal utility is of great importance for solving the utility maximization problem. The marginal utility of a good is the additional utility obtained from consuming an additional unit of the good in question. The marginal utility from consuming a good decreases as more of that good is consumed. The income should be allocated among all possible choices so that the marginal utility per dollar of expenditure on each good is equal to the marginal utility per dollar of expenditure on every other good. A price increase will result in a reduction in the quantity demanded. This relationship between the quantity demanded of a good and its price is called the law of demand. As the marginal utility from each additional unit of the good consumed decreases, the consumer will want to buy more of this good only if its price is reduced. Market demand is the quantities of a good that all consumers in a particular market want and are able to buy as price varies and as all other factors are assumed constant. Market demand depends not only on the factors affecting individual demands, but also on the number of consumers in the market. The law of demand also works with market demand.

Задания:

1. Прочтите и выполните перевод текста.

2. Замените русские слова в скобках их английскими эквивалентами.

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

7. Energy demand will increase at about 3.6 percent (в год) (в) the coming ten years in the USA

3. Ответьте на вопросы к тексту Theory of Demand.

1. What is consumer demand?
2. What factors influencing consumer demand are assumed constant?
3. What is the principal assumption of the demand theory?
4. Which choice does the consumer have to make?
5. What is marginal utility?
6. How should the consumer allocate his income?
7. How does the marginal utility change as the consumption of a good increases?
8. In what way is the marginal utility connected with price?
9. What is market demand?
10. In what way does market demand differ from individual demand?

UNIT 4

Theory of Supply

TEXT

The theory of supply is the theory of how much output firms choose to produce. The principal assumption of the supply theory is that the producer will maintain the level of output at which he maximizes his profit. Profit can be defined in terms of revenue and costs. Revenue is what the firm earns by selling goods or services in a given period such as a year. Costs are the expenses which are necessary for producing and selling goods or services during the period. Profit is the revenue from selling the output minus the costs of inputs used. Costs should include opportunity costs of all resources used in production. Opportunity cost of a commodity is the amount obtained by an input in its best alternative use (best use elsewhere).

In particular, costs include the owner's time and effort in running a business. Costs also include the opportunity cost of the financial capital used in the firm. Aiming to get higher profits, firms obtain each output level as cheaply as possible. Firms choose the optimal output level to receive the highest profits. This decision can be described in terms of marginal cost and marginal revenue. Marginal cost is the increase in total cost when one additional unit of output is produced. Marginal revenue is the corresponding change in total revenue from selling one more unit of output. As the individual firm has to be a price-taker⁶, each firm's marginal revenue is the prevailing market price. Profits are the highest at the output level at which marginal cost is equal to marginal revenue, that is, to the market price of the output. If profits are negative at this output level, the firm should

close down.
 An increase in marginal cost reduces output. A rise in marginal revenue increases output. The optimal quantity also depends on the output prices as well as on the input costs. Of course, the optimal supply quantity is affected by such noneconomic factors as technology, environment, etc⁷. Making economic forecasts, it is necessary to know the effect of a price change on the whole output rather than the supply of individual firms. Market supply is defined in terms of the alternative quantities of a commodity all firms in a particular market offer as price varies and as all other factors are assumed constant.

Задания:

1. Прочтите и выполните перевод текста.

2. Назовите русские эквиваленты следующих интернациональных слов:

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

3. Определите, к какой части речи относятся следующие слова, и переведите их на русский язык, не пользуясь словарем:

- 1) to limit, limited, unlimited, limit, limitation
- 2) to change, changing, changed, unchanged, change
- 3) to affect, affected, unaffected, affecting

4. Переведите следующие словосочетания на русский язык. Обратите внимание на значения причастий и на интернациональные слова.

a business owned and run by one or more members of the same family; financial analysis using statistical information about the past and examining present market tendencies; limited resources; supplying farm commodities; commodities supplied by individual firms; men running their own businesses; commodities offered at the market; decisions following the economic analysis; goods consumed; choice restrictions imposed by prices

5. Ответьте на вопросы к тексту Theory of Supply.

1. What is the principal assumption of the supply theory?
2. What is the difference between profit and revenue?
3. What is included in costs of production?
4. How do firms get maximum profits?
5. When are profits the highest?
6. When should firms close down?
7. What is the relationship between marginal revenue, marginal cost and output?
8. What is market supply? What is market supply important for?

6. Раскройте скобки и выберите подходящее по смыслу слово из предлагаемых вариантов.

1. Farmers may (own / earn /run) more revenue from a bad harvest (урожай) than from a good harvest.
2. A rise in the income of consumers will typically result in an equivalent increase in (corresponding /total /alternative) consumer expenditure.
3. Statistics show the greatest increase in the number of jobs in the American non-production sector, among government workers (in terms of / elsewhere /in particular) today.
4. Don't forget to calculate the (marginal cost /costs /opportunity cost) of the man's labour, that is, the money that he could (own /earn /offer) by working elsewhere.
5. In Marxist theory, proletariat is the social class of workers who have to sell their (corresponding /own /total) ability to work.
6. If we want to understand how firms make output decisions, we must analyze how they determine (revenues /output /amounts) and (commodities /costs /profits).

7. Переведите предложения на русский язык, обращая внимание на слова и словосочетания из словарного минимума к тексту Theory of Supply.

1. The aim of macroeconomics is to examine and explain economic facts for the total nation, such as the total money supply, production, consumption, etc.
2. Profit is the revenue from selling the output minus the costs of inputs used.
3. For each level of output, the marginal costs are lower as the input price decreases.
4. A business needs some financial capital to start the business before the corresponding revenue is earned.
5. If bad harvests raise farmers' revenues and good harvests result in a fall in agricultural prices and farmers' revenues, you may now be thinking why farmers do not get together and restrict their supply thus increasing revenues.
6. Opportunity costs should be counted for labour and financial capital used.
7. European firms (and some from the United States and elsewhere) cooperate with East-European firms.

UNIT 5

Factors of Production: Capital and Labour

1. Переведите предложения на русский язык, обращая внимание на инфинитив.

- a) 1. To run a business is to plan its activities and to determine all operations necessary at each step.

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

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

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

5. Переведите текст Factors of Production: Capital and Labour и отработайте его чтение.

TEXT

Factors of Production: Capital and Labour

Factors of production are resources used by firms as inputs for a good or service to be produced. Factors of production are as follows: capital, labour, and natural resources. In economic theory, the term «capital» refers to goods and money used to produce more goods and money. Classifications of capital vary with the purpose of the classification. The most general distinction is the one made between physical, financial, and human capital.

Physical capital is land, buildings, equipment, raw materials. Bonds, stocks, available bank balances are included in the financial capital. They both make a great contribution to production.

To group capital into fixed capital and circulating capital is common practice⁸. The former refers to means of production such as land, buildings, machinery and various equipment. They are durable, that is, they participate in the production process over several years. Circulating capital includes both non-renewable goods, such as raw materials and fuel, and the funds required to pay wages and other claims against the enterprise. Non-renewable goods are used up in one production cycle and their value is fully transferred to the final product.

Human capital is knowledge that contributes «know-how» to production. It is increased by research and disseminated through education. Investment in human capital results in new, technically improved, products and production processes which improve economic efficiency. Like physical capital, human capital is important enough to be an indicator of economic development of a nation. It is common, in economics, to understand labour as an effort needed to satisfy human needs.

It is one of the three leading elements of production. Labour has a variety of functions: production of raw materials, manufacturing of final products, transferring things from one place to another, management of production, and services like the ones rendered by physicians and teachers. One can classify labour into productive and unproductive. The former produces physical objects having utility. The latter is useful but does not produce material wealth. Labour of the musician is an example. Unlike other factors of production, for example capital, when workers are employed, their efficiency can vary greatly with organization of work and their motivation. Demand for labour is influenced by the demand for goods produced by workers, the proportion of wages in total production costs, etc. The supply of labour depends upon the size of population, geographic mobility, skills, education level (human capital), etc. Workers supply labour either individually or through trade unions. If demand for and supply of labour are not in equilibrium, there is unemployment. The rate of

unemployment is a percentage of the total labour force without a job. It is desirable for an economy to have the lowest possible unemployment rate and to achieve higher employment as neither full use of resources nor maximum level of output can be achieved in an economy having unemployment. Factors of production are combined together in different proportions in order to produce output. It is assumed in economics that one should choose the combination of factors which minimizes the cost of production and increases profits. The third factor of production, natural resources, poses too many economic problems to be discussed here. We will analyze them in the following unit.

6. Укажите, какие предложения не соответствуют содержанию текста Factors of Production: Capital and Labour. Дайте правильный вариант.

1. In economics, the term «capital» refers to labour and natural resources used to produce goods.
2. Physical capital is more important for production than financial one.
3. Fixed capital includes such durable means of production as land, buildings, machinery, and equipment.
4. Unproductive labour is less important for society than productive one.
5. Labour efficiency can vary greatly from one enterprise to another depending on management of work and workers' motivation.
6. The demand for labour depends on the size of population, geographic mobility and human capital.
7. It is possible for an economy to achieve full employment.

7. Выберите подходящее по смыслу слово из предлагаемых в скобках вариантов.

1. (Like / Unlike) physical capital, human capital is expensive.
2. A man's budget constraint is determined by the total amount of time (following / available) over a given period such as a day, a month, a year.
3. Individuals can (either/neither) spend their income on consumption (or/nor) save it.
4. A person has an income which allows him to consume (efficient/various) goods and services and live in a particular neighbourhood (район).
5. In labour markets many aspects are regulated: paid holidays, the length of working day and week and other aspects of the (employment / contribution) relationship.
6. Changing policies (require/vary with) constant updating (обновление) of statistical systems.
7. How the European Union's statistical system is adapting to (requirements/values) in the 21st century is of importance (either/ both) inside (or/and) outside the EU.
8. Some part of (circulating capital/fixed capital), for example equipment, loses its value

in the (cost of production /production process), another part of (circulating capital /fixed capital), for example land, may grow in value.

8. Заполните пропуски словами из словарного минимума к тексту Factors of Production: Capital and Labour.

Part of human capital is firm– or industry-specific. This explains why workers are better paid when they have worked in the same... for several years. But when industries decline, some workers may have an industry-specific that has become of no or little... They cannot find..., and at the same time developing industries cannot find workers with the... industry-specific capital. This results in a high... alongside... vacancies.

UNIT 6

Factors of Production: Natural Resources and Land

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

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

TEXT

Factors of Production: Natural Resources and Land

Economists consider natural resources to be the third factor of production. They are a contribution to productive activity made by land (for example, a factory site or farm location), raw materials such as iron ore, timber, oil, water for crops and power production, forests and animals.

Some natural resources, wheat, for example, are renewable, others such as iron ore are non-renewable and will sooner or later be used up. Economists know reduced supplies of non-renewable resources to result in their higher prices, which provides an incentive to look for natural or synthetic substitutes for them.

The supply of land, an essential natural resource, is limited and it cannot be easily increased to meet an increase in demand except in certain cases. For example, the Dutch

have been able to reclaim from the sea¹¹ some areas of low-lying land.

Another essential characteristic of land is that it is durable, that is, land is not used up in the production process, although it may be depleted by use.

Land is, in some respects, close to physical capital, though the former is supplied by nature and the latter is produced by man. But applying labour to kill weeds or fertilizer to improve the soil, farmers can «produce» better land and raise its price.

Price of or income from land, as well as from other natural resources, is called rent. Land itself has no cost of production, so rent depends on the degree of scarcity and on the demand for it.

The purposes for which land is used are due to its characteristics. Land can be used for housing or offices, for mining, or for building roads. Besides, it contributes to the production of crops, providing an environment that supplies water, air, and nutrients for plant growth.

Land is a unique agricultural resource, so a lot of management problems arise. In the first place, the farmer has to make a choice between buying and leasing it. The advantages and disadvantages depend on the farmer's financial position, on the availability of land for lease and purchase and some other factors.

Because purchasing land usually requires a larger capital, farmers with limited capital lease land and use their capital for machinery and other resources.

Economists consider a satisfactory lease to be the one that is profitable both for the landowner and the tenant. A fair lease compensates both parties in proportion to their contributions to the farm business.

Other management problems may arise due to differences in land profitability in various farming branches and other industries. Economists know different crops and classes of animals to vary in profitability. The farmer has to study thoroughly the conditions on his farm to make a correct choice between alternative uses.

Although the total supply of land is limited, its allocation between industries is not. If a government wants to stimulate, for example, either housing or afforestation¹⁴, it offers a subsidy raising the rent received by owners of housing land or forests. This may create incentives for farmers to transfer land from farming to other industries.

2. Выберите подходящее по смыслу слово из предлагаемых в скобках вариантов.

1. (Provided / although) an economist knows of services which people (provide / purchase) not for money, he is not interested in these services.
2. On the labour market the seller may be (providing / looking for) a buyer as much as the buyer (provides / looks for) the seller.
3. Advanced economies may (be due / vary) greatly (to / in) the importance of their governments for economic development.
4. If an industry's demand for resources is (supplied / met) in (due / due to) time, we can expect the industry to develop at a rapid rate (быстрыми темпами).

5. The US economists expect agriculture (profitable /profitability) to grow rapidly in the near future.
6. The government feels housing in the (area / environment) requires improvement.
7. In the first years of perestroika an enormous housing programme was adopted. The government pledged (торжественно обещать) to (provide / supply) a flat or house for each family by the year of 2000.
8. Trade unionists consider a minimum wage to be (an incentive / a disincentive) for employers to give jobs to workers with little human capital.
9. One knows firms to carry on (business /purchase) for the purpose of making profit.

UNIT 7

Circular Flow of Payments and National Income

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

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

2. Переведите на русский язык предложения с вводящим словом there.

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

TEXT

Circular Flow of Payments and National Income

To have a glimpse in the working of the economy as a whole may be of use to a student of economics.

In every economy there are lots of households to supply labour and capital to firms that use them to produce goods and services. Firms provide incomes for households, who in turn use this money to purchase the goods and services produced by firms. This process is called the circular flow of payments. The gross domestic product (GDP) is the total money value of all final goods produced in the domestic economy over a one-year period. The GDP can be measured in three ways: (a) the sum of the value added¹⁷ in the production within a year, (b) the sum of incomes received from producing the year's output, (c) the sum to spend on the year's domestic output of goods and services. The total money value of all final goods and services in an economy over a one-year period, that is the GDP, plus property income from abroad (interest, rent, dividends and profits) make the gross national product (GNP). The GNP is an important measure of a country's economic well-being, while the GNP per head provides a measure of the average standard of living of the country's people. However, this is only an average measure of what people get. The goods and services available to particular individuals depend on the income distribution within the economy. We now recognize that assets wear out in the production process either physically or become obsolete. This process is known as depreciation. There has to be part of the economy's gross output to replace existing capital, and this part of gross output is not available for consumption, investment, government spending, or exports. So we subtract depreciation from the GNP to arrive at national income. National income measures the amount of money the economy has available for spending on goods and services after setting aside enough money to replace resources used up in the production process. Since output is determined by demand, the aggregate demand or spending plans of households and firms determine the level of the output produced, which in turn makes up the income available to households and firms. Aggregate demand is the amount to be spent by firms and households on goods and services. Governments also intervene in the circular flow of income and payments. They buy a considerable part of the total output of goods and services in an economy adding their demand to the demand of the private sector. Since government spending is a large component of aggregate demand, and since taxes affect the amount households and companies have for spending, government spending and taxation decisions, which are referred to as¹⁹ fiscal policy, have major effects on aggregate demand and output.

3. Найдите среди английских словосочетаний эквиваленты следующих русских словосочетаний:

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

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

5. Ответьте на вопросы к тексту **Circular Flow of Payments and National Income.**

1. What process is known as the circular flow of payments?
2. What is the gross domestic product?
3. What is the gross national product?
4. What does the GNP indicate?
5. How is national income determined?
6. What is aggregate demand?
7. How do government activities affect the aggregate demand?
8. What is fiscal policy?

Грамматический справочник

§ 1. Причастие I

Причастие I - причастие настоящего времени действительного залога образуется от инфинитива глагола прибавлением к нему суффикса -ing. Например:

read + -ing = reading

Причастие I на русский язык переводится причастием с окончанием *-щий* или деепричастием. Например:

Reading } читающий, читаемая

В предложении причастие I может служить:

1) определением и употребляется либо перед определяемым словом (т.е. слева), либо после определяемого слова (т.е. справа). В последнем случае оно, вместе с уточняющими его словами, образует причастный оборот. Например:

Everybody listened to the reading student.	Все слушали <i>читающего</i> студента.
Everybody listened to the student reading the newspaper.	Все слушали студента, <i>читающего</i> газету.

2) обстоятельством и употребляется в начале или в конце предложения. Вместе с уточняющими его словами соответствует русскому деепричастному обороту. Например:

Reading the new text the student made no mistakes.	<i>Читая</i> новый текст, студент не сделал никаких ошибок.
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3) частью сказуемого. Вместе с глаголом to be образует формы времен продолженной группы. Например:

The student is reading a newspaper now. Студент сейчас *читает* газету.

§ 2. Причастие II

Причастие II – причастие прошедшего времени страдательного залога, у правильных глаголов образуется от инфинитива при помощи суффикса -ed, а у неправильных глаголов является третьей формой. Если глагол оканчивается на букву e, то перед суффиксом -ed она опускается. Например:

Produce + ed → produced

Write → written

Причастие II переводится на русский язык причастиями с окончаниями *-ный, -мый, -тый*. Например:

produced — *производимый, произведенный* written - *написанный*

В предложении причастие II может служить :

1) определением и тогда оно стоит либо перед определяемым существительным (т.е. слева), либо после него (т.е. справа), образуя вместе с уточняющими его словами причастный оборот. Например:

Customers can get information of all the produced goods in the catalogue.	Клиенты могут получить все сведения о <i>производимых</i> товарах в этом каталоге.
The goods produced by the company are in great demand.	Товары, <i>производимые</i> этой компанией, пользуются большим спросом.

2) частью сказуемого в страдательном залоге (Passive Voice). Например: .

The goods were produced in China. Товары *были произведены* в Китае.

3) частью сказуемого времен группы Perfect. Например:

The company has developed a new model of equipment.	Компания <i>разработала</i> новую модель оборудования.
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§ 3. Существительное в функции определения

Если подряд стоят два или более существительных без предлогов, образуя так называемую «цепочку существительных», то все они являются определениями к последнему в этой «цепочке» существительному. При переводе на русский язык существительному в функции определения может соответствовать либо прилагательное (**market** economy - *рыночная экономика*, **government** restrictions — *государственные ограничения*), либо существительное в родительном падеже (**economics** study — *изучение экономики*), либо существительное с предлогом (**demand** information - *сведения о спросе*).

Подобные «цепочки» можно переводить несколькими способами. Например:
farm economics expert — *специалист по экономике сельского хозяйства* или *специалист по сельскохозяйственной экономике*;
farm produce price increase — *повышение цен на сельскохозяйственную продукцию*
oil price restriction — *ограничение цен на нефть*

Тренировочное упражнение

Переведите следующие словосочетания на русский язык:

government offices; service price regulation; government planning; price mechanism; resource allocation; market mechanism; price level; production and consumption decisions; economy planning

§ 4. Глагол *to be* в сочетании с инфинитивом

Глагол **to be** в личной форме перед инфинитивом может выражать долженствование. Например:

The price is to increase by 7 percent. Цена *должна* увеличиться на 7%.
 The economist was to foresee the market price rise. Экономист *должен был* предусмотреть увеличение рыночной цены.

Если по смыслу предложения глагол *to be* перед инфинитивом нельзя перевести словом *должен*, его следует переводить словами *состоит/ заключается в том чтобы*. Например:

The economist's task was to analyze the market prices. Задача экономиста *состояла в том, чтобы* проанализировать рыночные цены.

Глагол *to be* перед инфинитивом переводится как *состоит / заключается в том чтобы* после таких слов, как: *aim - цель, task / target — задача, problem - проблема, intention — намерение, plan - план* и некоторых других.

Тренировочное упражнение

Укажите, в каких предложениях глагол *to be* переводится как «*состоит / заключается в том чтобы*».

1. The problem was to be solved by the end of the year.
2. The problem was to maintain the price level.
3. The producers' target was to get the highest possible profit.
4. The firm was to start producing the new equipment at the end of the year.
5. The aim was to maintain inflation at a low level.

§ 5. Оборот «*to be + of + существительное*»

В этом обороте глагол *to be* переводится как *иметь, представлять*. Например:

His latest managerial decisions <i>are of great use</i> for the firm.	Его последние управленческие решения имеют большую пользу (очень полезны) для фирмы.
Good textbooks <i>are of high value</i> for a student.	Хорошие учебники представляют высокую ценность для студента.

Тренировочное упражнение

Укажите предложения, в которых употребляется оборот «*to be + of + существительное*».

1. These methods of analysis are widely used because of their great value.
2. Computers are of great value to any firm.
3. The economists spoke of the great value of price mechanism for market equilibrium.
4. Factors influencing prices in a market should be of interest to every producer.

5. We have not known of his interest in farm economics.

§ 6. Бессоюзное присоединение определительных придаточных предложений

В английском языке в определительных придаточных предложениях союзные слова *who, which, that* (**который**), *when* (**когда**) могут быть опущены. Если за двумя рядом стоящими существительными (или существительным и личным местоимением в общем падеже) следует глагол в личной форме, второе существительное (или местоимение) обычно является подлежащим придаточного предложения, которое присоединено к главному без союза. Например:

Money can be used to buy things | *we wish to consume*.

На стыке слов *things* и *we* опущено союзное слово *which* или *that*. Такие придаточные предложения на русский язык переводятся с добавлением союзного слова **который**: Деньги можно использовать для покупки вещей, **которые** мы хотим потреблять.

Если в конце такого придаточного предложения имеется предлог, то он переводится с добавлением союзного слова **который**. Например:

The information the economist relied
upon was outdated.

Информация, **на которую** полагался экономист, была устаревшей.

§ 7. Инфинитив в функции подлежащего

Если предложение начинается с инфинитива, за которым следует глагол-сказуемое, то этот инфинитив является подлежащим и переводится на русский язык глаголом в неопределенной форме или существительным. Например:

<p>To employ workers with little human capital is one of the ways of minimizing labour costs.</p>	<p>1. <i>Нанимать</i> рабочих с незначительным человеческим капиталом — это один из способов снизить затраты на рабочую силу. 2. <i>Наем</i> рабочих с незначительным человеческим капиталом — это один из способов снизить затраты на рабочую силу.</p>
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Такой инфинитив вместе с уточняющими его словами образует группу подлежащего (она кончается перед глаголом-сказуемым). Например:

To keep unemployment low means to effectively use labour resource of society.	<i>Сохранение безработицы на низком уровне</i> означает эффективное использование трудовых ресурсов общества.
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