

МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ
РОССИЙСКОЙ ФЕДЕРАЦИИ

ФЕДЕРАЛЬНОЕ АГЕНТСТВО ПО ОБРАЗОВАНИЮ

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СБОРНИК ТЕКСТОВ ДЛЯ ЧТЕНИЯ И ПЕРЕВОДА

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Данное пособие ставит целью развитие у студентов технических, экономических и гуманитарных специальностей навыков чтения и перевода текстов на английском языке; активизацию грамматических структур; развитие навыков профессионального обучения по изучаемой тематике. Пособие содержит письменные и устные лексические и грамматические упражнения.

Учебное пособие предназначено для студентов очной, очно-заочной и заочной форм обучения всех специальностей.

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ПРЕДИСЛОВИЕ

Настоящее пособие предназначено для студентов очной, очно-заочной и заочной форм обучения технических, экономических и гуманитарных специальностей.

Цель пособия – подготовить студентов к чтению специальной научно-технической и гуманитарно-экономической литературы, научить извлекать информацию, а также привить им навыки устной речи по специальной и неспециальной тематике.

Пособие состоит из трех разделов. Каждый раздел включает текст, словарь к тексту и тренировочные упражнения (грамматические и лексические), составленные на основе изучаемой лексики, которые рекомендуются выполнять после работы над текстом.

Тексты составлены в соответствии с программой по иностранным языкам. Их целью является активизация навыков устной речи и закрепление лексических единиц по теме.

Данное пособие поможет студенту закрепить и углубить знания, полученные в общеобразовательной школе.

I РАЗДЕЛ

(для технических специальностей)

ТЕХТ 1

- Прочитайте и переведите текст.

ELECTRICITY

It is impossible to imagine our civilization without electricity: economic and social progress will be turned to the past and our daily lives completely transformed.

Electrical power has become universal. Thousands of applications of electricity such as lighting, electrochemistry and electrometallurgy are longstanding and unquestionable.

With the appearance of the electrical motor, power cables replaced transmission shafts, gear wheels, belts and pulleys¹ in the 19-th century workshops. And in the home a whole range of various time and labour saving appliances² have become a part of our everyday lives.

Other devices are based on specific properties of electricity: electrostatics in the case of photocopying machine and electromagnetism in the case of radar and television. These applications have made electricity most widely used.

The first industrial application was in the silver workshops in Paris. The generator – a new compact source of electricity – was also developed there. The generator replaced the batteries and other devices that had been used before.

Electric lighting came into wide use at the end of the last century with the development of the electric lamp by Thomas Edison. Then the transformer was invented, the first electric lines and networks were set up, dynamos and induction motors³ were designed.

Since the beginning of the 20-th century the successful development of electricity has begun throughout the industrial world. The consumption of electricity has doubled every ten years.

Today consumption of electricity per capita⁴ is an indicator of the state of development and economic health of a nation. Electricity has replaced other sources of energy as it has been realized that it offers improved service and reduced cost.

One of the greatest advantages of electricity is that it is clean, easily-regulated and generates no by-products⁵. Applications of electricity now cover all fields of human activity from house washing machines to the latest laser devices. Electricity is the efficient source of some of the most recent technolo-

gical advances such as the laser and electron beams. Truly⁶ electricity provides mankind with the energy of the future.

Notes to the Text

1. transmission shafts, gear wheels, belts and pulleys – трансмиссионные валы, зубчатые колеса, ремни и блоки.
2. time and labour saving appliances – электроприборы, экономящие время и труд.
3. induction motors – индукционные моторы.
4. per capita – на человека; на душу населения.
5. by-products – побочные продукты.
6. truly – поистине.

Vocabulary

advantage – преимущество

appearance – появление

application – применение, заявление

completely – полностью, целиком

consumption – потребление, расход

to cover – охватить, охватывать

to design – конструировать, проектировать

device – прибор, устройство

to double – удваивать

efficient – эффективный

to generate – вырабатывать, производить

to imagine – представлять себе, воображать

to invent – изобретать

power – энергия, мощность

property – свойство

recent – недавний, последний

to reduce – уменьшать, снижать

to replace – заменять

set up (set) – воздвигать, сооружать

source – источник

state – положение, состояние

such as – такой как

to transform – преобразовывать

to turn – поворачиваться, обратиться; превратить (into)

wide – широкий

without – без

whole – весь, целый

in the case of – в случае

to be based on – основываться, быть основанным на...

Упражнения

● **Упражнение 1.** Определите, к какой части речи относятся производные слова, и переведите их:

invent – inventor, inventive, invention;

transform – transformer, transformation;

generate – generator, generation, generative;

pollute – polluter, pollutant, pollution;

effect – effective, effectively;
 vary – variety, various;
 possible – impossible, possibly, possibility;
 complete – completely;
 recent – recently;
 replace – replacement;
 economic – economical, economically.

● **Упражнение 2.** Найдите:

а) синонимы:

application, appliance, latest, power, use, enable, reach, device, longstanding, make it possible, achieve, energy, transform, old, turn to, most recent;

б) антонимы:

future, unlimited, with, past, necessary, limited, old, unnecessary, without, present.

● **Упражнение 3.** Ответьте на вопросы, используя слова и словосочетания в скобках.

1. What is electricity? (a source of electric power used in everyday life and industry) 2. What are the sources of electricity? (batteries, generators, electric motors and many other devices) 3. What properties of electricity have made it widely used? (electrostatics and electromagnetism) 4. What are the advantages of electricity? (clearness, easy regulation, no byproducts, low cost, improved service) 5. What are home uses of electricity? (lighting, heating, various time and labour saving appliances, radio, television, video and many others) 6. What are the latest industrial applications of electricity? (lasers and electronic devices)

● **Упражнение 4.** Составьте предложения.

a)

1. Electricity
2. The applications of electricity in the home and industry
3. Electricity was used for the first time
4. The generator, a new source of electricity
5. Since the beginning of the 20-th century
6. Today consumption of electricity

b)

1. have already become universal.
2. has completely transformed our everyday life.
3. per capita is an indicator of the state of development of a nation.
4. the wide industrial use of electricity has begun throughout the world.
5. was also developed in Paris.
6. for industrial purposes in the silver workshops in Paris.

● **Упражнение 5.** Определите время и залог глагола сказуемого, переведите предложения.

1. It is evident that electricity will be the energy of the future. 2. The transformer was invented and the first electric lines and networks were set up at the end of the 19-th century. 3. New powerful electric stations must be built because it is electricity that offers improved standards of life and work. 4. A combination of electric lines and networks are being set up throughout the country. 5. Electric power has become universal. 6. Electricity is transmitted to distant parts of this country by a combination of electric networks. 7. Our power stations have been connected by high voltage transmission lines into several networks.

● **Упражнение 6.** Ответьте на вопросы по тексту.

1. What is this text about? 2. What industrial applications of electricity do you know? 3. What home applications of electricity do you know? 4. Where was the generator developed? 5. Who invented the electric lamp? 6. Do you know who invented the dynamo? 7. Can you imagine our life without electricity? Why?

● **Упражнение 7.** Найдите подлежащее и сказуемое в предложениях, переведите.

1. That electricity is clean and easily-regulated is its great advantage. 2. The important fact is that electricity offers improved service at reduced cost. 3. That the two scientists Lodygyn and Yablochkov were the first in Russia to work in the field of electrical engineering is well-known. 4. One of the main advantages of electricity is that it does not pollute the environment. 5. The indicator of nation development is how much electricity is consumed per capita. 6. What has been and is being done in environment protection cannot be measured by yesterday's standards.

● **Упражнение 8.** Speak about:

1. Electricity – its nature, history and development.
2. Applications of electricity cover all fields of human activity.

TEXT 2

● Прочитайте и переведите текст.

GEOTHERMAL ENERGY

Introduction

One is tempted to talk of the seven ages of geothermal development. From prehistory, natural hot springs have been used by man for bathing and cooking, and there is some evidence of piped systems as early as the 14th century, but the

second age – the managed exploitation of heat from the Earth – really began about one hundred years ago with the first piped heating systems in Europe and the USA. These were followed closely by the first steps in commercial power generation (as early as 1904 in Italy), which developed quietly but unspectacularly up to the time of World War II, The third age (ca. 1950–1970) was a period of slow consolidation, with systems developing slowly but – above all – with far greater detailed knowledge of the underground and its exploration emerging, primarily through the oil industry.

The fourth age (1973–1980) was the golden age of geothermal energy. Spurred by the first oil shock and with a solid foundation of geological knowledge, geothermal power stations began to appear in more than 30 countries. During this period, the growth rate of worldwide installed capacity touched 14 % per year, and averaged 8.5 %. Similar though less spectacular development occurred also in direct geothermal heating applications.

Worldwide Installed Geothermal Electric Capacity

Part of the reason for this enthusiastic development was the reliability of geothermal resources. Unlike the other sustainable energy sources such as wind or solar, geothermal resources provide firm power, 24 hours per day, 365 days per year. It is not unusual to find geothermal plant with annual availability factors in excess of 98 %, so load factors can be high, the energy supplied by geothermal is some 3.5 times greater than for wind plant. This firmness in itself can be a considerable asset to the utilities.

By the early 1980's, however, fossil fuel supplies had stabilized and prices were falling in real terms. For a technology that required a high initial capital investment and achieved its returns in terms of saving on fossil fuels, that was bad news. Coupled with the fact that this was a period of high interest rates and that – at least in new areas –the geological risk (and hence risk to the invested capital) is high, 1985–1995 was essentially a period of stagnation for geothermal development. There is evidence that this situation is now changing, and that we may be entering into the sixth age of geothermal development – one in which the environmental and other advantages of geothermal development (by comparison with other energy sources, be they fossil or renewable) begin to be recognized by a wider public. If this is true, we can expect this sixth age to merge imperceptibly into a seventh age early in the next century when new technologies – for which the research started in the 1970's – will extend the opportunities for geothermal usage to geographically and technically wider areas.

Not only are the better geothermal zones increasingly well understood, but techniques of exploration and interpretation are becoming increasingly

sophisticated – thanks, again, to the hydrocarbons industry which relies on essentially the same range of technologies. Geothermal's really strong point, however, is its potential to be environmentally friendly.

By operating geothermal systems as a closed loop, and reinjecting the contaminants along with the cooled water, the environmental impact can be reduced almost to zero.

Geothermal heat pumps, or ground-source heat pumps, for heating and cooling buildings are a rapidly growing example of a geothermal direct use application. The technology has developed almost without publicity in recent years to become a significant new factor in the supply equation. This is an electrically-based technology that allows high efficiency, reversible, water-source heat pumps to be installed in buildings in most geographical and geological locations (worldwide). The combination of increasing levels of electrical generation efficiency, with the impressive energy amplification of geothermal heat pumps means that space heating can be delivered with effective efficiencies that exceed 100 %. The «additional» energy is supplied from the ground. In addition these systems also offer highly efficient cooling. The types of buildings that are using ground-source heating and cooling in this manner range from small utility or public housing, through to very large (MW-sized) institutional or commercial buildings. This technology can offer up to 40 % reductions in CO₂ emissions against competing technologies. If all of the electricity is supplied from non-fossil sources, there are no Commissions associated with heating and cooling a building.

Recently, several large-scale arrays have been installed to feed larger systems where suitable supplies of deep geothermal water are not available. In the largest development to date, 4000 units – each with its own borehole – have been established on a US Army base in Louisiana to provide heating and cooling. The concept was developed independently in the US and Europe and, although Sweden and Switzerland have installed many thousands of units to provide winter heating in houses, the pace of installation in the USA and Canada during the last fifteen years has overtaken the European rate. There are now believed to be well over a quarter of a million installations in place in North America.

While the main activity is currently in the USA, there are a growing number of installations in Canada, Sweden, Switzerland, Austria and Germany. Smaller numbers are being installed in other European countries, and in Australia. The Geothermal Heat Pump Consortium currently has over 750 institutional, corporate and commercial members, and 40 international members from countries including Australia, Canada, China, Croatia, Finland, Germany, India, Japan, the Netherlands, Poland, Russia, Sweden, Turkey, and the UK.

Ground-source heat pumps are perhaps the first indication of the seventh age of geothermal technology, breaking the final barrier of geographical availability.

To sum up: geothermal technology offers many benefits – clean, indigenous, firm energy – but suffers from economic uncertainties and geographical limitations. These problems are being actively addressed and future prospects seem bright.

Vocabulary

to tempt – соблазнять, искушать

evidence – очевидность

to emerge – появляться

to spur – подгонять, побуждать

to appear – появляться

to occur – происходить

advantage – преимущество

to recognize – признавать

asset – ценный вклад

opportunity – возможность

sophisticated – сложный, замысловатый

to reduce – уменьшать

to inject – вводить

geothermal energy – геотермальная энергия

natural hot springs – природные горячие источники

piped systems – трубные системы

piped heating systems – трубные системы отопления

geothermal power station –

геотермальная электростанция

capacity – мощность, производительность

firm power – гарантированная мощность (энергосистемы)

utility – энергокомпания

techniques of exploration – метод поиска и разведки, технология разведки

a closed loop – закрытый контур

to reinject the contaminants – повторно закачивать загрязняющие вещества

cooled water – охлажденная вода

to extract – извлекать

borehole – буровая скважина

heat exchanger – теплообменник

to degas – дегазировать

heating network – тепловая сеть

Упражнения

● **Упражнение 1.** Найдите русские эквиваленты в b) для следующих английских словосочетаний из a):

a)

1) geothermal development

2) natural hot springs

b)

1) обоснованные источники энергии

2) установленная мощность во всем мире

- | | |
|-------------------------------------|---|
| 3) commercial power generation | 3) темп роста |
| 4) the growth rate | 4) рентабельное производство электроэнергии |
| 5) worldwide installed capacity | 5) развитие геотермальной энергетики |
| 6) sustainable energy sources | 6) природные горячие источники |
| 7) annual availability factors | 7) ежегодные коэффициенты готовности |
| 8) load factors | 8) влияние на окружающую среду |
| 9) fossil fuel supplies | 9) коэффициенты нагрузки |
| 10) high initial capital investment | 10) запасы ископаемого топлива |
| 11) high interest rates | 11) высокое начальное вложение капитала |
| 12) the environmental impact | 12) высокие ставки процента |

● **Упражнение 2.** Найдите в тексте антонимы следующих слов:

a) proof, b) false, c) to rise, d) to narrow.

● **Упражнение 3.** Подберите к существительным из а) соответствующие определения из б):

- | a) | b) |
|----------------|------------------|
| 1) development | 1) environmental |
| 2) springs | 2) cooled |
| 3) generation | 3) wind |
| 4) rate | 4) geothermal |
| 5) power | 5) hot |
| 6) factors | 6) geological |
| 7) plant | 7) power |
| 8) risk | 8) growth |
| 9) impact | 9) firm |
| 10) water | 10) load |

● **Упражнение 4.** Найдите в тексте соответствующие предложения, где речь идет о:

- the sixth age of geothermal development;
- prehistory of geothermal energy;
- the period of stagnation for geothermal development;
- sophisticated techniques of exploration and interpretation.

● **Упражнение 5.** Определите, соответствуют или не соответствуют следующие утверждения тексту.

1. From prehistory, natural hot springs have been used by man for heating and watering.

2. The second age – the managed exploitation of heat from the Earth – really began about fifty years ago with the first piped heating systems in Europe and the USA.

3. The third age (ca. 1950–1970) was a period of slow consolidation, with systems developing slowly.

4. The fourth age (1973–1980) was the golden age of geothermal energy.

5. By operating geothermal systems as a closed loop, and reinjecting the contaminants along with the cooled water, the environmental impact can be increased.

● **Упражнение 6.** Ответьте на вопросы.

1. What is an example of a geothermal direct use application?

2. What technology allows high efficiency?

3. When are there no CO₂ emissions?

4. How many units have been established in Louisiana?

5. Where is currently the main activity?

6. What countries are the members of the Geothermal Heat Pump Consortium?

7. What are the benefits of geothermal technology?

● **Упражнение 7.** Determine the main idea of each paragraph.

TEXT 3

● Прочитайте и переведите текст.

WIND ENERGY

Potential in the United States

Estimates of the electricity that could potentially be generated by wind power and of the land area available for wind energy have been calculated for the United States. The potential electric power from wind energy is surprisingly large. Good wind areas, which cover 6 % of the U.S. land area, have the potential to supply more than one and a half times the current electricity consumption of the United States. Technology under development today will be capable of producing electricity economically from good wind sites in many regions of the country.

A wind energy resource atlas of the United States shows that areas potentially suitable for wind energy applications are dispersed throughout much of the United States. Estimates of the wind resource in this atlas are expressed in

wind power classes ranging from class 1 to class 7, with each class representing a range of mean wind power density or equivalent mean speed at specified heights above the ground. Areas designated class 4 or greater are suitable with advanced wind turbine technology under development today. Power class 3 areas may be suitable for future generation technology. Class 2 areas are marginal and class 1 areas unsuitable for wind energy development.

Several factors determine the amount of land area suitable for wind energy development within a particular grid cell in a region of high wind energy potential. The important factors include the percentage of land exposed to the wind resource and land-use and environmental restrictions. The land area exposed to the wind for each grid cell was estimated based on a landform classification and ranged from 90 % for relatively flat terrain down to 5 % for mountainous terrain. Estimates of land area excluded from wind energy development, in percent per grid cell, were made for various types of land-use (e. g., forest, agricultural, range, and urban lands). Environmental exclusion areas were defined as federal and state lands (including parks, monuments, wilderness areas, wildlife refuges, and other protected areas) where wind energy development would be prohibited or severely restricted. The wind electric potential per grid cell was calculated from the available windy land area and the wind power classification assigned to each cell. The amount of potential electricity that can be generated is dependent on several factors, including the spacing between, wind turbines, the assumed efficiency of the machines, the turbine hub height, and the estimated energy losses (caused by wind turbine wakes, blade soiling, etc.). Estimates of wind turbine efficiency and power losses are based on data from existing turbines. For advanced turbines, efficiency is projected to be 30 %–35 % and power losses 10 %–15 %.

The considerable wind electric potential has not been tapped before because wind turbine technology was not able to utilize this resource. However, during the past decade, increased knowledge of wind turbine behaviour has led to more cost-effective wind turbines that are more efficient in producing electricity.

The price of the electricity produced from wind by these advanced turbines is estimated to be competitive with conventional sources of power, including fossil fuels. Because of the increasing competitiveness of wind energy, wind resource assessment will become essential in incorporating wind energy into the nation's energy mix. The importance of accurate wind resource assessment is also recognized in other parts of the world.

Detailed wind resource assessments have been proposed or are being considered as part of a plan to increase the use of wind energy in Europe, Asia,

Latin America, and other regions. The decreasing cost of wind power and the growing interest in renewable energy sources should ensure that wind power will become a viable energy source in the United States and worldwide.

Potential of Europe

Wind turbines are now a relatively common sight across Europe, with countries such as Denmark, the Netherlands, Germany, UK, Spain and latterly France, all investing in wind farms. Offshore wind development, although far less advanced, is the greatest prize in this field. However, relative costs of offshore compared to onshore are higher.

This project is aimed to demonstrate the economic as well as technical viability of offshore wind energy. The former was achieved through the innovative use of a floating jack-up barge which reduced the time and costs of installation. The latter was achieved mainly through the incorporation of new electronic control systems which improved the compatibility with the grid network, and reduced the need for expensive grid strengthening measures.

Five turbines were installed, about 4 km off the coast of Gotland. Each turbine is rated at 500 kW. The average annual output is some 8 GWh/y, from mean wind speeds of 8 m/s. Rock-socketed steel mono-pile foundations, to water depths of 5 to 6.5 m were used to secure the turbines. Total construction time was only 35 days. Monitoring of impacts on local flora and fauna, such as the seal population, is also being carried out.

Vocabulary

estimates – калькуляция, сметные предположения

to disperse – рассеивать, рассредоточивать

to range – классифицировать

range – диапазон, область, сфера

mean – средний

suitable – подходящий

to expose – подвергать действию

to prohibit – запрещать

to restrict – ограничивать

to assume – предполагать

to cause – вызывать

competitiveness – конкуренция

viable – жизнеспособный

wind power – энергия ветра

electricity consumption – потребление электричества

wind resources – ресурсы ветра

power density – плотность рассеиваемой мощности

wind turbine – ветряк, ветротурбина

turbine weight – вес турбины

turbine hub – корпус турбины

turbine wake – последствия аварии турбины

blade soiling – порча лопасти

wind farm – ветровая электростанция

to install – устанавливать

grid – энергетическая система

Упражнения

● **Упражнение 1.** Дайте русские эквиваленты следующих английских словосочетаний:

- wind areas –
- current electricity consumption –
- wind energy resource –
- wind energy applications –
- mean wind power density –
- advanced wind turbine technology –
- future generation technology –
- wind energy development –
- wind electric potential –
- turbine hub height –
- energy losses –
- wind resource assessment –

● **Упражнение 2.** Найдите русские эквиваленты в б) для следующих английских словосочетаний из а):

- | a) | b) |
|-------------------------------------|---|
| 1) wind power | 1) применение энергии ветра |
| 2) current electricity consumption | 2) сегодняшнее потребление электричества |
| 3) wind energy resource atlas | 3) энергия ветра |
| 4) wind energy applications | 4) оценка ресурсов энергии ветра |
| 5) mean wind power density | 5) атлас энергоресурсов ветра |
| 6) advanced wind turbine technology | 6) высота корпуса турбины |
| 7) wind power classification | 7) средняя плотность энергии ветра |
| 8) turbine hub height | 8) передовая технология разработки ветряков |
| 9) wind resource assessment | 9) применение энергии ветра |

● **Упражнение 3.** Найдите в тексте синонимы следующих слов:

- | | | |
|-----------------|-------------------|----------------|
| a) appropriate, | c) limitation, | e) to suggest, |
| b) unprotected, | d) to appreciate, | f) fruitful. |

● **Упражнение 4.** Определите, соответствуют или не соответствуют следующие утверждения тексту.

1. The potential electric power from wind energy is surprisingly small.
2. Technology under development today will be capable of producing electricity economically from good wind sites in few regions of the country.

3. The important factors include the percentage of land exposed to the wind resource and land-use and environmental restrictions.

4. The amount of potential electricity that can be generated is dependent on nothing.

5. Estimates of wind turbine efficiency and power losses are based on data from existing turbines.

6. The increasing cost of wind power and the growing interest in renewable energy sources should ensure that wind power will become a viable energy source in the United States and worldwide.

● **Упражнение 5.** ОТВЕЬТЕ НА ВОПРОСЫ.

1. In what countries are wind turbines a relatively common sight?
2. What is the aim of the project?
3. How many turbines were installed?
4. What was total construction time?

TEXT 4

● Прочитайте и переведите текст.

FOSSIL FUELS

Solid Fuels

In this field, technical improvements in terms of thermal efficiency play a vital role in fostering market penetration of new systems. In the solid fuel sector much attention has been paid to the so-called «clean coal technologies». This is due to a recognition of the continuing importance of this fuel, especially in developing countries, but coupled with the need to improve the environmental and thermal performance of the combustion process.

Most large scale conventional power plants have net thermal efficiencies in the order of 38 % for hard coal and 35 % for brown coal. New systems are being developed which are aimed at increasing this, over the medium-term, to at least 50 %. This will result in a reduction of 0.21 kg of CO₂ per kWh generated per hard coal, and 0.34 kg/kWh generated for brown coal. In the EU countries alone, this equates to a CO₂ reduction of 180 million tons per year; in line with targets set in the context of the climate change debate. This increased efficiency leads to lower fuel costs per unit of output, thought to equate to a reduction of some 2.5 EU/MWh in generating costs. For a 1 Gwe plant operating for 7,000 hours a year, this means a theoretical annual cost cutting potential of about ECU 18 million for consumers.

Oil and Gas

The key priorities in this sector are to improve the efficiency of exploration and production of hydrocarbons and to reduce the environmental impact of the same. Some of the most important new technologies that have contributed to the objectives are related to: new drilling and completion techniques, new seismic methods such as multi-component and multi-dimension seismic, offshore production structures and facilities. New techniques for deep water storage; and new technologies for natural gas exploration and production. Demonstration and market deployment of such technology will allow not only a better exploitation of European indigenous resources but also an increased competitiveness of European service and supply companies.

Gate 2020 – Gas Advanced Technology for Europe 2020

This project will assess existing and emerging technologies for the supply and utilization of natural gas in Europe. A research and development strategy will be identified which, if implemented, could accelerate the trend of increasing use of natural gas. Increased use of gas would result in reductions in emissions of CO₂; this project will assess the possible benefits of such a scenario to the economy, the environment and industry. The technology areas that will be studied include: gas production and processing, gas transportation, LNG (liquefied natural gas), vehicles powered by natural gas, gas liquids and underground storage. Dissemination of the results of the research will encourage cooperation among European companies and organizations to develop natural gas technologies and take part in industrial initiatives.

Vocabulary

vital role – жизненная роль
to foster – поощрять, одобрять
to aim – нацеливать, направлять
to equate – равнять, уравнивать
exploration – исследование
deployment – развертывание
to implement – выполнять, осуществлять
benefits – выгоды, экономический эффект
dissemination – распространение
solid fuel – твердое топливо
thermal efficiency – степень термического влияния

conventional power plant – электростанция на традиционных источниках энергии
net efficiency – практический коэффициент полезного действия
hard – coal – *англ.* дюрен, *амер.* антрацит
brown coal – лигнит, бурый уголь
indigenous resources – природные ресурсы
liquefied natural gas – сжиженный газ
refuse-derived fuel – топливо из отходов
coal fired plant – электростанция, работающая на угле

clean coal technology –
технология обогащения угля

thermal performance –
теплопроизводительность

combustion process – процесс
сгорания (топлива)

gasification unit – установка
превращения в газ

gasifier – газогенератор

lean gas – обедненный газ

cogeneration – когенерация

to exhaust – выпускать (газ)

Упражнения

● **Упражнение 1.** Дайте русские эквиваленты следующих английских словосочетаний:

market penetration –

solid fuel sector –

environmental and thermal performance –

large scale conventional power plants –

net thermal efficiencies –

climate change debate –

theoretical annual cost cutting potential –

offshore production structures –

deep water storage –

natural gas exploration –

natural gas technologies –

● **Упражнение 2.** Найдите русские эквиваленты в б) для следующих английских словосочетаний из а):

a)

1) technical improvements

2) thermal efficiency

3) a vital role in

4) recognition

5) continuing importance

6) thermal performance

7) combustion process

8) conventional power plants

9) net efficiency

10) lower fuel costs

11) are related to

12) indigenous resources

b)

1) признание

2) процесс сгорания

3) теплопроизводительность

4) важная роль

5) технические усовершенствования

6) растущая важность

7) поощрять

8) добыча и переработка газа

9) приведет к

10) стратегия исследования и разработки

11) электростанция на традиционных
источниках энергии

12) практический коэффициент
полезного действия

- | | |
|---------------------------------------|----------------------------------|
| 13) research and development strategy | 13) важная роль |
| 14) would result in | 14) более низкие цены на топливо |
| 15) gas production and processing | 15) связаны с |
| 16) to encourage | 16) природные ресурсы |

● **Упражнение 3.** Ответьте на вопросы.

1. Why has much attention been paid to the so-called «clean coal technologies»?
2. What thermal efficiencies do most large scale conventional power plants have?
3. What does increased efficiency lead to?
4. What are the most important new technologies in oil and gas sector?
5. What will the project Gate 2020 assess existing and emerging technologies for?

● **Упражнение 4.** Determine the main idea of each paragraph.

TEXT 5

● Прочитайте и переведите текст.

NUCLEAR POWER

Nuclear Station Performance Fuels Industry Renaissance

The US is producing not only more electricity than ever, but also more favorable consideration as a viable part of the nation's energy mix. Consider that, for the first time in decade, political leaders are proposing nuclear power as an important, long-term energy solution. And utility companies that canceled nuclear projects in the wake of the 1979 Three Mile Island accident are studying the feasibility of resurrecting these projects, while other power producers are investigating new nuclear plants orders. Even the mainstream media – known for its harsh treatment of the industry – has begun talking in terms of a nuclear industry «renaissance».

The near-term impetus for this turn-around stems from recent events – regional power shortages, increased natural gas costs, and premium market prices for electricity. However, the fact that nuclear power is in the position to be favorably considered is a result of the substantial performance improvements achieved at US plants during the past decade.

Most important, these performance gains came with equally impressive improvements in safety indicators. For instance, the number of unusual events reported to the US NRC dropped from 151 in 1990 to just 18 in 2002. The challenge for individual nuclear stations is to continue this momentum by solidifying competitive gains already achieved and squeezing further improvements from each unit.

US nuclear plants have done an excellent job of maintaining and improving plant design margins and operating reliability. Extensive monitoring and surveillance testing of plant systems, structures and components such as containment building, reactor vessel, reactor cooling system pressure boundary, steam generators, pressurizer, piping, pump casings, and valve bodies are performed yearly to verify the plant is maintained in excellent condition. Few if any nuclear plant components will require replacement specifically to achieve extended operation for an additional 20 years.

TMI, Chernobyl, Now Tokaimura

Japan, which ranks second only to France in the size of its nuclear power plant fleet, has suffered an accident that could become Asia's version of the US's Three Mile Island and Europe's Chernobyl. In terms of severity, however, the accident is nothing like Chernobyl but more serious than TMI, according to observers.

At the fuel reprocessing plant in Tokaimura, about one hour from Tokyo, workers apparently mixed nuclear fuel with nitric acid in violation of government and company procedures. The fuel was for Japan's experimental breeder reactor.

As crucial to the scenario as the mishap were the lack of proper safety and emergency expertise and equipment at the site and little familiarity with such situations in the community. At least three workers were seriously injured, and firefighters were contaminated with radiation because they weren't told that a nuclear accident had taken place, notes an account in Newsweek.

According to a detailed report in the Wall Street Journal, cost-cutting pressures were at least partially responsible for the lapse in judgement. Procedures, which were considered secret, were tampered with in essence simplified so that the plant could compete more effectively with overseas reprocessors.

A far less serious mishap also occurred in the Republic of South Korea a few days later. Twelve gallons of irradiated water were spilled. One account notes that more than 20 workers were contaminated.

Vocabulary

favorable consideration – благоприятное мнение

in the wake of – на поводу у кого-либо, под влиянием чего-либо

accident – авария

to resurrect – воскрешать, возрождать

harsh treatment – жесткое отношение

renaissance – Ренессанс, возрождение

impetus – стимул, толчок

performance improvements – улучшение рабочих характеристик

unusual events – чрезвычайные происшествия

challenge – сложная задача, проблема

surveillance testing – проверка наблюдением, надзор

to verify – проверять, контролировать

severity – серьезность

in violation of – в нарушение

mishap – несчастный случай

lapse in judgement – ошибка в суждении

to spill – разливать

energy mix – структура энергетики

power producer – производитель электроэнергии

power shortage – дефицит мощности

nuclear station (plant) – ядерная электростанция

containment building – защитная оболочка (ядерного реактора)

reactor vessel – бак ядерного реактора

steam generator – парогенератор

pressurizer – компенсатор давления

pipng – трубопровод, система труб

pump casing – корпус насоса

valve body – корпус вентиля

breeder reactor – (ядерный) реактор-размножитель

Упражнения

● **Упражнение 1.** Найдите русские эквиваленты в б) для следующих английских словосочетаний из а):

a)

- 1) energy mix
- 2) long-term
- 3) to cancel
- 4) mainstream media
- 5) to stem from
- 6) premium
- 7) gains
- 8) safety indicators

b)

- 1) ошибка
- 2) ранить
- 3) пожарник
- 4) уступать
- 5) основные средства массовой информации
- 6) структура энергетики
- 7) азотная кислота
- 8) происходить от

9) to drop	9) падать
10) to solidify	10) в отличном состоянии
11) to squeeze	11) прибыли
12) design margins	12) отменять
13) in excellent condition	13) более высокая цена
14) to rank second	14) твердеть
15) nitric acid	15) вынуждать
16) to injure	16) предельное значение
17) firefighter	17) показатели безопасности

● **Упражнение 2.** Определите, соответствуют или не соответствуют следующие утверждения тексту.

1. For the first time in decade, political leaders are proposing nuclear power as an important, long-term energy solution.

2. Other power producers are canceling new nuclear plants orders.

3. The fact that nuclear power is in the position to be favorably considered is a result of the mainstream media harsh treatment.

4. The number of unusual events reported to the US NRC dropped from 151 in 1990 to just 18 in 2002.

5. A lot of nuclear plant components will require replacement specifically to achieve extended operation for an additional 20 years.

6. As crucial to the scenario as the mishap were the lack of proper safety and emergency expertise and equipment at the site.

● **Упражнение 3.** Дайте определение следующим утверждениям на английском языке:

nuclear industry «renaissance» –

plant systems, structures and components –

nuclear power plant fleet –

the lapse in judgment –

● **Упражнение 4.** Ответьте на вопросы.

1. How is nuclear power considered in the US in last decade?

2. What does the near-term impetus for this turn-around stem from?

3. What is the number of unusual events reported to the US NRC?

4. What are extensive monitoring and surveillance testing of plant systems performed for?

5. What is the reason of the accident at the fuel reprocessing plant in Tokaimura?

TEXT 6

- Прочитайте и переведите текст.

SOLAR POWER

Had it not been for deliberate, powerful obstruction, the solar sources of energy could have been shown long ago to be the best, immediately profitable energy option for most of the U.S., for most people on earth, by functioning installations.

The sun is our most important source of energy, by far. It warms the earth's atmosphere, vaporizes water from the oceans, drives the resulting clouds by means of winds to the continents, where they cause rains and rivers. These drench the thirst of people, animals and of plants, which draw their energy directly from the sun and pass it on to us when we eat them. That has been going on since prehistoric times. Now it can do a little more. It could provide all the energy needed by a modern industrial society worldwide for the indefinite future; which no «conventional» energy source could do. It could do it easily, without the pollution and hazards associated with those exhaustible sources. Most people still would like that, especially if they knew that it can be done profitably.

They are not supposed to be aware of that, and a major effort is expended to make them believe that it would require economic sacrifices rather than benefits.

In the 1970s, there was widespread enthusiasm, and a genuine grassroots movement emerged in the U.S, in anticipation of an imminent transition to an economy based on the solar sources of energy that came in the wake of the first «oil shock» and boycott (~1973). There are some, who fear a transition to solar power, and they are very powerful and determined.

Instead of being confined to a few small «niche markets», new solar technologies could easily have supplied a double-digit percentage of energy used by now. All that we maintained at the time was that it could be very substantial starting profitably almost immediately.

It was/is the prime example of confluence, rather than conflict, of environmental and economic wellness. It is essential for sustainable development worldwide, i. e. also in industrial countries. The main key to serious direct solar energy is that the sunlight first be focused, concentrated. Inexpensive, high-grade focusing devices could have been available by easy mass-production in the 70s.

There have been (and are) problems associated with solar progress. Of those generally cited, some are real, some phony. The former can induce easy

rejection or a search for solutions or ways to bypass the problems. An example for direct solar energy (SE) is that the sun does not always shine even in California. There are various ways to tackle that problem. A claim made that SE is more dangerous than nuclear fission power, because installers fall off ladders, is a good example of the phony kind. That is not to say that working for SE cannot be dangerous.

Some aspects of SE constitute a problem for some but a boon to others. Probably the main example cited as problem is its «diffuse» nature. To the extent that means that the sun shines on every field and roof, rather than concentrating its blessings onto where only giant regional utilities and polluting energy companies tied to them have access to it, it can be an advantage for many more people than associated with those companies.

Without first concentrating the sunlight, however, it would really be too diffuse for important uses such as solar (absorption) cooling, thermal electricity generation or substantial cost-effective photovoltaic power. That explains the special hostility to availability of inexpensive concentrators by those in control. It could have led to major solar proliferation long ago.

Vocabulary

deliberate – намеренный, хорошо обдуманный

obstruction – помеха, препятствие

to drench – промачивать, орошать

pollution – загрязнение

profitably – с выгодой, с прибылью

sacrifice – жертва

genuine – истинный

anticipation – ожидание,

предчувствие

imminent – неизбежный

grassroots – база, начало

to confine – ограничивать

niche markets – рыночные ниши

phony (phoney) – дутый, фальшивый

to tackle that problem – решить

проблему

boon – благо

diffuse – рассеянный

solar power – солнечная энергия

to vaporize – испарять(ся)

exhaustible sources – исчерпаемые источники

solar technology – гелиотехнология

to focus – собирать, фокусировать

focusing device – фокусирующее

устройство

solar cooling – солнечное охлаждение

photovoltaic power – фотоэлектри-

ческая энергия

concentrator – концентратор

photovoltaic power – plant –

фотоэлектрическая станция

modular unit – модульное устройство

to refract – преломлять (лучи)

single-axis tracking – одноосное

слежение (за солнцем)

encapsulated module – капсульный

модуль

grid-connected PV system –

фотоэлектрическая станция,

соединенная с электросетью

Упражнения

● **Упражнение 1.** Найдите русские эквиваленты в б) для следующих английских словосочетаний из а):

a)	b)
1) powerful obstruction	1) во всем мире
2) to drive	2) отдавать себе отчет
3) the thirst	3) иметь доступ к
4) prehistoric times	4) сильное препятствие
5) associated with	5) особая враждебность
6) especially	6) побуждать
7) to be aware of	7) наличие
8) widespread	8) жажда
9) to fear	9) приводить в движение
10) immediately	10) бояться
11) confluence	11) обходить проблемы
12) worldwide	12) составлять проблему
13) inexpensive	13) особенно
14) to induce	14) доисторические времена
15) to bypass the problems	15) опасный
16) dangerous	16) связанный
17) to constitute a problem	17) недорогой
18) to have access to it	18) пересечение (мнений)
19) special hostility	19) широко распространенный
20) availability	20) немедленно

● **Упражнение 2.** Найдите в тексте синонимы для следующих слов:

- | | | |
|---------------------|---------------|------------|
| a) well-considered, | d) prevalent, | g) favour. |
| b) obstacle, | e) true, | |
| c) to bring about, | f) to uphold, | |

● **Упражнение 3.** Определите, соответствуют или не соответствуют следующие утверждения тексту.

1. The sun is our most important source of energy.
2. It could provide all the energy needed by a modern industrial society worldwide for the indefinite future; which «conventional» energy source could do.
3. In the 1970s, there was widespread enthusiasm, and a genuine grassroots movement emerged in the U. S. in anticipation of an imminent transition to an economy based on the nuclear energy.

4. New solar technologies could easily have supplied a double-digit percentage of energy used by now.

5. It was/is the prime example of confluence, rather than conflict, of environmental and economic wellness.

6. Expensive, high-grade focusing devices could have been available by easy mass-production in the 70s.

7. That is not to say that working for SE can be dangerous.

● **Упражнение 4.** Ответьте на вопросы.

1. What is the sun for our life?

2. What could the sun provide for the mankind nowadays?

3. When and why was a widespread enthusiasm concerning solar energy?

4. What is the main key to serious direct solar energy?

5. What are the problems associated with solar progress?

TEXT 7

● Прочитайте и переведите текст.

WAVE ENERGY

Wave energy can be considered as a concentrated form of solar energy. Winds are generated by the differential heating of the earth and, as they pass over open bodies of water, they transfer some of their energy to form waves. Energy is stored in waves as both potential energy (in the mass of water displaced from the mean sea level) and kinetic energy (in the motion of the water particles). The amount of energy transferred and hence the size of the resulting waves depends on the wind speed, the length of time for which the wind blows and the distance over which it blows. Power is concentrated at each stage in the transformation process, so that the original solar power levels of typically – 100 W/m^2 can be transformed into waves with power levels of over 1000 kW per meter of wave crest length.

Wave energy converters extract energy from the sea and convert it to a more useful form, usually as fluid pressure or mechanical motion. This requires an interface where the force (or torque or pressure) of a wave causes relative motion between an absorber and a reaction point. There are over 1000 patents for very varied designs of wave energy converters. However, several comprehensive reviews of wave energy show that wave energy is mainly at the

R&D stage, with only a small range of devices having been tested or deployed in the oceans. Of these, the main types are:

Tapered Channel – this is a tapering collector which funnels incoming waves into a shoreline reservoir, which is set at a small height above mean sea level. The shape of the collector is such that, as it narrows, the wave travelling down it increases in height until it overtops the channel and flows into the reservoir. The water trapped in the reservoir flows back to the sea through a conventional low-head hydroelectric generator. The largest plant of this size was 350 kWe but there are currently plans for a 1JI MWe scheme in Java (Tjugen, 1995).

Oscillating Water Column (OWC) – the OWC comprises a partially submerged structure forming an air chamber, with an underwater aperture. This encloses a volume of air, which is compressed as the incident wave makes the free surface of the water rise inside the chamber. The compressed air can escape through an aperture above the water column which leads to a turbine and, as the water inside falls, the air pressure is reduced and air is drawn back through the turbine. Both conventional (i. e. unidirectional) and self-rectifying air turbines have been proposed. The axial-flow Wells turbine is the best known turbine for this kind of application and has the advantage of not requiring rectifying air valves.

Pivoting Flap – this device consists of a rectangular concrete box, which is open to the sea at one end. A steel pendulum flap is hinged over this opening, so that the actions of the waves cause it to swing back and forth. This motion is then used to power a hydraulic pump, which supplies a generator. There are currently plans for a 300 kWe scheme.

In comparison with the most other renewable energy technologies, even these deployed devices are at a relatively early stage in their development. This work is leading to more reliable and efficient devices, with corresponding improvements in the economics of wave power generation. It appears that this is a transition time for several technologies as they move from theoretical assessment and small-scale tests to large-scale demonstration and commercial schemes. Many energy and engineering companies are starting to show a growing interest in these technologies. As a result, it is envisaged that within the next five years in wave energy will start to play an increasingly important role complementing other renewable and conventional energy technologies. In addition, some wave energy devices will see growing use in providing potable water through reverse osmosis.

Vocabulary

mean – средний	energy converter – преобразователь энергии
hence – следовательно	to extract – извлекать
transformation process – процесс преобразования	fluid pressure – давление жидкости
to require – требовать	interface – граница раздела
to cause – вызывать, заставлять	torque – вращающий момент
relative motion – относительное движение	absorber – абсорбер, поглотитель
varied – различный, разнообразный	reaction point – точка приложения реакции
comprehensive review – всесторонний, полный обзор	tapered channel – суживающийся канал
to deploy – размещать	to funnel – проводить через узкий проход
shoreline – береговая линия	to overtop – превышать
in height – по высоте	reservoir – резервуар
to comprise – включать	to trap – удерживать
to submerge – погружать (под воду)	low head – малый напор
incident wave – падающая волна	hydroelectric generator – гидроагрегат
to swing – качаться	oscillating – качающийся
to draw – тащить	water column – водяной столб
application – применение	aperture – отверстие
to hinge – прикреплять	unidirectional turbine – однонаправленная турбина
to envisage – рассматривать	axial-flow turbine – осевая турбина
to complement – дополнять	rectifying air valve – выпрямительный воздушный корректор
potable water – питьевая вода	pivoting – вращающийся
wave energy – энергия волны	flap – заслонка, клапан
to transfer – передавать	
crest length – длина по гребню (волны)	

Упражнения

● *Упражнение 1.* Дайте русские эквиваленты следующим словосочетаниям из текста:

- wave energy –
- wind speed –
- original solar power levels –
- wave energy converters –
- mean sea level –

conventional low-head hydroelectric generator –
 self-rectifying air turbine –
 axial-flow turbine –
 steel pendulum flap –
 wave power generation –

● **Упражнение 2.** Найдите в тексте синонимы следующим словам:

- | | | |
|-------------------|--------------|----------------|
| a) to transmit, | d) decrease, | g) use, |
| b) quantity, | e) detailed, | h) anticipate. |
| c) space of time, | f) include, | |

● **Упражнение 3.** Найдите русские эквиваленты в б) для следующих английских словосочетаний из а):

- | a) | b) |
|------------------------------|--|
| 1) water particles | 1) поверхность раздела |
| 2) wind speed | 2) давление жидкости |
| 3) the length of time | 3) поглотитель |
| 4) transformation process | 4) частицы воды |
| 5) crest length | 5) по сравнению с |
| 6) to extract | 6) скорость ветра |
| 7) fluid pressure | 7) прямоугольный бетонный ящик |
| 8) interface | 8) извлекать |
| 9) absorber | 9) ректификационные воздушные
клапаны |
| 10) small height | 10) промежуток времени |
| 11) submerged structure | 11) воздушная камера |
| 12) air chamber | 12) процесс преобразования |
| 13) axial-flow turbine | 13) поглощающая структура |
| 14) rectifying air valves | 14) длина по гребню (волны) |
| 15) rectangular concrete box | 15) устройство |
| 16) device | 16) осевая гидротурбина |
| 17) in comparison with | 17) небольшая высота |

● **Упражнение 4.** Определите, соответствуют или не соответствуют следующие утверждения тексту.

1. Wave energy can be considered as a concentrated form of lunar energy.
2. Energy is stored in waves as both potential energy and kinetic energy.
3. Power is concentrated at each stage in the transformation process.
4. Wave energy converters extract energy from the Earth and convert it to a more useful form, usually as fluid pressure or mechanical motion.
5. There are over 1000 patents for very varied designs of wave energy converters.

6. Wave energy is mainly at the construction stage.

7. The water trapped in the reservoir flows back to the sea through a conventional collector.

8. Many energy and engineering companies are starting to show a growing interest in these technologies.

● **Упражнение 5.** Ответьте на вопросы.

1. What is the process of wave forming?

2. What does the size of the resulting waves depend on?

3. What is the role of energy converters?

4. How many patents are there for very varied designs of wave energy converter?

5. What stage is wave energy mainly at?

6. What can you say about tapered channel?

7. What is the difference between OWC and pivoting flap devices?

8. When will wave energy start to play an increasingly important role complementing other renewable and conventional energy technologies?

● **Упражнение 6.** Discuss the future applications of wave energy. Use the following phrases and combinations:

in my opinion

to start with

I believe

to my mind

I think

the thing is

the fact is

as far as I know

TEXT 8

● Прочитайте и переведите текст.

SUPERCONDUCTIVITY

According to the prominent scientist in this country V.L. Ginzburg the latest world achievements in the field of superconductivity mean a revolution in technology and industry. Recent spectacular breakthroughs¹ in superconductors may be compared with the physics discoveries that led to electronics and nuclear power. They are likely to bring the mankind to the threshold of a new technological age. Prestige, economic and military benefits could well come to the nation that first will master this new field of physics. Superconductors were once thought to be physically impossible. But in 1911 superconductivity was discovered by a Dutch physicist K. Onnes, who was awarded the Nobel Prize in 1913 for his low-temperature research. He found the electrical resistivity of a mercury

wire to disappear suddenly when cooled below a temperature of 4 Kelvin ($-269\text{ }^{\circ}\text{C}$). Absolute zero is known to be 0 K. This discovery was a completely unexpected phenomenon. He also discovered that a superconducting material can be returned to the normal state either by passing a sufficiently large current through it or by applying a sufficiently strong magnetic field to it. But at that time there was no theory to explain this.

For almost 50 years after K. Onnes' discovery theorists were unable to develop a fundamental theory of superconductivity. In 1950 physicists Landau and Ginzburg made a great contribution to the development of superconductivity theory. They introduced a model which proved to be useful in understanding electromagnetic properties of superconductors. Finally, in 1957 a satisfactory theory was presented by American physicists, which won for them in 1972 the Nobel Prize in physics. Research in superconductors became especially active since a discovery made in 1986 by IBM² scientists in Zurich. They found a metallic ceramic compound to become a superconductor at a temperature well above³ the previously achieved record of 23 K.

It was difficult to believe it. However, in 1987 American physicist Paul Chu informed about a much more sensational discovery: he and his colleagues produced superconductivity at an unbelievable before temperature 98 K in a special ceramic material. At once in all leading laboratories throughout the world superconductors of critical temperature 100 K and higher (that is, above the boiling temperature of liquid nitrogen) were obtained. Thus, potential technical uses of high temperature superconductivity seemed to be possible and practical. Scientists have found a ceramic material that works at room temperature. But getting superconductors from the laboratory into production will be no easy task. While the new superconductors are easily made, their quality is often uneven. Some tend to break when produced, others lose their superconductivity within minutes or hours. All are extremely difficult to fabricate into wires. Moreover, scientists lack a full understanding of how ceramics become superconductors. This fact makes developing new substances largely a random process. This is likely to continue until theorists give a fuller explanation of how superconductivity is produced in new materials.

Notes to the Text

1. spectacular breakthroughs – захватывающие открытия, достижения (переворот)
2. IBM – International Business Machines Corporation
3. well above – намного выше

Vocabulary

benefit – выгода, польза	previously – ранее, предварительно
to boil – кипеть	prominent – выдающийся, известный
to continue – продолжать	random – беспорядочный, случайный
to cool – охлаждать	resistivity – удельное сопротивление
current – электрический ток	to return – возвращаться
to discover – открывать, обнаруживать	satisfactory – приемлемый, удовле- творительный
finally – наконец	suddenly – вдруг, внезапно
to introduce – вводить	sufficiently – достаточно
to lack – нуждаться	to tend – стремиться, иметь тенденцию
likely – вероятно	wire – провод
to lose – терять	at once – сразу, немедленно
to master – овладевать	
moreover – более того	
to pass – пропускать	

Упражнения

● **Упражнение 1.** Укажите, какие утверждения соответствуют содержанию текста. Исправьте неправильные утверждения.

1. The latest achievements in superconductivity mean a revolution in technology and industry.

2. Superconductors were once thought to be physically impossible.

3. The achievements in superconductivity cannot be compared with the discoveries that led to electronics and nuclear power.

4. The electrical resistivity of a mercury wire disappears when cooled below 4 K.

5. A superconducting material cannot be returned to the normal state.

6. Landau and Ginzburg introduced a model which was useful in understanding electromagnetic properties of superconductors.

7. Scientists from IBM found a ceramic material that became a superconductor at a temperature of 23 K.

8. Potential technical uses of high temperature superconductivity are unlikely to be possible and practical.

● **Упражнение 2.** Найдите русскому слову соответствующее английское слово:

достижение – achievable, achievement, achieve;

электронный – electronics, electronic, electron;

легче – easily, easy, easier;

удовлетворять – satisfy, satisfactory, satisfaction;

действительно – reality, realise, really.

● **Упражнение 3.** Составьте предложения.

- | a) | b) |
|---|---|
| 1. Recent achievements in superconductivity research are | 1. fundamental theory to explain this unexpected phenomenon. |
| 2. They may be compared with | 2. found the electrical resistivity of mercury to disappear when cooled to the temperature of 4 Kelvin. |
| 3. Superconductivity is known to | 3. to the development of superconductivity theory. |
| 4. While carrying out his low temperature research he | 4. have been discovered by a Dutch physicist. |
| 5. For 50 years after the discovery there was no | 5. of great importance for science and technology. |
| 6. In the 1950s Russian and American physicists made a great contribution | 6. since the discovery of a superconductive metallic ceramics. |
| 7. Research in the field of superconductivity became especially active | 7. physics discoveries that led to the development of electronics and nuclear power. |

● **Упражнение 4.** Ответьте на вопросы, используя слова и словосочетания в скобках.

1. What field of science studies the phenomenon of superconductivity? (physics) 2. What can a nation have if it is the first to master this new field of science? (prestige, scientific advantage, economic and military benefits) 3. What is superconductivity? (the loss of electrical resistivity by a material on being cooled to temperatures near absolute zero) 4. What is absolute zero? (0 Kelvin or $-273\text{ }^{\circ}\text{C}$) 5. What scientists worked in the field of superconductivity research? (Dutch physicist K. Onnes, Russian physicists L. Landau and V. Ginzburg, and a number of American scientists) 6. What materials are the best super conductors? (ceramic materials) 7. What are the potential technical uses of superconductivity? (nuclear research, power generation, electronics, etc.)

● **Упражнение 5.** Заполните пропуски словами conduct, superconductivity, superconductor, superconductive.

1. ... at high temperatures was almost discovered in 1979. 2. The Russian scientists found an oxide of metal they were experimenting with to ... electric

current. Moreover, the lower the temperature, the less resistance the material had. 3. The resistance continued to fall in liquefied nitrogen. To continue the experiments, they needed liquid helium. To obtain it was quite a problem at that time. So the experiments were stopped. 4. But it was this compound of copper, lanthanum and oxygen that proved to be a ... for which the Swiss physicists were honoured with a Noble Prize in 1987. 5. Later neither efforts nor money were spared (жалеть, экономить) for the study of the ... materials. Moreover, there were no longer any problems with helium.

● **Упражнение 6.** Найдите русские эквиваленты в б) для словосочетаний из а):

a) the physics discoveries, discoveries that led to, the scientific advantage, advantage could well come to nation, to bring the mankind to, mercury wire, unexpected phenomenon, to return to normal state, by passing electric current, by applying magnetic field, to make a great contribution, they introduced a model, a model proved to be useful, a theory won for them the Nobel Prize, research in superconductivity, research became especially active, the achieved record of 23 K;

б) исследования особенно активизировались; исследования в области сверхпроводимости; теория, за которую они получили Нобелевскую премию; привести человечество к ...; преимущество в науке; открытия в области физики; достигнутая рекордная отметка в 23 К; открытия, которые привели к...; преимущество могла бы получить нация (страна); ртутная проволока; вернуться в обычное состояние; пропуская электрический ток; внести большой вклад; неожиданное явление; они предложили (ввели) модель; прикладывая магнитное поле; модель оказалась эффективной.

● **Упражнение 7.** Ответьте на вопросы.

1. What is this text about?
2. What is the phenomenon of superconductivity?
3. Who was the first to discover the phenomenon?
4. What scientists do you know who have worked in the field of superconductivity?
5. What materials are the best superconductors?
6. Is it possible to return superconducting materials to the normal state?
7. How can it be done?
8. In what fields of science and technology can the phenomenon of superconductivity be used?

TEXT 9

- Прочитайте и переведите текст.

TELEVISION

The television set is evidently the most important and popular electronic product of all time. All homes in developed countries have one or more TV sets and in many countries there are considerably more TV sets than telephones.

But in 1939 at the World's Fair in New York a tiny nine-by-twelve inch box was the centre of attention for hundreds of people. They were the first to see a television set in action. Compared to today's TV shows of underwater and outer-space research, those first black-white pictures were not very good. The pictures were only transmitted from one side of the Fair territory to the other. But in 1939 they were of historical importance.

Within a few days the news of television spread throughout the world. A lot of people wanted to have a look¹ at the new invention. Everyone was interested in it. But only few people owned television sets in the next few years. When World War II broke out² electronic factories that began the TV production stopped making them and started making war materials instead. When the war was over, TV sets began coming off factory assembly lines. By 1958 there were millions of them.

In a surprisingly short time people watched fewer films and turned from newspapers and magazines to TV. In its short history television has had great influence on people's life and way of thinking. Rocket-launching, concerts and football and tennis matches can be seen direct as they occur. The boundaries of time and space have disappeared.

At present TV communication is provided with the help of a system of artificial earth satellites so that people living in different parts of the country and all over the world and in different time zones are able to watch the central TV programs at the most convenient hours.

Nowadays many countries also have cable TV, a system using wires for the transmission of television programs (like telephone calls). Cable television first appeared in 1949 as a means of transmitting TV signals to rural and mountain areas far from big cities. Cable television's next big step forward was made by the mid – 1980s. Scientists announced that many technical problems had been solved and in the future it would be possible via satellite and cable TV to use more channels on a TV set at every home in the world.

Then we saw how a new technical invention, colour television, was rapidly replacing black-and-white television. Recently it was reported that the

first pocket-size³ colour television set had been developed. It was stated that a liquid-crystal display⁴ was used similar to those on calculators and watches and that it weighed less than a pound.

A few years ago it became evident that the next major advance for TV would be digital television. In a digital system the usual continuous signal is replaced by a digital code containing detailed information on brightness, colour, etc. A digital TV set hangs on the wall like a picture. Essentially, it is a minicomputer with a visual display. Once a week⁵ you put the programs you like into the memory, and the TV set will automatically switch on the desired channel at the right time. You can watch several programs simultaneously on miniscreens and then produce one of them in full format. Also, the TV set can automatically video-record the programs when you are absent or occupied.

By the end of 1980s television has moved to a new and the most important stage in its development since the appearance of colour television. Technically it is called high-definition television (HDTV)⁶ or Hi-Vision. This is the much higher resolution television⁷ of the 21st century. This revolution was started by Japanese manufacturers when they developed a new video system with a picture resembling a wide-screen film more than traditional television. The new system increases the screen's width-to-height ratio⁸ (16:9). The result is a picture several times sharper than in the existing TV sets. Besides, recent developments in plasma display panel technology⁹ make HDTV commercially practicable. The plasma display makes it possible to produce a large, bright, colour, flat TV screen so thin and light that it can also be hung on a wall like a framed picture. The engineering problem that has existed almost since the first days of television may be solved now.

Notes to the Text

1. to have a look – взглянуть, посмотреть
2. to break out – начаться, разразиться
3. pocket-size – карманный
4. liquid-crystal display – устройство изображения на жидких кристаллах
5. once a week – раз в неделю
6. high-definition television (HDTV) – телевидение высокой четкости
7. high resolution television – телевидение с большим разрешением
8. width-to-height ratio – отношение ширины к высоте
9. plasma display panel technology – производство плазменных панелей

Vocabulary

to appear – появляться	means – средство
artificial – искусственный	nowadays – сейчас, в настоящее время
to compare – сравнивать	to occur – происходить, возникать
to contain – содержать, вмещать	rapidly – быстро
continuous – непрерывный	research – исследование
convenient – удобный	simultaneously – одновременно
direct – прямой	to state – утверждать
during – в течение, во время	to switch on – включать
equipment – оборудование	time – время,
essentially – по существу, главным образом	times – раз
etc (etcetera) – и т. д.	to transmit – передавать
to exist – существовать	to watch – наблюдать, смотреть
few – мало, немного	weigh – весить, взвешивать
a few – несколько	within – в пределах, в, через
influence – влияние	a lot of – много
	to be able to – мочь, быть в состоянии

Упражнения

● **Упражнение 1.** Укажите, какие утверждения соответствуют содержанию текста. Исправьте неправильные утверждения.

1. A lot of people owned television sets in the first years after its invention.
2. First television black-and-white pictures were excellent.
3. Only few people owned television sets in the next few years after their appearance.
4. Black-and-white television was rapidly replacing colour television.
5. First television black-and-white pictures were not very good.
6. Only a few years ago colour television was rapidly replacing black-and-white television.
7. When the war was over, TV sets stopped coming off factory assembly lines.
8. After World War II TV sets began coming off factory assembly lines.

● **Упражнение 2.** Расположите слова в алфавитном порядке.

True, picture, telephone, communication; world, research, assembly, invention; own, beginning, telegraph, central; satellite, first, artificial, convenient; turn, videotape, transmit, size.

● **Упражнение 3.** Составьте предложения.

- | a) | b) |
|---|---|
| 1. The first black-and-white nine-by-twelve inch TV sets | 1. has been replaced by colour television. |
| 2. In a surprisingly short time | 2. the development of TV became digital television in which the usual signal is replaced by digital code. |
| 3. At present | 3. were of historical importance in 1939. |
| 4. Satellite and cable TV makes it possible | 4. television has had great influence on people's life and way of thinking. |
| 5. Recently black-and-white TV | 5. is the most important stage in the development of TV since the appearance of colour television. |
| 6. The next major advance in | 6. to watch TV programs in different parts of the country and throughout the world. |
| 7. The invention of high-definition television with a picture resembling a wide screen film | 7. there are different kinds of television systems: satellite, cable, colour, pocket-size, digital, high-definition television. |

● **Упражнение 4.** Ответьте на вопросы, используя слова и словосочетания в скобках.

1. What invention was the center of attention at the World Fair in New York in 1939? (the first black-and-white television set) 2. What stopped the TV production? (World War II) 3. What influence has the television had on people's life and way of thinking? (great influence; boundaries of time and space have disappeared) 4. What kinds of TV exist now? (satellite, cable, colour, digital and high-definition television) 5. What is the latest and the most important stage in the development of television since the appearance of colour television? (high-definition television) 6. What is the advantage of high-definition television? (the television of much higher resolution) 7. What technology makes HDTV commercially practicable now? (plasma display panel technology)

● **Упражнение 5.** Выберите правильный перевод следующих слов:

attention – внимательно, внимательный, внимание;
 surprisingly – удивительный, удивление, удивительно;
 recorder – записывающее устройство, запись, записывать;

convenient – удобство, удобный, созывать;
 numerous – бесчисленный, количество, многочисленный.

● **Упражнение 6.** Ответьте на вопросы.

1. When did the first TV set appear?
2. Were people interested in the new invention?
3. Why was the TV production stopped in 1940?
4. What is cable television?
5. What is digital television?
6. What is high-definition television?

● **Упражнение 7.** Speak about:

1. The history of television development.
2. Future development of television.

TEXT 10

● Прочитайте и переведите текст.

MADE IN SPACE

This label «Made in Space» for industrial materials will probably surprise no one in the not so distant future. They may include superconductors, new kinds of alloys, substances with peculiar magnetic properties, supertransparent laser glass¹, polymers, plastics, and so on. Numerous experiments carried out at the Russian orbital space stations have paved the way² to the development of methods and means of industrial production of new materials of better quality on board a spacecraft³. Experts estimate that within a few coming years industrial production of various materials will be started in space.

Conditions on board a space vehicle orbiting Earth greatly differ from those on its surface. However, all of these conditions can be simulated⁴ on Earth, except for one – prolonged weightlessness. Weightlessness can be created on Earth, but only for a few seconds. A space flight is another matter: a satellite orbiting Earth is in a dynamic zero-gravity state, i. e., when gravity is cancelled out⁵ by inertia.

What can weightlessness be used for? Many well-known processes go on differently due to the absence of weight. The Archimedes principle is no longer valid and, consequently, stable-state⁶ liquid mixtures can be obtained, the components of which would immediately separate on Earth because of different density. In case of melts⁷ of metals, glasses or semiconductors, they can be

cooled down to the solidification point even in space and then brought back to Earth. Such materials will possess quite unusual qualities.

In space there is no gravitational convection⁸, i.e., movements of gases or liquids caused by difference of temperatures. It is well-known that various defects in semiconductors occur because of convection. Biochemists also have to deal with the worst aspects of convection, for example, in the production of superpure biologically active substances. Convection makes it very difficult on Earth.

Following the launch of the first orbital stations the specialists started experiments aimed at proving the advantages of the zero-gravity state for the production of certain materials. In this country all orbital stations from Salyut 5 onwards were used for that purpose, as well as rockets. Since 1976 over 600 technological experiments have been carried out on board manned and unmanned space vehicles.

The experiments proved that many of the properties of the materials obtained under the zero-gravity condition were much better than those produced on Earth. Besides, it has been established that it is necessary to develop a new science – physics of the weightless state – which forms the theoretical basis for space industry and space materials study. This science has basically been developed. The methods of mathematical modelling of the hydromechanical process under the zero-gravity condition have been created with the help of computers.

Special space vehicles will also be needed for industrial production of new-generation materials. Research has shown that the acceleration rate on board these vehicles must be reduced to the minimum. It was found that space platforms in independent flight carrying the equipment were most suitable for producing materials. These vehicles will have to use their own propulsion systems to approach their base orbital station after a certain period of time. The cosmonauts on board the station can replace the specimens. Many new and very interesting projects are planned for orbital stations. Here is one of them. Convection does not allow to grow large protein crystals on Earth. But it is possible to grow such crystals under the zero-gravity condition and to study their structure. The data obtained during the experiments can be useful for the work of laboratories on Earth in using the methods of gene engineering⁹. Thus, it may be possible to make new materials in space and also to obtain valuable scientific data for new highly efficient technologies on Earth.

Preparatory work for industrial production in space at a larger scale is being carried out in Russia, the USA, Western Europe and Japan. It should be said that according to the estimates of American experts production of materials in space is to bring 60 billion dollars in the future.

Notes to the Text

1. supertransparent laser glass – сверхпрозрачное лазерное стекло
2. to pave the way – проложить путь
3. on board (a spacecraft) – на борту (космического корабля)
4. to simulate – моделировать, имитировать
5. to cancel out – уничтожать, уравнивать
6. stable-state – устойчивое состояние
7. in case of melts – в случае расплавов
8. gravitational convection – гравитационная конвекция (перенос тепла под действием силы тяжести)
9. gene engineering – генная инженерия

Vocabulary

to aim – стремиться, целить(ся)

alloy – сплав

to approach – приближаться, подходить

certain – определенный

condition – условие

to create – создавать

consequently – следовательно

launch – запуск

liquid – жидкость

manned – пилотируемый, с человеком на борту

movement – движение

numerous – многочисленный

to obtain – получать

to possess – обладать, владеть

data – данные

density – плотность

to differ from – отличаться от
difference – различие, разница

to estimate – оценивать

except – кроме, за исключением

i.e. [that is] –то есть

to include – включать

thus – так, таким образом

valuable – ценный

to prove – доказывать

substance – вещество

surface – поверхность

vehicle – транспортное средство, космический летательный аппарат

weight – вес

Упражнения

● **Упражнение 1.** Составьте утверждения, выбрав правильный вариант согласно тексту.

1. Many well-known processes go on differently in space due to
 - a) different density,
 - b) the presence of weight,
 - c) the absence of weight.

2. The components of stable-state liquid mixtures would separate on Earth because of

- a) high temperature,
- b) different density,
- c) different conditions.

3. It is well-known that various defects in semiconductors occur because of

- a) weightlessness,
- b) solidification,
- c) convection.

● **Упражнение 2.** Найдите в тексте модальные глаголы и их эквиваленты.

● **Упражнение 3.** Составьте предложения.

a)

1. Experts estimate that within a few coming years
2. Numerous experiments on board
3. They may include
4. In space there is no gravitational convection
5. Convection makes the production of some materials
6. But in zero-gravity conditions it is possible
7. It should be said that research and preparatory work

b)

1. for industrial production of new-generation materials at a larger scale is being carried out in Russia, the USA, Europe and Japan.
2. very difficult on Earth.
3. i.e. movement of gases or liquids because of difference of temperatures.
4. to grow large crystals and to study their structure.
5. super and semiconductors, metals, glasses, superpure biologically active substances, etc.
6. the industrial production of various materials is to begin in space.
7. the Russian manned and unmanned space vehicles and space stations proved the advantages of the zero-gravity state for the production of some materials.

● **Упражнение 4.** Ответьте на вопросы, используя слова и словосочетания в скобках.

1. What condition on board a space vehicle can't be simulated on Earth? (prolonged weightlessness). 2. What eliminates gravity during a space flight? (inertia). 3. What can be the industrial use of weightlessness? (the production of new materials with unusual properties). 4. What industrial materials can be produced in space? (superconductors, new kinds of alloys, magnetic materials, laser glass, polymers, plastics, etc). 5. What is Russia's contribution to the development of methods and means of industrial material production in space? (over 600 technological experiments carried out at the Russian orbital space stations). 6. What are the results of these experiments? (much better properties of the materials obtained under the zero-gravity condition than those produced on Earth). 7. What is needed for industrial material production in space? (special space platforms).

● **Упражнение 5.** Переведите без словаря.

The first step in any industrialization project, for example, on the Moon should be preparation for plant construction. It is economically desirable to use local materials for this. It is well-known that metals form the most important group of engineering materials. One must know that they possess necessary mechanical and physical properties. They can be easily fabricated into various forms by a variety of techniques. They are hard, tough (пластичный), strong and temperature-resistant, a combination of properties not available in any other materials. The properties of metals can be changed by heat treatment so that the fabrication is much easier since the work pieces can have properties quite different from those needed in the final product.

● **Упражнение 6.** Ответьте на вопросы.

1. What is this text about?
2. Have you seen the label «Made in Space» anywhere?
3. Why can't certain materials be produced on Earth?
4. Can all the conditions on board a space vehicle be simulated on Earth?
5. When will it be possible to start industrial production of materials in space? What do you think about it? Can we start such production now?
6. Why can we obtain materials of better quality in space?
7. What equipment is needed for producing materials in space?
8. How will this equipment operate?

● **Упражнение 7.** Найдите английские эквиваленты в b) для русских словосочетаний из a):

a) в большем масштабе; пилотируемые и непилотируемые космические аппараты; проводить эксперимент; на борту космического корабля;

преимущества состояния невесомости; условия невесомости; материалы нового поколения; получить полезные и ценные данные;

b) carry out experiments; zero gravity conditions; at a larger scale; zero-gravity state advantages; on board a spacecraft; manned and unmanned space vehicles; obtain useful and valuable data; new generation materials.

● **Упражнение 8.** Speak about:

1. Space industrialization and its importance for mankind.
2. The latest achievements in industrial materials production in space.

TEXT 11

● Прочитайте и переведите текст.

TRANSPORT FOR TOMORROW

One thing is certain about the public transport of the future: it must be more efficient than it is today. The time is coming when it will be quicker to fly across the Atlantic to New York than to travel from home to office. The two main problems are: what vehicle shall we use and how can we plan our use of it?

There are already some modern vehicles which are not yet in common use, but which may become a usual means of transport in the future. One of these is the small electric car: we go out into the street, find an empty car, get into it, drive to our destination, get out and leave the car for the next person who comes along. In fact, there may be no need to drive these cars. With an automatic guidance system for cars being developed, it will be possible for us to select our destination just as today we select a telephone number, and our car will move automatically to the address we want.

For long journeys in private cars one can also use an automatic guidance system. Arriving at the motorway, a driver will select the lane¹ he wishes to use, switch over to automatic driving, and then relax – dream, read the newspaper, have a meal, flirt with his passenger – while the car does the work for him. Unbelievable? It is already possible. Just as in many ships and aircraft today we are piloted automatically for the greater part of the journey, so in the future we can also have this luxury in our own cars.

A decade ago, the only thing electronic on most automobiles was the radio. But at present sophisticated electronics is playing a big part in current automotive research. For example, in every gasoline-powered² car that General Motors Corporation makes there is a small computer continuously monitoring the exhaust. The device, about the size of a pack of cigarettes, adjusts the vehicle carburetor fuel intake³ to get the best fuel economy. Ford cars are equipped

with an electronic instrument panel that, among other things⁴, will calculate how far one can drive on the fuel left in the tank. It will also estimate the time of arrival at destination and tell the driver what speed he has averaged⁵ since turning on the ignition.

According to specialists these features made possible by microelectronics are only the beginning. Radar may control the brakes to avoid collisions, and a display screen may show the car's position on the road. Recently a radar to be mounted on lorries and cars has been designed in the USA. The radar aerial looks like a third headlight placed directly above the bumper. Having summed up the information about the speed and distance of various objects ahead, the computer detects all possible dangers and their nature. A third component in the system is a monitor on the instrument panel. The radar only observes objects ahead of the vehicle. It is automatically turned on when the speed exceeds ten miles an hour. The green light on the panel indicates that the system is on. The yellow light warns of stationary objects ahead, or something moving slower than the car. The red light and buzzer warn that the speed should go down. Another red light and sound signal make the driver apply the brakes.

A Japanese company is designing a car of a new generation. When completed, the new model will have a lot of unusual characteristics. The car's four-wheel control system will ensure movement diagonally and even sideways, like a crab, at right angles to the longitudinal axis. This is especially important when leaving the car in parking places. To help the driver get information while concentrating on the road, the most important data will be projected on the wind screen. A tourist travelling in such a car will not lose his way even in Sahara with its impassable roads: a navigation Earth satellite will indicate the route.

A new ceramic engine has been developed in Japan. Many important parts as pistons, pressure rings⁶, valves and some others have been made of various ceramic materials, piston rings⁷ made of silicon materials being in many respects better than those of steel. They withstand temperatures up to 1,000 °C. Therefore, the engine does not need a cooling system.

Notes to the Text

1. lane – ряд
2. gasoline-powered – с бензиновым двигателем
3. fuel intake – впрыск топлива
4. among other things – кроме всего прочего
5. what speed he has averaged – какова была его средняя скорость
6. pressure ring – уплотнительное кольцо
7. piston ring – поршневое кольцо

Vocabulary

to adjust – регулировать	to ensure – обеспечивать, гарантировать
angle – угол	to equip – оборудовать
to apply – применять	to exceed – превышать
to avoid – избегать	exhaust - выхлоп
axis – ось	to place – помещать
current – современный, текущий	to select – выбирать
destination – пункт назначения	size – размер
to detect – обнаруживать	sophisticated – сложный
guidance – управление, наведение	valve – клапан
ignition – зажигание	to warn – предупреждать
to indicate – указывать, показывать	to withstand – выдерживать
to make – делать, заставлять	in many respects – во многих отношениях
to mount – монтировать, устанавливать	to look like – быть похожим
only – единственный; только	to turn on/off – включать/выключать
directly – прямо, непосредственно	
engine – двигатель	

Упражнения

● **Упражнение 1.** Укажите, какие утверждения соответствуют содержанию текста.

1. An automatic guidance system was developed for the electric car.
2. Small electric cars are in common use.
3. Many ships and aircrafts are piloted automatically for the greater part of the journey.
4. Usually having arrived at a motorway, a driver switches over to automatic control and relaxes.
5. A decade ago there were many electronic things in the cars.
6. There is no future for microelectronics in automobiles.
7. Recently a radar to be mounted on lorries and cars has been designed in the USA.
8. A new ceramic engine has been developed in France.

● **Упражнение 2.** Сгруппируйте из слов пары:

а) синонимов:

regulate, modern, want, select, use, current, wish, average, adjust, choose, mean, apply;

б) антонимов:

unbelievable, cooling, continuous, passable, heating, believable, discontinuous, impassable.

● **Упражнение 3.** Составьте предложения.

- | a) | b) |
|---|---|
| 1. There are already some modern vehicles | 1. goes out into the street, finds an empty car, gets into it, drives to his destination, gets out and leaves the car for the next passenger. |
| 2. For example, a small electric car can solve | 2. there may be no need to drive these cars. |
| 3. A passenger | 3. which may become a usual means of transport in the future. |
| 4. With an automatic guidance system for cars, | 4. increasingly wide use of modern microelectronics in cars. |
| 5. It will be possible | 5. many problems of public transport. |
| 6. All these innovations will become possible because of | 6. an important part in current car design. |
| 7. Computers, electronic instrument panels, radars, adjusting devices, etc. are playing | 7. to switch over to automatic driving, as we do in ships and aircrafts today. |

● **Упражнение 4.** Ответьте на вопросы, используя слова и словосочетания в скобках.

1. What are the main problems of public transport? (a new type of vehicle and its much more efficient use) 2. What type of modern vehicle may become a usual means of transport in the future? (a small electric car) 3. What is the possible development in private cars? (the use of an automatic guidance system) 4. What electronic devices are used in modern cars? (a computer, fuel adjusting devices, an electronic instrument panel for indicating the speed, time, distance covered and fuel left) 5. What is the main function of a radar for a car? (detecting all possible dangers ahead of the vehicle on a road) 6. What unusual feature will a new generation car have? (four-wheel control system ensuring diagonal and side movements) 7. What materials are used in current automotive design? (ceramics)

● **Упражнение 5.** Ответьте на вопросы.

1. What is the text about?
2. What kind of a car may be in common use in the near future?
3. How will a public electric car operate?
4. How will it operate on a motorway?
5. What electronic devices are there in a modern car?

6. What electronic devices does General Motors Corporation offer for a car?
7. What electronic devices are Ford cars equipped with?
8. Can a radar be used in a car? What will its functions be?
9. What functions will a Japanese car of a new generation have?
10. What materials do the Japanese offer to use for car motors?

● **Упражнение 6.** Найдите русские эквиваленты в б) для английских словосочетаний из а):

a) one thing is certain, public transport, the time is coming, from home to office, a modern vehicle, in common use, to get into a car, a pack of cigarettes, how far one can drive, various objects ahead, directly above the bumper, get out of a car;

b) различные объекты впереди; общественный транспорт; современное транспортное средство; приходит время; сесть в машину; пачка сигарет; от дома до работы; одно явно; в повсеместном использовании; выйти из машины; сколько (как далеко) можно проехать; непосредственно над бампером.

● **Упражнение 7.** Speak about:

1. Public transport of the future.
2. The application of electronics in modern cars.

TEXT 12

● Прочитайте и переведите текст.

A NEW ERA FOR AIRCRAFT

Aviation experts expect that today's aircraft will begin to be replaced with some new form of supersonic transport in a few years' time. At 21st century hypersonic aircraft may open a new age of aircraft design.

The designers of this country displayed the project of such a supersonic passenger liner among the prospective models at one of the latest Aerospace Salon held on the old Le Bourget airfield¹ in Paris. An elongated fuselage with a sharp nose and without a horizontal stabilizer makes it look more like a rocket. The speed matches the looks². This plane will fly at a speed five to six times above the speed of sound, e.g., it will cover the distance between Tokyo and Moscow in less than two hours. The diameter of the fuselage will be 4 meters and the overall length 100 meters, with the cabin accommodating 300 passengers. The future superplanes of such a class will have no windows, but the pas-

sengers can enjoy³ watching the panorama of the Earth on the TV monitor at the front of the cabin. They will fly so fast that ordinary aircraft windows would make the structure too weak to withstand the stresses at such a speed. At high velocities the air resistance in the lower atmosphere is so great that the skin is heated to very high temperature. The only way out is to fly higher. Therefore, airliners' routes will mainly lie in the stratosphere.

In general, to build a reliable hypersonic plane one has to overcome a whole set of technological and scientific difficulties. Apart from creating highly economical combined engines and heat-insulating materials⁴, designers have to make such an amount of thermodynamic computations that can't be performed without using supercomputers. One of the ways to make planes as economical as possible is lightening the aircraft by substituting new composite materials for conventional metal alloys. Accounting for⁵ less than 5 per cent of the overall aircraft weight now, the percentage of composite material parts will exceed 25 per cent in new generation models. An extensive use of new materials combined with better aerodynamics and engines will allow increasing fuel efficiency by one-third⁶.

Because of the extreme temperatures generated by the atmosphere friction, a hypersonic craft will also require complicated cooling measures. One possibility is using cryogenic fuels, such as liquid hydrogen, as both coolants⁷ and propellants. The fuel flowing through the aircraft's skin would cool the surfaces as it vaporizes before being injected into combustion chamber.

In addition, specialists in many countries are currently working on new propeller engines considered much more economical and less noisy than jets. The only disadvantage is that propeller planes fly slower than jet planes. However, it has recently been announced that specialists succeeded in⁸ solving this problem. As a result a ventilator engine with a propeller of fibre-glass blades has been built, each being five meters long. It will be mounted in the experimental passenger plane.

Notes to the Text

1. Le Bourget airfield – аэропорт Ле Бурже
2. the looks – внешний вид
3. can enjoy – с удовольствием (*здесь*)
4. heat-insulating materials – теплоизолирующие материалы
5. accounting for – составляя
6. by one-third – на одну треть
7. coolant – охлаждающая жидкость
8. succeeded in – удалось

Vocabulary

amount – количество	efficiency – производительность, КПД, эффективность
to announce – объявлять, заявлять	e.g. (for example) – например
to combine – сочетать(ся)	to expect – ожидать, предполагать
combined with – в сочетании с	extreme – крайний, чрезвычайный
combustion – горение	friction – трение
complicated – сложный	fuel – топливо
conventional – обычный, стандартный	to heat – нагревать(ся)
currently – в настоящее время	to inject – впрыскивать, вводить
disadvantage – недостаток	mainly – главным образом
measure – мера	structure – конструкция, структура
noise – шум	to substitute – заменять, подставлять
overall – полный, общий	to vaporize – испарять(ся)
to overcome – преодолевать	velocity – скорость
resistance – сопротивление	apart from – помимо, кроме
stress – напряжение	way out – выход

Упражнения

● **Упражнение 1.** Укажите, какие утверждения соответствуют содержанию текста. Исправьте неправильные утверждения.

1. Today's aircraft will be replaced with a new form of supersonic transport in a few years' time.

2. The new hypersonic aircraft that looks like a rocket will cover the distance between Tokyo and Moscow in less than two hours.

3. The future superliner of this class will have large windows that will allow passengers to watch the panorama of the Earth.

4. Airliner's routes will mainly lie in the stratosphere because the air resistance in the lower atmosphere is too great.

5. Designers can easily make all the necessary thermodynamic calculations to build a reliable hypersonic plane.

6. It is possible to lighten the aircraft by substituting conventional metal alloys for new composite materials.

7. Cryogenic fuels are used as both coolants and propellants.

8. The great advantage of propeller planes is that they fly faster than jet planes.

● **Упражнение 2.** Найдите русскому слову соответствующее английское слово:

конструктор – design, designer, to design;
 стабилизировать – stabilizer, stability, stabilize;
 самый последний – latest, late, later;
 эффективный – efficient, efficiency, efficiently;
 характеристика, работа – perform, performing, performance;
 надежно – reliable, reliability, reliably;
 немыслимый – thinking, thinkable, unthinkable;
 невесомость – weightlessness, weightless, weight.

● **Упражнение 3.** Составьте предложения.

- | a) | b) |
|---|---|
| 1. It is expected that a new hypersonic aircraft | 1. will be 4 meters, overall length 100 meters and its cabin will carry 300 passengers. |
| 2. The project of such an aircraft was displayed at | 2. a speed five to six times above the speed of sound. |
| 3. There is no horizontal stabilizer | 3. like a rocket. |
| 4. Therefore it looks more | 4. since conventional aircraft windows are too weak to withstand high stresses at supersonic speed. |
| 5. The superliner will mainly fly in the stratosphere at | 5. the Aerospace Salon in Paris. |
| 6. The diameter of the fuselage | 6. will replace today's aircrafts soon. |
| 7. The passenger superliners of such a class will have no windows | 7. in the design of a new superliner. |

● **Упражнение 4.** Ответьте на вопросы, используя слова и словосочетания в скобках.

1. What kind of aircraft may begin a new age in aviation? (a hypersonic passenger liner)
2. What is the shape of the new liner? (an elongated fuselage with a sharp nose)
3. What distance can the new liner cover in less than two hours? (the distance between Tokyo and Moscow)
4. What are the main problems of building a reliable hypersonic liner? (developing an economical engine and new heat insulating materials combined with better aerodynamics)
5. What is one of the ways to make a hypersonic liner as economical as possible? (using new composite materials)
6. What will be used for cooling a hypersonic craft? (cryogenic fuels)
7. What combined engine was developed? (a ventilator propeller engine)

● **Упражнение 5.** Прочитайте словосочетания и выберите для выделенных слов соответствующие тексту значения.

1. with the cabin **accommodating**

- a) grant,
- b) have, provide a room or place for,
- c) change.

2. the **skin** is heated

- a) outer covering of human body,
- b) outer covering of a fruit,
- c) outer layer or surface.

3. **lightening** the aircraft

- a) make light or bright,
- b) reduce the weight of,
- c) make visible.

4. the fuel **flowing** through

- a) move along or over,
- b) come from,
- c) be the result of

5. fibre-glass **blades**

- a) cutting part of a knife,
- b) a part of a tool for playing baseball,
- c) flat wide part of a propeller.

● **Упражнение 6.** Ответьте на вопросы.

1. What is this text about?
2. What aircraft was displayed in Paris?
3. What are the characteristics of the new liner?
4. What are the difficulties in building a hypersonic plane?

● **Упражнение 7.** Найдите русские эквиваленты в б) для английских словосочетаний из а):

a) a new form of supersonic transport, prospective model, elongated fuselage, without horizontal stabilizer, cover the distance, less than two hours, overall length, overall aircraft weight, at high velocities, lower atmosphere, the skin is heated, the only way out, one of the ways, combined engines, combined with, as economical as possible;

b) единственный выход, комбинированные двигатели, менее двух часов, без горизонтального стабилизатора, нижние слои атмосферы, один из путей, удлиненный фюзеляж, общий вес самолета, обшивка нагревается, на больших скоростях, общая длина, как можно более экономично, пер-

спективная модель, новый вид сверхзвукового транспорта, в сочетании с, покрывать расстояние.

● **Упражнение 8.** Speak about:

1. The characteristics of a new hypersonic passenger liner.
2. The main difficulties of its construction.

TEXT 13

● Прочитайте и переведите текст.

LASER

In the «War of Worlds» written before the turn of the last century H. Wells told a fantastic story of how Martians almost invaded our Earth. Their weapon was a mysterious «sword of heat». Today Wells' sword of heat has come to reality in the laser. The name stands for light amplification by stimulated emission of radiation.

Laser, one of the most sophisticated inventions of man, produces an intensive beam of light of a very pure single colour. It represents the fulfilment of one of the mankind's oldest dreams of technology to provide¹ a light beam intensive enough to vaporize the hardest and most heat-resistant materials. It can indeed make lead run like water, or, when focused, it can vaporize any substance on the earth. There is no material unamenable² to laser treatment and laser will become one of the main technological tools quite soon.

The applications of laser in industry and science are so many and so varied as to suggest magic³. Scientists in many countries are working at a very interesting problem: combining the two big technological discoveries of the second half of the 20th century – laser and thermonuclear reaction – to produce a practically limitless source of energy. Physicists of this country have developed large laser installations to conduct physical experiments in heating thermonuclear fuel with laser beams. There also exists an idea to use laser for solving the problem of controlled thermonuclear reaction. The laser beam must heat the fuel to the required temperature so quickly that the plasma does not have time to disintegrate. According to current estimates, the duration of the pulse has to be approximately a billionth of a second. The light capacity of this pulse would be dozens of times greater than the capacity of all the world's power plants. To meet such demands in practice, scientists and engineers must work hard as it is clear that a lot of difficulties are to be encountered on route⁴.

The laser's most important potential may be its use in communications. The intensity of a laser can be rapidly changed to encode very complex signals.

In principle, one laser beam, vibrating a billion times faster than ordinary radio waves, could carry the radio, TV and telephone messages of the world simultaneously. In just a fraction of a second, for example, one laser beam could transmit the entire text of the Encyclopedia Britannica.

Besides, there are projects to use lasers for long distance communication and for transmission of energy to space stations, to the surface of the Moon or to planets in the Solar system. Projects have also been suggested to place lasers aboard Earth satellites nearer to the Sun in order to transform the solar radiation into laser beams, with this transformed energy subsequently transmitted to the Earth or to other space bodies. These projects have not yet been put into effect⁵, because of the great technological difficulties to be overcome and, therefore, the great cost involved. But there is no doubt that in time⁶ these projects will be realized and the laser beam will begin operating in outer space as well.

Notes to the Text

1. to provide – получать
2. unamenable – неподдающийся
3. as to suggest magic – можно принять за чудо
4. on route – на пути
5. put into effect – осуществлять
6. in time – со временем

Vocabulary

amplification – усиление
as well - также
approximately – почти, приблизительно
capacity – мощность, нагрузка, производительность
to conduct – вести, проводить
cost – стоимость
duration – продолжительность
enough – достаточно, довольно
entire – полный, целый
fulfilment – выполнение, осуществление, исполнение
single – один, одиночный
to suggest – предлагать, советовать
tool – инструмент, орудие, средство

to heat – нагревать
heating – нагрев
heat-resistant – термостойкий
indeed – действительно, на самом деле
installation – установка, сборка
involved – связанный, рассматриваемый, имеющий место
rapidly – быстро
to represent – представлять, олицетворять
to stimulate – возбуждать, индуцировать
treatment – обработка
to vary – менять, изменять(ся)
weapon – оружие

Упражнения

● **Упражнение 1.** Укажите, какие утверждения соответствуют содержанию текста. Исправьте неправильные утверждения.

1. Laser means «light amplification by stimulated emission of radiation».
2. Laser produces an intensive beam of light.
3. In the next few years laser will become one of the main technological tools.
4. Martians almost invaded the Earth before the turn of the last century.
5. Laser and thermonuclear reaction can produce a limited source of energy.
6. The laser beam heats the fuel so quickly that the plasma disintegrates.
7. There are projects to transform lunar radiation into beams.
8. The laser beam will begin operating in outer space.

● **Упражнение 2.** Найдите русскому слову соответствующее английское слово:

устанавливать – installment, installation, install;
 различие, разница – differ, difference, different;
 распадаться – disintegrator, disintegration, disintegrate;
 применимый – application, applicable, apply;
 укреплять – strong, strength, strengthen;
 эффективно – efficient, efficiency, efficiently;
 усилитель – amplification, amplifier, amplify.

● **Упражнение 3.** Составьте предложения.

- | a) | b) |
|---|---|
| 1. A laser can find | 1. must heat the fuel to the required temperature very quickly. |
| 2. It is very interesting to combine | 2. very wide application. |
| 3. There is an idea | 3. hard to overcome numerous technological difficulties. |
| 4. In this case a laser beam | 4. is not an easy task. |
| 5. The light capacity in a laser installation should be dozens of times greater | 5. to use a laser for solving the problem of controlled thermonuclear reaction. |
| 6. To develop such a laser system in practice | 6. laser and thermonuclear reaction to produce a limitless source of energy. |

7. Scientists and engineers must work

7. than the capacity of all the world' power plants.

● **Упражнение 4.** Ответьте на вопросы, используя слова и словосочетания в скобках.

1. What is a laser? (a device producing an intensive beam of light)
2. What is its principle of operation? (light amplification by stimulated emission of radiation)
3. What light is produced by a laser? (light of pure single colour)
4. What can be done by means of a laser? (vaporizing the hardest materials)
5. What materials can be treated with a laser? (practically any material and any substance)
6. What is the most promising use of lasers? (the use in all kinds of communication)
7. What prevents putting into effect the projects to use lasers more widely in space? (great technological difficulties and great cost involved)

● **Упражнение 5.** Прочитайте и переведите без словаря.

To understand why light from the laser is so concentrated, you must know that light travels in waves. Ordinary white light is made up of many wavelengths travelling in every direction. Laser light is essentially of one wavelength, with all the waves moving in one direction. Because the laser wavelengths intensify each other, they can remain in an unbelievably straight beam for a long distance. Almost any substance can be forced to «lase» if you work hard enough with it. Gas lasers give off continuous beams of light. Tiny semiconductor lasers may be especially useful in computers for transmitting signals to replace the use of cables. Many lasers can give off invisible radiation, either infrared or ultraviolet.

● **Упражнение 6.** Ответьте на вопросы.

1. What is this text about?
2. What does the word «laser» mean?
3. What is the laser, is it a device or some phenomenon?
4. Who was the first to write about lasers?
5. What writer from this country wrote a book about a laser?
6. What can a laser do?
7. Where can it be used?
8. What other uses do you know?

● **Упражнение 7.** Найдите русские эквиваленты в б) для английских словосочетаний из а):

a) before the turn of the century, fantastic story, sword of heat, mysterious sword of heat, has come to reality, the name stands for, light amplification, stimulated emission, mankind's oldest dream, to make lead run like water, technological tool, thermonuclear fuel, to have no time to disintegrate,

experiments in heating, required temperature, dozens of times greater, in just a fraction of a second;

б) технологическое средство; заставить свинец литься как вода; название означает; старейшая мечта человечества; усиление света; в конце прошлого века; индуцированная эмиссия (излучение); огненный меч; таинственный огненный меч; воплотилось в реальность; фантастическая история; эксперименты по нагреву; требуемая температура; термоядерное топливо; нет времени для распада; в десятки раз больше; всего за долю секунды.

● **Упражнение 8.** Найдите:

а) синонимы:

rapidly, sophisticated, to conduct, demand, almost, quickly, to carry out, approximately, opportunity, requirement, also, use, to fulfill, complex, as well, to realize, application, possibility;

б) антонимы:

further, integrate, cooling, outside, powerless, uncontrolled, limited, disintegrate, nearer, capable, limitless, controlled, incapable, powerful, heating, inside.

II РАЗДЕЛ

(для экономических специальностей)

ТЕХТ 1

● Прочитайте и переведите текст.

SECTORS OF ECONOMY

There are three main sectors in any¹ economy: the primary sector, the secondary sector, and the tertiary sector.

The primary sector of economy includes industries that get goods from nature, such as agriculture and mining. There are two main branches in agriculture: crop and animal farming. Mining partially belongs to the secondary sector as mineral resources need industrial processing. Forestry, fishing, and beekeeping also belong to this sector.

Manufacturing industries which produce goods by means of mechanical, electrical or chemical, but not manual, processing of resources belong to the secondary sector. People who do not produce goods but provide different

services for plants and factories work for the secondary sector, for example plant and factory managers. The sector also includes companies that provide fuel, energy, and transport for manufacturing.

The tertiary sector provides different services to consumers, such as trade, transport, banking, insurance and other public services. Teachers, doctors, tourist agents, drivers, lawyers, etc² work in the tertiary sector.

There are countries which are rich in land. They can use land intensively and produce agricultural products and minerals. Manufacturing plays an important role in the world economy, but there is a tendency for the growth of the service sector in many economies, especially in industrialized countries.

Notes to the Text

1. any – любой

2. etc – и т. д., и т. п.

Vocabulary

economy – хозяйство, экономика

to include (smth in smth) – включать (что-либо в состав чего-либо), содержать

industry – отрасль;

промышленность

industrial – отраслевой;

промышленный

good – товар, изделие

such as – такой как

as – так как; как; в качестве;

по мере того как

agriculture – сельское хозяйство

agricultural –

сельскохозяйственный

farming – сельское хозяйство

crop farming – растениеводство

animal farming – животноводство

mining – горная промышленность

to belong – принадлежать

кому-либо, относиться к

чему-либо

resource(s) – ресурс(ы), средства

processing – обработка, переработка

to process – обрабатывать,

перерабатывать

manufacturing – (промышленное)

производство

to manufacture – производить

to produce – производить,

вырабатывать

by means of – посредством

to provide – обеспечивать

service - услуга, обслуживание

plant – завод, фабрика

fuel – топливо, горючее

consumer – потребитель

trade – торговля

to use – использовать, применять

growth – рост, развитие

to grow (grew, grown) – расти,

выращивать

Упражнения

● **Упражнение 1.** Вставьте слова, используя словарь к тексту. Употребите их в нужной форме.

1. Canals ... water for crop farming.
2. There is a tendency for ... of trade between the two countries.
3. ... is an important branch of economy ... it helps industry and agriculture to provide goods for consumers.
4. ... are people for whom all industries produce ... and
5. They process minerals chemical reactions.
6. ... belongs to the primary and to the secondary sectors.
7. The primary sector ... mining, agriculture, hunting, fishing, and beekeeping.
8. Countries that are rich in land ... agricultural products.
9. Crop farming and animal farming are branches of

● **Упражнение 2.** Раскройте скобки, употребив глаголы в нужной форме.

1. Factories (not/ to use) this method of processing.
2. Not only goods but also services (to be) important for consumers.
3. The industry (not/ to use) the resources intensively.
4. The factory (to belong) to a Japanese company.
5. The primary sector (not/ to include) services to consumers.
6. There (to be) a lot of agricultural land in this part of the country.
7. Manufacturing (to grow) fast in the UK and mining (not/ to grow) fast now.
8. There (to be) several industries which (to belong) to the primary sector.
9. You (to be) a manager?

● **Упражнение 3.** Составьте предложения.

- | a) | b) |
|-------------------------------------|--|
| 1. Manufacturing industries are | 1. to the service sector. |
| 2. Agriculture includes crop | 2. don't process resources. |
| 3. Mining does not belong | 3. important in all countries. |
| 4. Industries of the primary sector | 4. and animal farming. |
| 5. Fishing, forestry, and | 5. industry in Russia. |
| 6. Countries which are rich | 6. consumers and manufacturing. |
| 7. Mining is a very important | 7. beekeeping are not industries of the secondary sector, they belong to the primary sector. |

- | | |
|-----------------------------------|---|
| 8. Agriculture provides goods for | 8. the service sector grows very fast. |
| 9. In industrialized countries, | 9. in land produce agricultural products. |

● **Упражнение 4.** ОТВЕТИТЕ НА ВОПРОСЫ.

1. What are the sectors of an economy?
2. What industries does the primary sector include?
3. Why does mining partially belong to the secondary sector?
4. How do manufacturing industries produce goods?
5. Do any services belong to the secondary sector?
6. What does the tertiary sector include?
7. What countries produce agricultural products and minerals?
8. Which sector grows in industrialized countries?

● **Упражнение 5.** ВСТАВЬТЕ is / are.

1. There ... two main branches of agriculture – crop and animal farming.
2. There ... no growth in the economy this year.
3. There ... no mineral resources in this part of the country.
4. There ... many branches of manufacturing.
5. There ... no water for crop farming in that region.
6. There ... no trade between the two countries.

● **Упражнение 5.** Speak about the three main sectors of economy.

TEXT 2

● Прочитайте и переведите текст.

WHAT IS ECONOMICS?

It is difficult to give a full and accurate definition of economics, but it is possible to indicate what problems economists are interested in. They are factors that affect prices of goods and services and also resources necessary to produce them. Economists are also interested in sellers' and buyers' behaviour in the market, in the relationship between «price system» and «market mechanism».

Now economics is more complex. There are three main approaches to economics: microeconomics, macroeconomics, and development economics. There are also several specialized areas of study. Among them are money economics, international economics, labour economics, industrial economics, agricultural economics, growth economics, mathematical economics, etc.

Like many other sciences, economics uses models to understand economic problems. A model often helps an economist to make correct

predictions. The economist usually follows several rules when he makes a model of economic behaviour.

First, real life is complex and it is not possible for an economist to include all the details in a model. So, a model is an abstraction from real life. A model usually includes only essential elements and relationships of a particular economic situation.

Second, if an economist has two different models of one phenomenon, he always chooses the model that predicts the results of a particular phenomenon more accurately.

Third, although models are helpful in economic analysis, an economist always studies the actual economic situation before he makes decisions.

It is not enough to make models, it is also necessary to collect and study actual data in order to know how accurate a model is.

Vocabulary

economics – экономическая наука, экономика

economist – экономист

economic – экономический

difficult – трудный

possible – возможный

to be interested in smth –

интересоваться чем-либо

to affect smth – влиять, воздействовать на что-либо

price – цена

necessary – необходимый, нужный

to sell (sold, sold) – продавать

seller – продавец

to buy (bought, bought) – покупать, закупать

buyer – покупатель

behaviour – поведение

market – рынок

market mechanism – рыночный механизм

market of services – рынок услуг

relationship – отношение, взаимоотношение

to develop – разрабатывать, развивать, совершенствовать

development – разработка, развитие, совершенствование

area – область, район, территория

labour – труд, рабочая сила

like – подобно, как

prediction – предсказание, прогноз

to predict – предсказывать, прогнозировать

to follow smth – следовать

(за кем-либо/чем-либо)

so – поэтому, так что, следовательно

essential – обязательный, необходимый, существенный

particular – конкретный, частный, отдельный

to choose (chose, chosen) – выбирать

actual – фактический

to make a decision – принимать решение

enough – достаточно

data – данные

datum – данная величина

Упражнения

● **Упражнение 1.** Вставьте слова, используя словарь к тексту. Употребите их в нужной форме.

1. Trade ... well in this area.
2. It is necessary to have correct ... to make a correct decision.
3. He does not have ... money to ... the radio.
4. Economists study the... between prices of different goods in the
5. The economist industrial economics.
6. The growth of industry and agriculture ... the life of all the people in the country.

● **Упражнение 2.** Раскройте скобки, употребив глаголы в нужной форме.

1. Economists (to study) situations from real life by means of economic models.
2. Economists (to be) interested in relationship between prices for goods and buyers' behaviour.
3. The buyer (to choose) goods for which he (to have) enough money.
4. He (not/ to follow) our recommendations.
5. The manager (to make) decisions only after careful analysis of all the data.
6. She always (to buy) a lot of clothes.
7. The data (not/ to be) necessary now.
8. The prices for fuel (to be) very high.
9. A consumer (to be) a person who (to buy) goods and services.
10. There (to be) several mining areas in this country.

● **Упражнение 3.** Составьте предложения.

- | a) | b) |
|---|---|
| 1. Resources and labour are necessary | 1. is essential for economic growth of a country. |
| 2. It is necessary to know marketing | 2. the results of every phenomenon. |
| 3. It is not enough to study economic theory | 3. to produce goods. |
| 4. Like other sciences, economics uses models | 4. to sell goods and services well. |
| 5. To buy goods and services it is necessary for a consumer | 5. to have enough money. |

- | | |
|---|-------------------------------------|
| 6. It is not always possible to predict | 6. to be a good economist. |
| 7. To have enough money for his | 7. family he works a lot. |
| 8. Development of trade | 8. to analyze real life situations. |

● **Упражнение 4.** Переведите следующие словосочетания:

market analysis, labour economics, labour market study, goods and services prices, growth economics problems, actual economic situation details, consumer behaviour, future prediction, growth mechanism, agriculture and manufacturing relationship, mineral resources prices, agricultural product price growth, area development, trade growth prediction.

● **Упражнение 5.** Ответьте на вопросы.

1. What problems are economists interested in?
2. What are three main approaches to economics?
3. What specialized areas of economics do you know?
4. Why do economists use economic models?
5. Why is it not possible to include all the details in a model?
6. What does a model usually include?
7. Which of the models does an economist always choose?
8. Why is it necessary for an economist to collect and study actual data?

TEXT 3

● Прочитайте и переведите текст.

AREAS OF ECONOMICS

There are three main approaches to economics: microeconomics, macroeconomics, and development economics.

Microeconomics focuses on individual economic units. The economic behaviour of either individual consumers or firms or industries is studied by microeconomics. The distribution of products and income among all these units is also analyzed by microeconomics. In this field of economics individuals are considered both as suppliers of labour and as consumers of goods. Firms are also studied both as suppliers of products and as consumers of labour and capital

There was a long period in the 19th and early in¹ the 20th centuries when microeconomic questions dominated in economics. In the 20th century economists' interest in forces that affect income, employment and prices grew. They considered economy in all its relationships.

The term «macroeconomics» was first used in the 1930s. The world depression that began in 1929 required the study of such macroeconomic questions as achievement of full employment and economic growth by means of proper government policies². This area of economics was developed by the British economist John Maynard Keynes.

The third main field of economics, that is, development economics, studies the factors of economic growth and how these factors are used by governments in order to achieve high living standards.

Notes to the Text

1. early in – в начале

2. существительное policy «политика» в английском языке может употребляться во множественном числе для обозначения политического курса, политики, проводимой конкретным правительством, партией и т. п. На русский язык обычно переводится единственным числом.

Vocabulary

unit – единица; блок

either ... or ... – или... или; либо... либо

distribution – распределение

to distribute – распределять, распространять

income – доход(ы), прибыль, поступления

to consider – рассматривать, полагать, считать

both ... and ... – и... и; как... так и

supplier – поставщик

to supply (smb with smth) – поставлять (кому-либо что-либо)

force – сила

employment – работа (по найму); занятость (рабочей силы)

to employ – предоставлять работу, нанимать

unemployment – безработица

to require (smth) – нуждаться; требовать (чего-либо)

achievement – достижение

to achieve – достигать, успешно выполнять

proper – правильный, надлежащий

government – правительство

living standard – жизненный уровень

Упражнения

● *Упражнение 1.* Вставьте слова, используя словарь к тексту. Употребите их в нужной форме.

1. Goods and services ... by government decisions in the Russia.

2. Agricultural products are ... bought by consumers ... processed into other goods.

3. Not many workers ... in the depression years.

4. There is no ... agricultural policy in Russia now.

5. Many factors affect the ... of income in an economy.
6. The government ... a proper policy to achieve high living standards.
7. We know they have great ... in their work.
8. People use their ... to buy food, clothes, and other things.
9. The ... are very high in some European countries.
10. What ... affect income, employment and prices?

● **Упражнение 2.** Переведите предложения.

1. Banks provide new services for consumers.
2. Economists use models in order to study actual relations in an economy.
3. The economists predicted the growth of unemployment.
4. We consider individuals as suppliers of labour and capital.
5. The government achieved high employment.
6. The economist chose correct methods and models for his analysis.
7. They employ many workers in the service sector.
8. They developed mining industry in the 19th century in Great Britain, but in the 20th century they closed down many mines.
9. He wrote the book in 1968.
10. They followed these principles in the analysis of the economic situation.

● **Упражнение 3.** Используйте глагол в утвердительной или отрицательной форме и в соответствующей временной форме, согласно тексту.

1. The term «macroeconomics» (to use) in the 19th century.
2. The British economist J.M. Keynes (to develop) microeconomics. He (to write) a book on macroeconomic problems in 1935.
3. Macroeconomics (to consider) economy in all its relationships.
4. Microeconomics (to analyze) distribution of products and income among consumers and firms.
5. There (to be) an economic depression early in the 1930s. It (to require) the development of economic theory.
6. Development economics (to be) one of the three main approaches to economics.
7. High living standards (to achieve) by means of proper government policies.
8. Foreign firms (to dominate) tobacco industry in Russia in the 1990s.
9. Russia's economy (to grow) fast in the 1990s.
10. Prices for fuel and energy (to grow) in this country now.

● **Упражнение 4.** Составьте предложения из следующих слов:

- a) approach, in, 19th, the, was, the, microeconomics, century, economics, to, main;

- б) economic, are, microeconomics, individual, by, considered, units;
 в) both, economics, macroeconomics, and, includes, microeconomics;
 г) by means of, future, possible, is, to, situations, economic, economic, it, predict, analysis;
 д) prices, affected, resources, of, by, of, goods, and, are, prices, labour.

● **Упражнение 5.** Ответьте на вопросы.

1. What does microeconomics study?
2. Whose economic behaviour is studied by microeconomics?
3. How are individuals considered by microeconomics?
4. When did microeconomic approach dominate in economics?
5. When did economists' interest in macroeconomics grow?
6. How is economy considered in macroeconomics?
7. What stimulated the development of macroeconomics?
8. What problems were analyzed in the 1930s?
9. What is studied by development economics?

TEXT 4

● Прочитайте и переведите текст.

APPLIED FIELDS OF ECONOMICS

There is a basic theory and facts in economics, in which all economists are interested. However, economics has some main applied fields that deal with specific topics, such as industrial economics, agricultural economics, economics of energy, economics of education, labour economics, etc.

Industrial organization and structure are studied by industrial economics which also analyzes markets for manufactured goods as well as policies of various enterprises. The degree of concentration and barriers against new competitors in the market have already been analyzed by industrial economics for such important branches of economy as mining, gas, and oil industries, etc. The behaviour of firms and companies in an industry is influenced by the structure of the industry. Both profits and losses in any industry are affected by the behaviour of firms and companies engaged in the industry.

The economics of energy is known as another important field of applied economics closely connected with industrial economics. A lot of energy has been used by the modern economy in recent decades. Farms, factories, plants, transportation as well as families have greatly increased the consumption of various sources of energy since new modern equipment and technologies were introduced.

In the past, wood and coal were used as the main sources of energy. Then, these sources were replaced by gas and oil in most industries. However, in the 1970s energy sources became scarce and there was a rise in energy prices. Since that time serious adjustments have been made by industrial economies in order to cope with the energy scarcity.

For the last few decades the problems of energy economics have been discussed by specialists and governments in many countries. Regular meetings are held by the OPEC* formed in order to regulate oil prices.

Notes to the Text

* OPEC – Organization of Petroleum Exporting Countries – ОПЕК (Организация стран-экспортеров нефти)

Vocabulary

applied – прикладной

applied fields – прикладные области

however – однако, тем не менее

to deal (with) (dealt, dealt) – иметь дело (с), вести дело (с)

industrial economics – экономика промышленности

education – образование

as well as – так же как

various – различный, разный

enterprise – предприятие

degree – степень, ступень

to some degree – до некоторой степени

competitor – конкурент, соперник

competition – конкуренция, соревнование

to compete (with smb for smth) – конкурировать (с кем-либо за что-либо)

oil – нефть

to influence smth/ smb – влиять, оказывать влияние (на что-либо/кого-либо)

profit – прибыль, доход

loss – потеря, убыток

to engage – занимать; нанимать

closely – близко, тесно

connect – соединять(ся), связывать(ся), сочетать

recent – недавний, новый, свежий, современный

decade – десятилетие

consumption – потребление, расход

source – источник

equipment – оборудование

to introduce – вводить, внедрять

scarce – недостаточный, скудный

scarcity – недостаток

rise – повышение, увеличение, подъем

to rise (rose, risen) – повышать, увеличивать

adjustment – регулирование, корректировка

adjust – приспособливать, подгонять; регулировать

to cope (with) – справляться (с)

Упражнения

● **Упражнение 1.** Подберите русские эквиваленты в б) для следующих английских словосочетаний из а):

a)

- 1) developed market
- 2) used labour
- 3) predicted situation
- 4) studied data
- 5) reached progress
- 6) sold foodstuffs
- 7) increased population

b)

- 1) возросшее население
- 2) достигнутый успех
- 3) проданные продукты
- 4) развитый рынок
- 5) изученные данные
- 6) предсказанная ситуация
- 7) использованная рабочая сила

● **Упражнение 2.** Выберите нужные словосочетания и вставьте их в предложения.

1. New (внедренные методы) of education helped the students to understand the material better.

2. Closely (связанные предприятия) have developed good relationships.

3. The (вода, потребляемая) by this plant is taken from the Volga.

4. The number of (инженеров, нанятых) by this company has increased two times.

5. (Возросшая степень) of concentration in the industry causes less competition.

6. (Достигнутый успех) was a result of the work of many scientists.

7. (Требуемый жизненный уровень) was achieved in the country last year.

8. (Товары, производимые) by this company are sold very quickly.

9. (Заводы, обеспеченные) with the necessary resources get high profits.

increased degree; achieved progress; required living standard; the goods produced; plants provided; introduced methods; connected enterprises; water consumed; engineers employed.

● **Упражнение 3.** Переведите следующие предложения.

1. Resources of water are scarce in hot and dry areas.

2. The introduction of new methods in company management has increased the productivity.

3. Engineers have found some applied fields for this new material.

4. Some imported goods are more competitive than goods produced in the country.

5. Television in any country has some educative programmes.

6. In order to adjust to new economic conditions the firm changed the prices for its goods.

7. Such countries as Canada, Australia and most European countries belong to industrialized countries.

8. The consumption of electricity by an average family has increased.

● **Упражнение 4.** Вставьте слова и словосочетания в предложения. Переведите предложения.

1. The economics of energy is ... with industrial economics.

2. Labour economics ... such problems as employment, unemployment, education etc.

3. Agricultural economics as one of the ... fields is very important for countries with a large agricultural sector.

4. Governments in developing countries try ... the problem of economic dependence on developed countries.

5. There is a great ... of qualified specialists such as teachers, doctors, mechanics in agricultural areas.

6. The behaviour of a monopolist greatly ... the price for the industry's products.

7. Sometimes government ... are necessary to protect domestic producers from foreign

8. There is a strong ... among large companies in the world market.

9. The ... of price control is low in this country.

10. Any manager studies the ... and ... of his company before he makes decisions about its work.

11. There are manufacturing ... as well as agricultural ... in this area.

12. ... universities and laboratories have been invited by the government to work at this project. Now very many qualified specialists are ... in this work.

13. The ... in ... of oil products has increased their price.

14. A lot of new ... has been bought by the factory in ... years.

a) competition; b) degree; c) profits, losses; d) enterprises, enterprises; e) various, engaged; f) rise, consumption; g) equipment, recent; h) closely connected; i) deals with; j) applied; k) to cope with; l) scarcity; m) influences; n) adjustments, competitors.

● **Упражнение 5.** Ответьте на вопросы.

1. What topics do applied fields in economics deal with?

2. What does industrial economics study?

3. What influences profits and losses in any industry?

4. Why is economics of energy closely connected with industrial economics?

5. What were the main sources of energy in the past?
6. Why were adjustments made in most industries in the 1970s?
7. How are prices for oil regulated now?

● **Упражнение 6.** Переведите однокоренные слова, и определите, какими частями речи они являются.

1. Competition, to compete, competitor, competitive.
2. To apply, applied, application.
3. Industry, industrial, industrialized.
4. To adjust, adjustment.
5. Scarce, scarcity, scarcely.
6. To educate, education, educative.
7. To consume, consumer, consumption.
8. To introduce, introduction.

TEXT 5

● Прочитайте и переведите текст.

AGRICULTURAL ECONOMICS

Agricultural economics has been one of the leading branches of applied economics since the 1920s. Now it is developing rapidly and successfully as it is important for most countries of the world.

In order to understand agricultural economics it is necessary to know how crops are sown, cultivated, fertilized, and harvested, how livestock are bred, raised, fattened, and sold.

One of the main characteristics of agricultural sector is its great dependence on natural conditions, such as climate, weather, soil, etc. For example, there are differences between farms growing crops or fattening cattle in the central part of Russia and in its southern regions, as well as between farms growing wheat in the Ukraine and Kazakhstan. Farms of the same type working under different natural conditions use different livestock breeds, crop varieties, harvesting machinery, etc.

In developed countries the productivity in agricultural sector including agriculture and processing of agricultural products is being raised as fast as in economy as a whole. The main reasons for rising efficiency are: a) better agricultural technology; b) better capital inputs¹, such as machinery; c) achievements in biological sciences.

However, there are two main factors limiting further rise of efficiency: increasing energy scarcity as well as the loss of topsoil² and water.

Unlike incomes in most industries, farm incomes vary from year to year. They depend on weather conditions and changes in demand for and supply of most farm products.

All these problems are considered by agricultural economics.

Notes to the Text

1. capital inputs – капиталовложения
2. topsoil – верхний слой почвы

Vocabulary

to lead (led, led) – лидировать;

руководить; вести

rapidly – быстро

successful – преуспевающий,

удачный, успешный

to raise – выращивать; увеличивать

natural – естественный, природный

nature – природа

condition – условие

under... conditions – в ... условиях

difference – разница, различие

region – область, регион

the same – тот же самый,

одинаковый

machinery – машины, машинное

оборудование

whole – целое

as a whole – в целом,

в совокупности

reason (for smth) – причина,

основание (для чего-либо)

for some reason – по какой-либо

причине

efficiency – эффективность

science – наука

scientist – ученый

further – дальнейший,

последующий

unlike – в отличие от

to vary (from ... to...) – изменяться

(от... до/к...)

demand (for smth) – спрос

(на что-либо)

supply – предложение; запас

Упражнения

● **Упражнение 1.** Подберите русские эквиваленты в b) для следующих английских словосочетаний из a):

a)

1) processing industries

2) growing demand

3) developing relationships

4) increasing productivity

5) growing scarcity

b)

1) возрастающая производительность

2) увеличивающийся недостаток

3) работающие заводы

4) меняющееся поведение покупателей

5) перерабатывающие отрасли

- | | |
|------------------------------|----------------------------------|
| 6) working plants | 6) растущий спрос |
| 7) changing buyers' behavior | 7) развивающиеся взаимоотношения |

● **Упражнение 2.** Вставьте слова и словосочетания в предложения.

Переведите предложения.

1. Macroeconomics analyzes economy
2. Tourism develops more ... and ... in Southern Europe than in Northern Europe.
3. We don't know the ... for the manager's decision to ... two more workers.
4. Coca-Cola is one of the ... producers of soft drinks (*прохладительные напитки*). Its main ... is Pepsi-Cola. However, I don't see any ... between drinks produced by them.
5. The manager doesn't ... with the task of introducing the new product to the market.
6. The crop did not grow well last year as the weather ... were not proper for it.
7. ... rice, wheat does not require warm climate conditions.
8. As ... grows prices become lower.
9. The ... of dependence of agriculture on ... is higher than that of other industries.

a) conditions; b) unlike; c) supply; d) degree, natural conditions; e) as a whole; f) rapidly, successfully; g) reason, engage; h) leading, competitor, difference; i) cope.

● **Упражнение 3.** Переведите однокоренные слова, и определите, какими частями речи они являются.

1. To differ, different, difference.
2. To vary, various, variety.
3. Efficient, efficiently, efficiency.

● **Упражнение 4.** Вставьте в пропуски слова из упражнения 3.

1. The enterprise is working
2. There is a ... of reasons for high unemployment in this region.
3. Prices of the same agricultural products ... from region to region.
4. There is not any ... between these two methods, only the names
5. These two economists are interested in ... fields of economics.
6. They have raised ... of their work by means of new machinery.

● **Упражнение 5.** Ответьте на вопросы.

1. Why is agricultural economics developing rapidly?
2. What is it necessary to know to understand agricultural economics?

3. What is the main characteristic of agriculture?
4. Why do farms of the same type in different regions use different livestock breeds, crop varieties and machinery?
5. What are the main reasons for rising efficiency in agriculture in the developed countries?
6. What are the factors limiting further rise of productivity in agriculture?
7. Why do farm incomes vary from year to year?

TEXT 6

- Прочитайте и переведите текст.

SMALL NATIONS

People of every nation try to achieve as high level of living¹ as possible. They also seek economic security to make their level of living constant. But nations vary in area and population, so security can only be relative. Nations with large territories but which are not too large in population, such as the USA, Canada, Australia, may have a relatively high degree of economic security because they are supplied with proper amounts of natural resources, manufacturing companies, trade facilities, such as rivers, roads, railroads, airports, and efficient means of communication.

In contrast², some nations are small in area and large in population. They can ensure economic security only if they cooperate effectively with other people. For example, Belgium is a small country of about 31,000 square kilometres³ and with a population of about 10 million, or about 300 persons per square kilometre. The Belgians can maintain a relatively high level of living but they should produce at home as large quantities of foodstuffs and other necessities as possible. They have to buy raw materials and sell their products in the world market. The obtained profits are to be used to import additional foodstuffs and other necessities of life that the Belgians must use to maintain their level of living.

Thus⁴, the Belgians have to turn to⁵ world markets for three reasons: 1) they have to buy raw materials; 2) they must sell the manufactured goods; 3) they have to buy additional quantities of the necessities of life. The Belgians greatly depend on world markets, so they should welcome⁶ any international action that can ensure the stability of prices in world markets.

Japan is known as another small nation with big population, which was able to overtake such industrialized country as the USA in some fields of

economy. Traditionally the country has to produce some manufactured goods for export in order to import additional foodstuffs. The main items of Japanese export are high-tech products such as computers and computer programmes, modern automobiles, high-quality machinery and equipment, reliable household appliances, etc.

Nowadays Japan has become one of the largest contributors of long-term capital to developing countries.

Notes to the Text

1. level of living = standard of living – уровень жизни
2. in contrast – наоборот
3. square kilometre – квадратный километр
4. thus – следовательно
5. to turn to – *здесь* выходить на
6. to welcome – одобрять, приветствовать

Vocabulary

to seek (sought, sought) (часто с for) – искать (что-либо)	necessity – предмет первой необходимости
security – безопасность, надежность	raw materials – сырье
relative – относительный, сравнительный	to obtain – получать, доставать, приобретать
relatively – относительно, сравнительно	to import – ввозить, импортировать
amount – количество	to export – вывозить, экспортировать
facility – удобства, средства обслуживания; оборудование	additional – дополнительный
means – средство, средства (употребляется с глаголом в ед. и мн. ч.)	to depend (on smth) – зависеть (от чего-либо)
by means of – при помощи, посредством	action – действие, деятельность
to mean (meant meant) – значить, иметь значение, означать	to overtake (overtook, overtaken) – перегонять, обгонять, обходить
to ensure – обеспечивать, гарантировать	export – вывоз, экспорт
to cooperate – сотрудничать	import – ввоз, импорт
to maintain – поддерживать, сохранять	item – (каждый, отдельный) предмет, статья, пункт
quantity – количество	quality – качество
	high-quality – высококачественный
	reliable – надежный, прочный
	long-term – долгосрочный

Упражнения

● **Упражнение 1.** Вставьте слова и словосочетания в предложения. Переведите предложения.

1. Plants should regularly replace old production ... by new
 2. A firm may ... a credit only if it provides some guarantees.
 3. At present the main ... of export in Russia are oil, gas and other natural resources.
 4. ... of production include labour, capital and natural resources.
 5. Nowadays industrialized countries ... for new markets for their goods especially in Latin America and Africa.
 6. In order to have ... equipment the workers must ... it in proper condition.
 7. The firm is going to employ some ... workers.
 8. In order to ... competitors the firm should produce only high quality and ... equipment.
 9. The ... of oil sold by the OPEC countries may fall to maintain the price in the world market.
 10. The main contributor of money to a business is to ... the largest share of profits.
 11. What does the word ... ?
 12. The new product is very expensive as it is made of ... of high
- a) additional; b) overtake, reliable; c) amount; d) obtain; e) mean; f) raw materials, quality; g) facilities, facilities; h) obtain; i) items; j) means; k) seek; l) reliable, maintain.*

● **Упражнение 2.** Переведите однокоренные слова, и определите, какими частями речи они являются.

1. Depend, dependence, interdependence, independence, independent.
2. Necessary, necessities, necessarily, unnecessary, unnecessaries.
3. Vary, various, variety.
4. Secure, security.
5. Relative, relatively.
6. Profit, profitable, profitability, profitably, profitless, unprofitable.
7. Maintain, maintenance.
8. Communicate, communication.
9. Possible, possibility, impossible, possibly.
10. Contribute, contribution, contributor.

● **Упражнение 3.** Вставьте в пропуски слова из упражнения 2.

1. The USA is known as one of the main ... to many international funds.
2. Such means of ... as the Internet is widely used by businessmen and in e-commerce (электронная коммерция).
3. A lot of technological processes greatly ... on the supply of electricity.
4. In economics food, water, clothes and a house are known as the main ... for man's life.
5. It is ... for companies to provide proper ... systems in order to keep their future plans in secret from competitors.
6. The level of living does not ... greatly in main industrialized countries, it is ... the same.
7. If costs are higher than ..., the business is ... and the firm will go bankrupt.
8. It is important for national governments to ... trade facilities such as roads, railways, sea ports, and airports in good condition.

● **Упражнение 4.** Вставьте must, should или have to в нужной форме.

1. There are no parking facilities for manufactured cars, so the company ... buy some land.
2. The workers ... produce the first 100 cars by the end of the year.
3. African countries ... buy a large part of machinery and equipment for their plants from developed countries.
4. The engineers ... follow the instructions how to use new equipment.
5. Last year the local government ... (not) spend much on transport facilities as they were well maintained.
6. Companies trading in the world market ... ensure high standards.
7. When most countries of Central Europe exhausted their coal resources they ... import large quantities of gas and oil from abroad.
8. The government ... spend more money to improve sports facilities in the country in order to involve more children in sports.
9. Such large countries as the USA and Canada ... (not) import wheat because they produce this crop on large areas in their countries.

● **Упражнение 5.** Ответьте на вопросы.

1. What do people seek for?
2. Why is the economic security of large nations relatively high?
3. How can a small nation ensure its economic security?
4. What do you know about Belgium?
5. How can the Belgians maintain a relatively high level of living?
6. Why is trade so important for Belgium?
7. What are the main items of Japanese export?

TEXT 7

- Прочитайте и переведите текст.

GLOBALIZATION OF WORLD ECONOMY

Globalization is understood as increasing internationalization of ideas, science, communication and technology that must be distinguished from economic globalization. The latter means the process of integration of markets, great changes in trade and finance and the establishment of the global economy.

The main aim of economic globalization is to change the world into one dynamic market which has uniform characteristics in different countries. Globalization should lead to a free mobility of capital as well as to privatization of the economy and a sharp reduction in government budgets. Besides, globalization means wide advertising of new consumer products all over the world, low taxes for producers both domestic and foreign and similar life-styles¹ for people of different nationalities.

First steps towards globalization in Europe were made by the establishment of the Common Market in 1993 and the introduction of the «euro» as the new single currency for Europe on January 1, 1999. Since that time the euro has been used in foreign trade transactions by the countries which joined the euro-zone². Euro banknotes were introduced in circulation in 12 member-countries of the European Union on January 1, 2002.

Some countries of Central and Eastern Europe have recently joined the European Union, such as Lithuania and Poland while others are planning to do it in the near future. However, in order to transform the former planned economies into really mixed economies³ countries of Eastern Europe must increase sharply the levels of productivity and competitiveness of their economies. Special adjustments should be made in agriculture, tax system and in the system of social security⁴.

Economists think that the single currency will increase trade integration as well as labour mobility in the euro-zone. The introduction of the new currency and participation of different countries in integrated European financial markets should reduce any risks in business transactions and lead to more efficient European finance, promote European political as well as economic integration.

Globalization at a business level means that a company has decided to participate in the global economy and it is going to establish its subsidiaries in foreign markets. However, a company will have to adjust its products or services to the consumers' requirements in a foreign country. Nowadays any company

may do e-business using the Internet services. In order to attract consumers it is important to advertise new goods and services both in national and international markets. Advertising of popular goods and services is often done in such international languages as English, German, French, and Spanish.

Notes to the Text

1. similar life-style – похожий образ жизни
2. euro-zone – страны, где используется денежная единица «евро»; зона «евро»
3. a mixed economy – смешанная экономика (сочетает элементы командной и свободной рыночной экономики)
4. social security – социальное обеспечение

Vocabulary

globalization – глобализация
the latter – последний (из двух названных ранее)
the former – первый (из двух названных ранее)
finance – финансы, денежные отношения
to finance – финансировать
financial – финансовый
establishment – основание, учреждение, создание
to establish – основывать, создавать
sharp – определенный, отчетливый, резкий
sharply – определенно, отчетливо, резко
advertising – реклама, рекламирование, рекламное дело
to advertise – рекламировать
reduction – снижение, уменьшение, сокращение
to reduce – понижать, уменьшать
introduction – введение
euro – евро (денежная единица)

single – единый
currency – валюта, деньги
transaction – дело, сделка
to join – усоединять(ся), сливать(ся), вступать (в члены общества)
circulation – денежное обращение
former – прежний, бывший
the former – первый из двух упомянутых ранее
competitiveness – конкурентная способность
participation – участие
to participate – участвовать
to promote – способствовать; содействовать распространению, развитию
subsidiary – филиал
business – коммерческая деятельность, предпринимательство
to do business – вести дело, заниматься предпринимательством
to do e-business – заниматься электронной коммерцией

Упражнения

● **Упражнение 1.** Вставьте слова и словосочетания в предложения. Переведите предложения.

1. The Soviet Union and the USA were the most powerful industrialized countries in the middle of the 20th century. ... had a planned economy and ... is an example of a free market economy.

2. All republics of ... Soviet Union became politically and economically independent countries.

3. All ... documents of a company can be checked by tax inspectors.

4. In order ... in the conference you should send your report to the organization committee.

5. You can improve your health if you ... any sports club.

6. Nowadays any large company tries ... its own site in the Internet in order ... its product all over the world.

7. The introduction of the ... currency in 1999 was important for globalization of the world economy.

8. There was ... in the standard of living in Russia after the 1993 crisis.

9. Both the euro and the national ... (the crown) are used in ... in Norway now.

10. Business ... by means of the Internet has become very popular recently.

11. The system of fast food known as McDonalds has its ... in different countries of the world.

a) to establish, to advertise; b) single; c) a sharp reduction; d) currency, circulation; e) transactions; f) subsidiaries; g) the former, the latter; h) the former; i) financial; j) to participate; k) join.

● **Упражнение 2.** Переведите однокоренные слова, и определите, какими частями речи они являются.

1. Globe, globalization, global, globally.

2. Establish, establishment, established, establishing.

3. Advertising, advertise, advertisement, advertiser.

4. Reduce, reduced, reduction, reducing.

5. Introduced, introducing, introduce, introduction.

6. Competitive, competitiveness, compete, competition, competitor.

7. Participator, participation, participate, participating.

8. Promotion, promote, promoter, promoting.

9. Europe, European, euro.

10. Circulate, circulating, circulation.

● **Упражнение 3.** Вставьте в пропуски слова из упражнения 2.

1. The in taxes usually stimulates production.
2. Both small and large companies spend money on ... in newspapers or on TV in order to promote their goods and services.
3. ... may help people to move from one country to another easily in order to seek for better jobs.
4. In order to get more profits companies try to ... goods.
5. The ... of the single currency has made transactions between different foreign companies much easier and faster.
6. The members of the ... Union started to use the ... as the single currency in ... in 2002.
7. Most countries of Central and Eastern Europe try to join the European Union as ... in such a union can provide certain benefits in trade.
8. Famous American companies such as Coca Cola, and McDonalds have already ... subsidiaries in Russia and they can successfully ... with domestic producers for consumers.

● **Упражнение 4.** Раскройте скобки, замените русские глаголы на соответствующие английские эквиваленты: a) *couldn't travel*; b) *will lead*; c) *think, can influence*; d) *is developing*; e) *is considered*; f) *were considered*; g) *means, will follow*; h) *have been interested, have*; i) *is engaged*; j) *expanded, have been taken*.

1. Alternative models for agriculture, energy, transportation, and manufacturing (*были рассмотрены*) at the last International Forum on Globalization. 2. Competition between countries of the euro-zone (*означает*) that countries (*будут следовать*) their own interests in order to bring prosperity to their own countries. 3. Since early times countries (*заинтересованы*) in trading those goods in which they (*имеют*) great competitiveness. 4. The Western world (*вовлечен*) in competition against Japanese and American producers. 5. Japan (*расширила*) its export to the USA so much that some protective tariffs (*были приняты*) by the US and European governments recently. 6. Several decades ago people (*не могли путешествовать*) easily from one European country to another without visas. 7. Globalization of the economy (*приведет*) to the establishment of a large world market. 8. Some people (*думают*) that globalization (*может повлиять*) badly their national culture and traditions. 9. Nowadays electronic business (*развивается*) very rapidly by means of the Internet. 10. Advertising (*считается*) as one of the popular means to promote new products in the market.

● **Упражнение 5.** Ответьте на вопросы.

1. What does globalization mean?
2. What are the main characteristics of «economic globalization»?
3. What are the aims of economic globalization?
4. What are the main steps of globalization in Europe?
5. What is the euro?
6. When and where was the euro introduced?
7. Is the euro used in all European countries?
8. What problems should the former Eastern European countries cope with nowadays?
9. What benefits can the single European currency ensure?
10. What does globalization mean in business?
11. What is important in e-business?

● **Упражнение 6.** Подберите к следующим словам антонимы:

a reduction, to increase, the former, dependent, to promote, developed, easy, foreign, independence, support, seller, different, a part; employment, loss.

● **Упражнение 7.** Объедините следующие слова в синонимические пары:

to reach, prosperity, to establish, fast, to obtain, area, necessary, to affect, own, to provide, lately, to manufacture, single, to raise, development, to participate, adjustment, to promote, agriculture, to supply, industrialized, to engage, regulation, region, fundamental, to achieve, to create, whole, advanced, to support, essential, growth, to increase, domestic animals, to produce, profit, recently, now, personal, to get, nowadays, total, to take part, various, to employ, income, rapidly, to stimulate, well-being, fanning, only one, to maintain, livestock, basic, different, to influence.

TEXT 8

● Прочитайте и переведите текст.

THE BUSINESS PARTNERSHIP

When a proprietor wants to expand the business, one way to do so is to form a partnership, a business formed for profit by two or more co-owners. The rights and duties of a partnership are regulated by laws of the state where it is formed and by a legal agreement entered into by the co-owners. Usually an agreement specifies the amount of money each is investing and the duties each partner assumes. A partnership agreement also may provide for a «silent

partner» who does not take part in the management, but who invests money in the business.

The partnership has the advantage of pooling managerial talent. One partner may be qualified in production, another in marketing. The partnership, like individual ownership, is exempt from most of the reporting that the government requires of corporations. Furthermore, it has a favourable tax position when compared with the corporation. Federal taxes are paid by individual partners on their share of earnings; beyond that the business is not taxed.

A major disadvantage of the partnership is that each member is liable for all the debts of the partnership; the act of any partner is legally binding upon all the others. If one partner takes a large amount of money from the business and squanders it, the others must pay the debt. Partnerships suffer another major disadvantage: decision-making is shared. If partners have serious disagreements, the business is bound to suffer.

Nevertheless, the partnership remains a vital part of the overall business economy.

Vocabulary

partnership – товарищество, партнерство

to form a partnership – организовать, создать партнерство

co-owner – совладелец

rights and duties – права и обязанности

agreement – соглашение, договор

amount – количество

to assume – принимать на себя, брать на себя

«**silent partner**» – пассивный партнер

to take part in something – принимать в чем-то участие

management – управление, менеджмент

ownership – собственность, владение

exempt from – освобожденный от **share of earnings** – доля заработка

beyond – сверх, вне, свыше

major – главный, более важный

liable for – ответственный за что-то

debt – долг

to bind upon – связывать, переплетаться с

to squander – расточать, проматывать

Упражнения

● *Упражнение 1.* Укажите, какие утверждения соответствуют содержанию текста. Исправьте неправильные утверждения.

1. The rights and duties of a partnership are regulated by a legal agreement between the co-owners.

2. A «silent partner» takes part in the management, but does not invest money in the business.

3. The partnership is liable for most of the reporting that the government requires of corporations.

4. Individual partners are taxed on their share of earnings.

5. Decision making is shared.

6. A partner is not legally binding upon all the others.

7. The partnership remains a vital part of the overall business economy.

● **Упражнение 2.** Выберите правильный ответ.

1. A partnership is ____.

a) a business formed for losses by two or more co-owners,

b) a firm owned and operated by a single person,

c) a business formed for profit by two or more co-owners.

2. What specifies the amount of money each co-owner is investing?

a) the laws of the state,

b) an agreement entered into by the co-owners.

3. A «silent partner» is a co-owner ____.

a) who takes part in the management, but who does not invest money,

b) qualified in production,

c) who does not take part in the management, but who invests money in the business.

4. Federal taxes are paid by individual partners on their ____.

a) share of earnings,

b) share of losses,

c) share of income.

5. A major disadvantage of the partnership is that ____.

a) each partner assumes definite rights and duties,

b) decision-making is shared,

c) each member is liable for all the debts of the partnership.

● **Упражнение 3.** Закончите предложения.

1. When a proprietor wants to expand a business, one way to do it is

2. The rights and duties of a partnership are regulated by laws of the state where

3. A partnership agreement also may provide for a

4. The partnership has the advantage of

5. The partnership is exempt from

6. If one partner takes a large amount of money from the business and squanders it,

7. If partners have serious and constant disagreements,

8. The partnership remains

● **Упражнение 4.** Дайте русские эквиваленты следующим английским словам и словосочетаниям.

Partnership; to form a partnership; co-owner; rights and duties; agreement; amount; to assume; silent partner; ownership; exempt from; share of earnings; beyond; liable for; debt; to squander.

● **Упражнение 5.** Ответьте на вопросы.

1. What are advantages and disadvantages of a business partnership?

2. Compare a partnership with a sole proprietorship. What are principal similarities and differences?

3. Which form of business organization would you choose? Why?

TEXT 9

● Прочитайте и переведите текст.

MARKETING AND PROMOTION

When a company starts to sell goods in a new market, they often do some market research to see if the project is feasible. They research (investigate) the market potential to see if they will make money by selling in the new market (i.e. to see if the product is viable).

One way to assess the market potential is to take a stand to a Trade Fair where companies can exhibit samples of their products and see what response they get from prospective customers. The Trade Fair is an exhibition of goods, and a company exhibits a sample of its product at its stand. This is also a form of publicity (or advertising) and the company representative will probably hand out brochures to advertise (or promote) the product further. Often journalists (the press) write about the Trade Fair and sometimes companies hold a press conference if they want to promote a particular model or range. (Each different type of a car, a bike etc. is a model. All the different models made by a company make up its range. The full range of goods is normally displayed in the company's catalogue. The catalogue is a booklet or a brochure).

Another way of promoting (or publicizing) a new product is to place advertisements in magazines or newspapers. Advertisements are also called adverts or ads for short. A plan to do a lot of advertising of one product is called a campaign. Starting an advertising campaign on a new product is known as launching the product.

The aim of publicity/promotion is to interest customers, clients (or buyers) in the product. Initially customers/clients might make inquiries about the product. When they decide to buy, they place an order. At a Trade Fair companies are trying to win (obtain) as many orders as possible. However, before a client places an order he wants to know many things: how long delivery takes, whether the company can supply spare parts, what the after sales service is like. (All the individual parts in a model are called components. If one of the components breaks the customer will want a spare part. If the product is complicated, skilled workers might be needed to fit spare parts or to service or maintain the machinery. Any maintenance or servicing the company does after it has sold the product is called after sales service).

Vocabulary

research (study) – исследование

to research (investigate) –
исследовать

feasible – выполнимый,
осуществимый

viable – жизнеспособный

to assess – оценить

stand – стенд

Trade Fair – торговая ярмарка

to exhibit – выставлять

exhibition – выставка

sample – образец

response – реакция, ответ

prospective – перспективный,
потенциальный

advertising (publicity) – реклама

to advertise (to promote) –
рекламировать (содействовать
продвижению товара)

range – ассортимент

to publicize – рекламировать

advertisement (advert, ad) –
реклама, рекламное объявление

campaign – кампания (рекламная)

to launch – запускать

inquiries – запросы

to make inquiries – делать запросы

order – заказ

to place an order – размещать заказ

delivery – доставка

to supply – поставлять

spare parts (spares) – запасные части

after sales service – послепродажное
обслуживание

component – деталь

complicated – сложный

to service (to maintain) –
обслуживать

servicing (maintenance) –
обслуживание

Упражнения

● *Упражнение 1.* Выберите правильный ответ.

1. Before starting to sell its product, a company often ____ .

- a) makes inquiries,
- b) places an order,
- c) does some market research.

2. The Trade Fair is ____.

- a) market research,
- b) an exhibition of goods,
- c) after sales service.

3. All different models made by a company make up its ____.

- a) catalogue,
- b) brochure,
- c) range.

4. A plan to do a lot of advertising of one product is called ____.

- a) campaign,
- b) press,
- c) publicity.

5. If one of the components of the machinery breaks, the customer will want ____.

- a) an order,
- b) a spare part,
- c) a catalogue.

● **Упражнение 2.** Переведите предложения.

1. Many businessmen hold press conferences to promote their activity.

2. Holding a press conference can be a kind of advertising campaign.

3. The full range of goods is normally displayed in the company's catalogue.

4. The individual owner or owners must also assume most of the risks connected with the enterprise.

5. A firm secures a needed commodity and is protected against price fluctuation.

6. The aim of publicity is to interest customers.

7. Maintenance is very important as it helps to win customers.

8. If one of the components breaks, the customer will want a spare part.

9. Any servicing the company does after it has sold the product is called after sales service

● **Упражнение 3.** Найдите в тексте синонимы для следующих слов и словосочетаний:

- a) to begin to sell goods,
- b) to investigate,
- c) to show samples,
- d) future customers,
- e) to organize a press conference,

- f) to publicize,
- g) publicity,
- h) buyers, clients,
- i) service.

● **Упражнение 4.** Ответьте на вопросы.

1. Why do companies do some market research before they start to sell goods?
2. What are the ways to assess the market potential?
3. Where is the full range of goods normally displayed?
4. What do you think of advertising? Do you consider it effective nowadays?
5. What kind of advertising do you find the most effective?
6. When inquiries can a customer make before he places an order?
7. Is after sales service important? Why?
8. Do you know any famous exhibitions or Trade Fairs which are held in our country?
9. What exhibition centres have you heard of?

● **Упражнение 5.** Speak about marketing and promotion, and decide how much they are important for success in business.

TEXT 10

● Прочитайте и переведите текст.

COMPETITION

The competitive environment affects the number and types of competitors the marketing manager must face – and how they may behave. Although marketing managers usually can't control these factors, they can choose strategies and avoid head-on competition. And, where the competition is inevitable, they can plan for it.

Economists describe four basic kinds of market (competitive) situations: pure competition, oligopoly, monopolistic competition, and monopoly. Understanding the differences among these market situations is helpful.

In monopolistic competition, a number of different firms offer marketing mixes that at least some customers see as different. Each competitor tries to get control (a monopoly) in its «own» target market. But competition still exists because some customers see the various alternatives as substitutes. A subset of these firms may even compete head-on for the same customers with similar

marketing mixes. With monopolistic competition, each firm has its own downward-sloping demand curve. But the shape of the demand curve – and elasticity of demand – depends on how similar competitors' products and marketing mixes are. Most marketing managers in developed economies face monopolistic competition.

In monopolistic competition, marketing managers sometimes try to differentiate very similar products by relying on other elements of the marketing mix. For example, Clorox Bleach uses the same basic chemicals as other bleaches. But marketing managers for Clorox may help to set it apart from other bleaches by offering an improved pouring spout, by producing ads that demonstrate its stain-killing power, or by getting it better shelf positions in supermarkets. Yet such approaches may not work, especially if competitors can easily imitate the new ideas. Efforts to promote real – but subtle – differences may not do any good either. If potential customers view the different offerings as essentially similar, the market will become more and more competitive – and firms will have to rely on lower costs to obtain a competitive advantage.

The economist's traditional view is that most product-markets head toward pure competition – or oligopoly – over the long-run. In these situations, a marketing manager competes for customers against competitors who are offering very similar products. Because customers see the different available products (marketing mixes) as close substitutes, competing firms must compete with lower and lower prices, especially in pure competition where there are likely to be large numbers of competitors. Profit margins shrink until they are just high enough to keep the most efficient firms in business. Avoiding pure competition is sensible – and certainly fits with our emphasis on target marketing.

Effective target marketing is fundamentally different than effective decision making in other areas of business. Accounting, production, and financial managers for competing firms can learn about and use the same standardized approaches – and they will work well in each case. By contrast, marketing managers can't just learn about and adopt the same «good» marketing strategy being used by other firms. That just leads to head-on competition – and a downward spiral in prices and profits. So target marketers try to offer customers a marketing mix better suited to their needs than competitors' offerings.

Most marketing managers would like to have such a strong marketing mix that customers see it as uniquely able to meet their needs. This competition-free ideal guides the search for breakthrough opportunities. Yet monopoly situations, in which one firm completely controls a broad product-market, are rare in

market-directed economies. Further, governments commonly regulate monopolies. For example, in most parts of the world prices set by utility companies must be approved by a government agency. Although most marketing managers can't expect to operate with complete control in an unregulated monopoly, they can move away from head-on competition.

Vocabulary

environment – окружение, окружающая обстановка; среда

to affect – действовать; воздействовать; влиять

to face – сталкиваться

to avoid – избегать

head-on – будущий, предстоящий

inevitable – неизбежный

pure – чистый

substitute – замена; заменитель

down-sloping – опускающийся

demand-curve – кривая спроса

bleach – отбеливающее вещество

pouring spout – горлышко, отверстие

stain – пятно

subtle – тонкий, неуловимый

margin – прибыль

to shrink – сокращать(ся)

sensible – (благо)разумный, здравомыслящий

downward – спускающийся

uniquely – единственно

breakthrough – прорыв

to approve – одобрять; утверждать

Упражнения

● **Упражнение 1.** Укажите, какие утверждения соответствуют содержанию текста. Исправьте неправильные утверждения.

1. It is possible to avoid competition in some cases.
2. There is no competition in monopolistic situation.
3. Monopolistic competition is common for developed economies.
4. In monopolistic competition marketing managers try to create some details of the product to differentiate it from similar one.
5. There are a small number of competitors in pure competition.
6. In pure competition profit margins become smaller and smaller.
7. Governments can't control monopolies.

● **Упражнение 2.** Выберите правильный ответ к следующим вопросам.

1. Why does the competition exist in monopolistic situation?
 - a) Because competitors can't control the situation in its «own» target market.
 - b) Because the customers choose different products every time.
 - c) Because some customers consider different products as substitutes.

2. How does Clorox Bleach try to avoid competition?

- a) They use different basic chemicals.
- b) They make a better pouring spout and produce good TV ads.
- c) They imitate the new ideas of competitors.

3. What is a monopoly situation?

- a) It is when competitors offer very similar products.
- b) When each competitor tries to get a monopoly in its «own» target market.
- c) When one company completely controls a broad product-market.

● **Упражнение 3.** Закончите предложения.

1. Most marketing managers in developed economies...
2. Efforts to promote subtle differences of the product...
3. If potential customers see different products as essentially similar...
4. In pure competition profit margins shrink until...
5. Marketing managers can't...
6. Governments usually...
7. There are four basic kinds of market situations:...

A. pure competition, oligopoly, monopolistic competition and monopoly.

B. regulate monopolies.

C. they are just high enough to keep the most efficient firms in business.

D. meet monopolistic competition.

E. may not do any good effect.

F. the marker will become more and more competitive.

G. take some marketing strategy being used by other firms.

● **Упражнение 4.** Дайте русские эквиваленты следующим английским словам и словосочетаниям:

competitive environment; to affect; to face; to avoid competition; customers; inevitable; pure; substitute; demand curve; bleach; pouring spout; stain-killing power; better shelf positions, subtle; margin; to shrink; sensible; uniquely; breakthrough, to approve; to operate; to move away from.

● **Упражнение 5.** Ответьте на вопросы.

1. What is the competitive environment?
2. How many basic kinds of competitive situations do you know?
3. What is a monopolistic competition?
4. Who faces monopolistic competition very often?
5. How do marketing managers sometimes try to differentiate similar products? Give an example.
6. Do subtle differences always work? Why?

7. What kind of competition do the most product-markets head toward according to the economist's traditional view?

8. Why do competitive firms compete with lower and lower prices in oligopoly?

9. What are monopoly situations?

10. Why are monopoly situations rare in market-directed economies?

● **Упражнение 6.** Найдите в тексте синонимы следующим словам и словосочетаниям:

the world around you –

to influence –

to meet –

to get rid of–

invisible –

to decrease –

reasonable –

suggestion –

to work –

TEXT 11

● Прочитайте и переведите текст.

THE SOIL PROPRIETOR

Many businesses are sole proprietorships, firms owned and operated by a single person. When a person decides to open an independent business, that person is then entirely responsible for its success or failure. Any profits go to the owner; any losses are his or her responsibility as well. If the losses prove to be greater than the investment, the individual is responsible for paying them, even if this depletes his personal assets.

One of the advantages of a sole proprietorship is that an owner can make decisions quickly and decisively without having to consult others. And an individual proprietor by law, pays fewer taxes and at a lower rate than a corporation does.

There are disadvantages of this form of business organization, however. A sole proprietorship ends with the incapacity or death of the owner. The assets can be inherited by a person who may then become an operator, but legally the business dies with its owner. Also, since it is dependent upon the amount of

money the owner has saved or can borrow, usually it does not develop into a large-scale enterprise.

In spite of its limitations, the sole proprietorship is well adapted to many kinds of small businesses and suits the temperament of many persons who like to exercise initiative and be their own bosses. Some economic contributions of a small business are:

- ◆ A small business is often the starting point for developing a new product or service. One person tries out an idea. If it is successful, the business grows, or the product may be bought by a larger firm.

- ◆ The small business can give an individual a chance to gain experience, which the person may use later on a large scale.

- ◆ Small businesses are particularly well suited for meeting specialized local needs.

- ◆ Artisans can provide individualized products for customers who have grown weary of mass-produced goods.

- ◆ Small businesses provide a service where knowing one's customers is important.

- ◆ Sole proprietors are reassuring to customers who believe an individual who is accountable will do a good job.

Small businesses often grow into large ones, adding to the economic vitality of the nation. Small business advocates contend that 55 percent of American technical innovations comes from small – and medium-size businesses. Certainly, many of the creative innovators in the American computer industry, including those who built successful companies in what is now known as Silicon Valley, California, started out as outsiders working on hand-assembled machines in their garages. They have become part of American business lore. By any measurement, small businesses are an important part of the creativity, and the competition that provides new strength to the American economy.

Of course, it is true that small businesses often fail. But in the United States «failure» of a small business venture does not carry with it the social stigma or opprobrium for the failed entrepreneur – that it does in some countries. Often, failure of a small business venture turns out to be a valuable learning experience for the entrepreneur, who may be more successful the second or the third time. Unsuccessful attempts to start a business become part of the larger process of sorting out the market and making it more efficient, according to small business experts.

Vocabulary

sole proprietor – собственник, владелец, частный предприниматель	enterprise – предприятие
sole proprietorship – собственность, частное предпринимательство	to adapt – приспособлять, адаптировать
to own – владеть, иметь, обладать	to exercise initiative – проявлять инициативу
to operate – работать, действовать, управлять	to be one's own boss – быть самому себе хозяином, начальником
failure – провал, неудача	to meet needs – удовлетворять потребности
to be responsible for – быть ответственным за что-либо	artisan – ремесленник, мастерской
profit – прибыль	weary – уставший, потерявший терпение
losses – убытки	accountable – ответственный, подотчетный
to deplete – истощать, исчерпывать	to contend – утверждать, заявлять
personal assets – личный капитал	valuable learning experience – ценный обучающий опыт
to make decisions – принимать решения	entrepreneur – предприниматель
to pay taxes – платить налоги	to sort out – сортировать, разбирать, классифицировать
incapacity – неспособность	stigma – позор
to inherit – наследовать	opprobrium – позор; посямление
legally – законно, легально	
to save money – копить, собирать деньги	
to borrow money – занимать деньги	

Упражнения

● **Упражнение 1.** Укажите, какие утверждения соответствуют содержанию текста. Исправьте неправильные утверждения.

1. A sole proprietor is entirely responsible for his success or failure.
2. Even if the losses are greater than the investment, a sole proprietor will not deplete his personal assets.
3. Sole proprietorships pay more taxes than a corporation does.
4. Legally the business dies with the sole proprietor.
5. Small businesses are particularly well suited for meeting specialized local needs.
6. Small businesses do not often grow into large ones.
7. In the United States «failure» of a small business venture does not carry with it social stigma or opprobrium for the failed entrepreneur.
8. The people who like to exercise initiative and be their own bosses choose sole proprietorships.

● **Упражнение 2.** Закончите предложения.

1. Sole proprietorships are firms
2. The advantages of sole proprietorships are
3. The disadvantages of sole proprietorships are
4. Some economic contributions of small businesses are
5. Often, failure of a small business venture turns out to be

● **Упражнение 3.** Найдите в тексте синонимы следующим словам и словосочетаниям:

- entrepreneur –
- income –
- misfortune –
- a business of one's own –
- personal capital –
- according to the law –

● **Упражнение 4.** Ответьте на вопросы.

1. What are sole proprietorships?
2. What are the advantages of this form of business organization?
3. If you inherited a business, what would you do with it?
4. What kind of persons would good sole proprietors be? Give your own reasons.
5. What are the economic contributions of small businesses?
6. Why do you think small – and medium-size businesses play such an important role in the economy of a country?
7. What do you know about the development of small businesses in our country?
8. Does «failure» of a small business venture carry with it the social stigma for the failed entrepreneur in our country?

● **Упражнение 5.** Разделите текст на несколько частей по смыслу и озаглавьте каждую часть.

TEXT 12

● Прочитайте и переведите текст.

BUSINESSES SET TO VIE FOR NORTH TOP AWARDS

The 1998 Highlands and Islands Business Awards are open to firms large and small, offering the chance of winning fame and fortune.

Hundreds of companies have taken part over the years in the awards, which this year are co-sponsored by the Highlands and Islands office to accountants Ernst and Young, the Press and Journal and, new sponsors for 1998, HIE Ventures Ltd.

Reflecting the diversity of the area's businesses, they offer four categories.

Larger business, smaller business, tourism and the most promising newcomer – and an overall prize of Highlands and Islands Business of the Year.

The larger business category is open to businesses operating with an annual turnover exceeding £500,000 or more than 20 employees.

The winner will receive the Ernst and Young Acorn Award, designed by Caithness Glass, a parchment scroll, cover plaque and publicity from Press and Journal, and another prize to be announced.

Firms with an annual turnover of up to £500,000 or up to 20 employees can enter the smaller business category. The winner will receive another original Ernst and Young Acorn Award, similar recognition from Press and Journal and another prize to be announced.

The Highlands and Islands Tourism Award will go to businesses, regardless of size, operating in the area's vital tourism market.

The criteria, in addition to the basic of a good and potentially enduring business, will include quality of product or services and success in identifying, meeting the needs and attracting target markets. The winner will receive the Ernst and Young Acorn Award, Press and Journal publicity and a prize to be announced.

The judges will assess answers to the questions listed on the entry form to help them establish how well each business plans for the future, designs its products or services, monitors its performance and addresses its market.

All responses will be helpful in judging the potential of each firm for sustained development as a contributor of the economy of the Highlands and Islands.

Interested firms can pick up entry forms at Ernst and Young's Inverness office in Moray House, bank Street, or from the Press and Journal offices in Academy Street, Inverness. More details can be obtained by calling (01343) 237581.

The 1998 Highlands and Islands Business Awards will be presented at the Awards Luncheon to be held at Eden Court Theatre, Inverness, on a date to be announced.

Vocabulary

to vie – соперничать	turnover – оборотный капитал
award – присуждение (награды, премии); премия	parchment scroll – пергаментный свиток
to win fame and fortune – завоевать славу и богатство	cover plaque – почетный знак
diversity – разнообразие	regardless – не взирая на
promising – подающий надежды	contributor – содействующий помощник
annual – ежегодный	

Упражнения

● **Упражнение 1.** Укажите, какие утверждения соответствуют содержанию текста. Исправьте неправильные утверждения.

1. The Highlands and Islands Business Awards invite only large companies to take part in the competition.

2. The sponsors of the Business Awards are Islands office of accountants Ernst and Young, the Press and Journal and HIE Ventures Ltd.

3. The companies will compete in the following categories: larger business, smaller business and tourism.

4. The winner of the larger business category will receive an unknown prize, publicity from Press and Journal and a sum of money.

5. The Highlands and Islands Tourism Award will refer to both small and large businesses working in the area's vital tourism market.

6. The judges will consider design of each business's product and services and it will play the most important role in the assessment.

● **Упражнение 2.** Выберите правильный ответ.

1. The larger business category is open to companies operating with an annual turnover ____.

- a) £1 500,000,
- b) more than £1 500,000,
- c) less than £1 500,000.

2. The winner of the smaller business category will receive ____.

- a) original Ernst and Young Acorn Award plus an unknown prize,
- b) publicity and cover plaque from Press and Journal, Ernst and Young Acorn Award and an unknown prize,
- c) a parchment scroll.

3. The criteria for assessment will include ____.

- a) good and potentially enduring business, quality of product or services, identifying and meeting the needs of market and attracting them,
- b) quality of product or services,
- c) annual turnover, quality of product or services and success in identifying, meeting the needs and attracting target markets.

● **Упражнение 3.** Выберите правильный ответ к следующим вопросам.

1. What kind of firms can enter the smaller business category?

- a) Firms with an annual turnover exceeding £1 500,000 or more than 20 employees.
- b) Companies with an annual turnover of up to £1 500,000 or up to 20 employees.
- c) Firms with an annual turnover not more than £1 500,000 or more than 20 employees.

2. What will the judges assess?

- a) Answers to the questions listed on the entry form.
- b) Performance of the company during the interview.
- c) Plans for the future of the companies.

3. Where can some additional information be obtained?

- a) At the Awards Luncheon.
- b) At Ernst and Young's Inverness office in Moray House, Bank Street.
- c) By calling (01343) 237581.

● **Упражнение 4.** Переведите.

To win fame and fortune; Islands office of accountants; four categories; an annual turnover exceeding £1 500,000; the publicity from the Press and Journal; regardless of size; the quality of product or services; retail sector; to monitor performance; a contributor to the economy of the Highlands and Islands; Eden Court Theatre.

● **Упражнение 5.** Ответьте на вопросы по тексту.

1. Who organizes this competition?
2. Are the Highlands and Islands Business Awards a new competition?
3. What four categories do they offer?
4. Which organizations are the sponsors of the Highlands and Islands Business Awards?
5. What prizes will the winner of the larger business category receive?
6. Who can take part in the tourism category?
7. What are the main criteria for all the categories?

8. How will the competition be conducted?
9. Where can interested firms pick up entry forms and information?
10. Where will the Highlands and Islands Business Awards be held?

TEXT 13

- Прочитайте и переведите текст.

INVESTMENT

INVESTMENT: 1. Expenditure on the purchase of financial securities such as stocks and shares. Also called financial investment. Portfolio investment is undertaken by persons, firms and financial institutions in the expectation of earning a return in the form of interest or dividends, or an appreciation in the capital value of the securities. 2. Capital expenditure on the purchase of physical assets such as plant, machinery and equipment (fixed investment) and stocks (inventory investment), i.e., physical or real investment. In economic analysis, the term investment relates specifically to physical investment. Physical investment creates new assets thereby adding to the country's productive capacity, whereas financial investment only transfers the ownership of existing assets from one person or institution to another.

Investment requires that an amount of current consumption is foregone (i.e., saved) so as to release the resources to finance it, Investment expenditure is a component of aggregate demand and an injection into the circular flow of national income. In national income analysis, investment in the provision of social products such as roads, hospitals and schools undertaken by the government is counted as part of government expenditure; thus, investment expenditure is normally defined as consisting only of private sector investment spending.

Investment can be split up into gross and net investment: (a) gross investment is the total amount of investment that is undertaken in an economy over a specified time period (usually one year); (b) net investment is gross investment less replacement investment or capital consumption, i.e., investment which is necessary to replace that part of the economy's existing capital stock which is used up in producing this year's output.

The amount of fixed investment undertaken is dependent on a number of factors other than capital consumption considerations. In national income analysis, the marginal efficiency of capital/investment and the interest rate are important determinants of the level of investment.

The marginal efficiency of capital/investment itself is dependent upon business confidence and expectations about future demand levels and therefore plant utilization. The volatility of business expectations in the short run means that planned levels of fixed investment can vary significantly over time, leading to large changes in the demand for capital goods, that is, large fluctuations in the investment component of aggregate demand leading to larger fluctuations in output and employment through the multiplier effect.

Similar considerations apply to inventory investment with stock levels being increased or decreased over time with changing business expectations.

The long-term significance of investment lies in the contribution it makes to economic prosperity. Building new factories, adding new machinery and equipment, and investing in new techniques and products enables industry to supply a greater quantity of more sophisticated products and services to the consuming public, while similar investments in the provision of social capital (schools, health, etc.) contribute vitally to the up-grading of general living standards.

At the micro-level a firm's investment decisions depend upon the profitability or cash flow implications of particular investment projects and are considered as part of its capital budgeting procedures.

Vocabulary

investment – капиталовложение, инвестирование, помещение капитала
agricultural investment – инвестиции в сельское хозяйство
blue chip investment – капиталовложения крупных компаний
business investment – капиталовложения предприятий
capital investment – капиталовложения
community investment – капиталовложения в инфраструктуру и сферу услуг
consumer capital investments – капиталовложения потребителей
direct investment – прямые инвестиции

direct foreign investment – прямые зарубежные инвестиции
domestic investment – внутренние инвестиции
equipment investment – капиталовложения в оборудование
equity investments – паевые вложения в акции
income – доход, заработок, поступления, прибыль
after-tax income – доход после уплаты налогов, чистый доход
aggregate income – совокупный доход
assessable income – доход, подлежащий обложению налогом

average annual income – среднегодовой доход	consumption expenditures – потребительские расходы
before-tax income – доход до уплаты налогов	current expenditures – текущие расходы
gross national income – валовой национальный доход	federal expenditures – расходы федерального бюджета
net interest income – чистый процентный доход	health expenditures – расходы на медицинское обслуживание и здравоохранение
nonoperating income – доход от неосновной деятельности предприятия	initial capital expenditures – расходы на техническое оснащение
operating income – производственная прибыль	investment expenditures – капиталовложения
original income – первоначальный доход	promotional expenditures – расходы на рекламу
personal income – личный доход	expansion – рост, развитие, расширение
pretax income – доход до вычета налогов	expectation – ожидание
retained income – нераспределенная прибыль	inflationary expectation – ожидание роста цен
goods – товар, товары, изделия	market expectation – ожидаемый объем сбыта
capital goods – товары производственного назначения	profit expectation – ожидаемые прибыли
competitive goods – конкурентные товары	sales expectations – предполагаемый объем сбыта
consumable / consumer goods – потребительские товары	in expectation – в ожидании
convenience goods – товары повседневного спроса	to exceed expectations – превзойти ожидания
domestic goods – предметы домашнего обихода	confidence – доверие
durable goods – товары длительного пользования	consumption – потребление, расход, затрата, цена, стоимость, себестоимость
essential goods – товары первой необходимости	assets – активы; средства, капитал, фонды, имущество, собственность
expenditure – расход; расходование; трата; потребление	share – доля, часть, пай, акции
budget expenditures – бюджетные расходы	output – производительность, мощность; выпуск, продукция; объем производства
capital expenditures – капиталовложения	

Упражнения

● **Упражнение 1.** Найдите в тексте слова и фразы означающие:

- a) the collection of financial securities such as shares and bonds held by an investor,
- b) an investment in plant, machinery, equipment and other durable capital goods,
- c) *i.* the part of a firm's assets that are held in the form of raw materials, work-in-progress and finished goods; *ii.* a financial security issued by a joint-stock company or by the government as a means of rising long term capital,
- d) the satisfaction obtained by consumers from the use of goods and services,
- e) the total money income received by households in return for supplying factor inputs to business over a given period of time; it is equal to net national product, and consists of the total money value of goods and services produced over the given time period,
- f) the rate of return (profits) expected on an extra pounds worth of investment; it decreases as the amount of investment increases,
- g) the planning and control of capital expenditure within a firm.

● **Упражнение 2.** Дайте русские эквиваленты следующим английским словам и словосочетаниям:

an appreciation in the capital value of the securities; the purchase of physical assets; physical investment; an injection into the circular flow of national income; social products; private sector investment spending; gross / net investment; capital consumption; output; the marginal efficiency of capital / investment; the volatility of business expectations; social capital; up-grading of general living standards.

● **Упражнение 3.** Переведите на английский язык.

1. Портфельные инвестиции осуществляются частным лицом или организацией с целью получения дохода в форме процентов или дивидендов.
2. Финансовое инвестирование означает переход права собственности на уже существующие активы от одного лица или организации к другому или другой.
3. Реальные инвестиции подразумевают создание новых активов, благодаря чему происходит наращивание производственной мощности той или иной страны.
4. В долгосрочной перспективе значимость инвестиций определяется их вкладом в экономическое процветание государства.

5. Инвестиционные решения компании, зависящие от прибыльности определенного инвестиционного проекта, являются составной частью комплекса процедур расчета.

● **Упражнение 4.** Переведите экономические термины.

Assets; portfolio investment; fixed investment; inventory investment; aggregate demand; circular flow of national income; gross investment; net investment; capital consumption; government expenditure; social products.

● **Упражнение 5.** Ответьте на вопросы по тексту.

1. What sort of investment is called financial?
2. What is the aim of portfolio investment?
3. What is the difference between fixed and inventory investment?
4. What is the difference between physical and financial investment?
5. What is investment expenditure?
6. What is the difference between gross and net investment?
7. What does the amount of fixed investment undertaken depend on?
8. What is the marginal efficiency of capital / investment dependent on?
9. What determines a firm's investment decisions?
10. How is the long-term significance of investment defined?

● **Упражнение 6.** Say, what types of investment the text deals with.

III РАЗДЕЛ

(для гуманитарных специальностей)

ТЕКСТ 1

● Прочитайте и переведите текст.

THE FAMILY

There are many different views on family life. Some people could not do without the support and love of their families. Others say it is the source of most of our problems and anxieties. Whatever the truth is, the family is definitely a powerful symbol. Turn on the television or open a magazine and you will see advertisements featuring happy, balanced families. Politicians often try to win votes by standing for «family values»: respect for parental authority, stability in marriage, chastity and care for the elderly.

Sociologists divide families into two general types: the nuclear family and the extended family, which may include three or more generations living together. In industrialized countries, and increasingly in the large cities of developing countries, the nuclear family is regarded as normal. Most people think of it as consisting of two parents and two children. In fact, the number of households containing a nuclear family is shrinking year by year.

There are people who say that the family unit in Britain is in crisis and that traditional family life is a thing of the past. This is of great concern to those who think a healthy society is dependent upon a stable family life. They see many indications that the family is in decline, in such things as the acceptance of sex before marriage, the increased number of one-parent families, the current high divorce rate and what they see as a lack of discipline within the family. Some politicians blame social problems, such as drug taking and juvenile crime, on a disintegrating family life.

Concern that the family is in a state of crisis is not new in Britain. In the nineteenth century, many legislators and reformers were saying the same. It was also a concern between the two World Wars, and in the 1980s it became a continuous political issue.

There is no definition of a «normal» family. Broadly speaking, the family is a group of people related by blood or law, living together or associating with one another for a common purpose. That purpose is usually to provide shelter and food, and to bring up children. The nature of the family keeps changing: there are a number of types of family that exist in a society at any one time.

The family is the most basic and ancient of all institutions, and it remains the fundamental social unit in every society. Yet there are many people today who predict the end of the family system as we know it. The family, it is contended, is breaking down, the victim of moral decay, sexual permissiveness, changing gender roles, or irresistible social forces.

Such predictions are heard in all industrialized societies, but the statistics suggest that the family system of the world's leading postindustrial society, the United States, is under the most pressure. The great majority of both American men and women begin sexual activity before marriage. One in every five American births is to an unmarried mother, usually a teenager. One in every four pregnancies ends in abortion. The number of unmarried couples living together has tripled in less than two decades. Americans are staying single longer than ever and more than one adult in five now lives alone. About half of American marriages are expected to end in divorce. New alternatives to traditional marriage, such as the single-parent household, are becoming steadily more common...

What exactly is a family? Our ideas on the subject may tend to be ethnocentric, for they are often based on the middle-class «ideal» family so relentlessly portrayed in TV commercials, one that consists of a husband, a wife, and their dependent children. This particular family pattern, however, is far from typical. A more accurate conception of the family must take account of the many different family forms that have existed or still exist both in America and in other cultures.

What characteristics, then, are common to all family forms? First, the family consists of a group of people who are in some way related to one another. Second, its members live together for long periods. Third, the adults in the group assume responsibility for any offspring. And fourth, the members of the family form an economic unit – often for producing goods and services (as when all members share agricultural tasks) and always for consuming goods and services (such as food or housing). We may say, then, that the family is a relatively permanent group of people related by ancestry, marriage, or adoption, who live together, form an economic unit, and take care of their young. If this definition seems a little cumbersome, it is only because it has to include such a great variety of family forms.

Vocabulary

to predict – предсказывать

to decline – приходить в упадок,
ухудшаться, отклонять

to decay – портиться, ухудшаться

to adopt – усыновлять, удочерять

to involve – вовлекать, впутывать

household – домохозяйство, семья

to match – подходить, сочетать,
соответствовать

date – дата, срок, период

anxiety – беспокойство, тревога,
опасение

care for – забота

to contend – бороться, утверждать,
спорить

particular – особый,
исключительный

account – доклад, сообщение, отчет

to account – считать, рассматривать,
отчитываться

Упражнения

● *Упражнение 1.* Найдите в тексте:

а) синонимы:

to get along, certainly, lasting, present, to show, shortage, to foresee, pair, grown-up, precise, constant, concern, ordinary, to connect, matrimony, to appear, to stay, to take into consideration, to take upon oneself, to commence, to accuse, alienated;

b) АНТОНИМЫ:

to deprive, disregard, to put together, to increase, refusal, minority, to flourish, the beginning, married, more, marriage, child, abundance, beyond, temporary.

● **Упражнение 2.** Переведите следующие предложения на русский язык.

1. The negotiations broke down. 2. The girl was obviously suffering from a nervous breakdown. 3. They had a breakdown on the way. 4. A much more common name is Jack. 5. The plot behind the house was common property. 6. Her brother is a common worker. 7. In such matters you must use common sense. 8. It's a mistake common to all students. 9. It's common knowledge that this work of art is very valuable. 10. There was hardly any hope of finding common ground with the opposition. 11. They have plenty in common.

● **Упражнение 3.** Подберите словосочетания из левой части к словосочетаниям в правой части, согласно их значению:

to assume power	(to feign) to take
to assume the role of a leader	to take upon oneself
to assume a part	to gain power to put
to assume a look	on a look to pretend
to assume responsibility	leadership

● **Упражнение 4.** Дополните предложения, используя слова из текста.

1. He felt he couldn't ... his parents' financial support. 2. Among the most important family values are 3. The two types of families are 4. There are many views that the number of ... containing a nuclear family 5. The purpose of a family is 6. One of the most ancient... is marriage. 7. All ancient civilizations appeared, flourished and finally 8. His theory ... that the best way to raise children is in the family. 9. Her parents' marriage was a failure, and when a teenager, she decided to stay ... 10. What is the ... rate in the USA? 11. In his novel «The Forsyte Saga» Galsworthy ... typical representatives of English society of the 19th century. 12. We shall discuss all the questions ... to the problem. 13. ... of children is not so common in our country.

● **Упражнение 5.** Ответьте на вопросы.

1. What are some of the views on family life?
2. What are the predictions of the end of the family system based upon in Great Britain and the US?
3. What relations are customary between American young men and girls?
4. What are the basic characteristics of a family?
5. What are the definitions of a family?
6. What is your idea of an «ideal» family?

TEXT 2

- Прочитайте и переведите текст.

CHOOSING A CAREER

How do you choose a career? Many students finish high school and begin college without a clear idea of what they want to do in life. Part of the problem is the size and complexity of the job market itself. Seven hundred and sixty-three different occupations were listed in a recent publication of the United States.

Department of Labor, and this list is probably incomplete. With so many kinds of work, how can you tell which will interest you? And what about the job outlook? Some of these occupations are already overcrowded. In old industries, there may be little need for new workers, while new and growing industries will offer good jobs, now and in the future. Finally, how can you make the best use of your own special talents? Those who know themselves often find the best jobs. The article that follows does not answer all these questions, but it does try to get you started.

For most people, choosing a career isn't easy, yet it is one of the most important decisions you will make in your life. Find the right career, and you will be happy and successful. Find the wrong career, and you may be unhappy and unsuccessful. It pays, therefore, to explore your choice of occupation from every angle, collect as much information as you can, actually try different kinds of work before making up your mind. Above all, evaluate yourself. Be sure you know your own interests and talents.

Unfortunately, not everyone takes this trouble. Those who don't, can make costly mistakes. For example, some people simply follow in the footsteps of a parent or a relative. One young man I know became a doctor because that was his father's profession. Yet he could not stand the sight of blood. Watching an operation made him sick to his stomach. One day he had to amputate a leg, and, after making the first cut, fainted in the operating room. A young woman I know became an accountant although she hated maths. Her uncle encouraged her by promising a job in his company. It took her several years, and several disasters with the company books, before she realized her mistake.

Procrastinating, postponing a decision, is another error people make. «Manana¹» is the Spanish word for it. I'll get started tomorrow, or next week, or next year. These people refuse to face the problem, hoping it will go away. But if you don't take the first step now, how can you plan for the future, take the

right courses in school, get in the right programs? Procrastinators just drift, missing many opportunities.

Well then, how do you find a career? Jascha Heifetz was a concert violinist at the age of thirteen. Shirley Temple was a movie star at the age of five. Most of us are not so talented, or so lucky. Everyone has skills, but yours may not be so obvious; may, in fact, go undetected. Your career search has to look for everything. Be systematic. Analyze your problem. Determine what information you have. Then go after the information you need.

First, start with yourself. Make a list of inventory of your interests, your talents, and abilities. Most people have a lot of these, but at the beginning they are undeveloped and may not seem outstanding. By concentrating on a few, or on one, you may surprise yourself, and everyone else, at how good you can get.

The interest inventory that follows covers the major fields in which most people find careers: science, arts, social service, business, sales.

Then find where your interests lie...

Notes to the Text

1. Manana [manja:na] (исп.) – завтра

Vocabulary

career – профессия, род деятельности, карьера

occupation – занятие, род занятий, профессия

job – работа

sight – зрение, взгляд

to apply – обращаться (за работой), заниматься

to employ – нанимать, предоставлять работу

labour – труд, работа, задание

costly – дорогой, ценный

to search – искать, разыскивать

complex – комплексный, составной, сложный

list – список, перечень, реестр

Упражнения

● **Упражнение 1.** Переведите предложения на русский язык.

1. Unfortunately not many people take the trouble of discovering their own interests and talents. 2. Teenagers are a lot of trouble to their parents. 3. The trouble is that some people tend to underestimate the importance of choosing the right career. 4. She couldn't stand the sight of blood. 5. It stands to reason. 6. Indecisive people refuse to face the career problem. 7. The sitting-room windows face a beautiful lawn. 8. Negotiations between the two sides

were broken off. 9. In 1945 Allied Forces broke through the German defences. 10. Fighting broke out between Hindus and Moslems. 11. Bangladesh broke away from West Pakistan in 1971.

● **Упражнение 2.** Подберите словосочетания из левой части к словосочетаниям в правой части, согласно их значению:

to be good at	what's the use
good-for-nothing	poor
good for you	you've done it perfectly
no good	to do well in
to do good	of no use
what's the good of	to have a positive effect

● **Упражнение 3.** Переведите английские пословицы. Дайте их русские эквиваленты, если это возможно.

1. A good beginning makes a good ending.
2. Business before pleasure.
3. Jack of all trades and master of none.
4. No pains, no gains.
5. Every man is the architect of his own fortunes.
6. Nothing is impossible to a willing heart.

● **Упражнение 4.** Дополните предложения, используя слова из текста.

1. When you finish school you should have ... of what you want to do in life. 2. He was offered hundreds of different 3. Enjoying work means choosing ... in the first place. 4. It is necessary to ... yourself if you want ... of your own special talent. 5. It took her a month to think over the proposal before she 6. Children often ... of their parents or relatives choosing a career. 7. Don't ... of taking this course as your major. 8. He was exhausted in ... of a job.

● **Упражнение 5.** Ответьте на вопросы.

1. What are the problems facing many high school leavers associated with?
2. What is the advantage of new industries?
3. Why is it so important to know your personal interests?
4. Why does it pay to explore your choice of occupation?
5. Why can't some people evaluate themselves?
6. What are the most common mistakes in choosing a career?
7. What are the necessary steps if you want to avoid errors?
8. What are the author's recommendations to average people (those who are not obviously talented)?

9. Do you agree with the author's procedure of making a list of your interests?

10. Could you add anything else to the list?

● **Упражнение 6.** Speak about how do you choose a career.

TEXT 3

● Прочитайте и переведите текст.

FRIENDS AND FRIENDSHIPS

Friendship, like love affairs, can run out of steam. As we grow up, sometimes we grow apart. Recently, a good friend and I parted company. There was no blow-up, no crashing dishes, no dramatic pie-in-the-face. Just a gradual loss of faith, compounded by geographical distance and the demands of our careers.

Women are often more prepared for the end of a love affair than for the demise of a friendship. We have endless advice books on how to recover when your lover's left you, but little seems to be said about friends who break each other's hearts. Maybe it's because we never think of our relationships with other women as being passionate or intense. But a woman can be as emotionally dependent on a friend as she is on a lover, and when the relationship ends, abruptly or not, it can leave both women hurt and angry, wondering what went wrong.

I've learned from experience that good friendships are based on a delicate balance. When friends are on a par, professionally and personally, it's easier for them to root for one another. It's taken me a long time to realize that not all my «friends» wish me well. Someone who wants what you have may not be able to handle your good fortune: if you find yourself apologizing for your hard-earned rise or soft-peddalling your long-awaited promotion, it's a sure sign that the friendship is off balance. Real friends are secure enough in their own lives to share each other's successes – not begrudge them.

On the other hand, that balance may be upset when two friends do become equals. A woman I know valued her friendship with an older mentor who saw her only in that subservient role. When my friend became increasingly successful, and ultimately reached the level of her mentor, the older woman abruptly ended the relationship. It was clear that she was not needed in the same capacity and could not make the adjustment.

Friend-shedding is a rite of passage and should be seen as a positive sign of growth. Certain life events tend to accelerate this process – say, the sudden appearance of a good-looking boyfriend or maybe even an engagement ring.

It's not uncommon for friends to try unconsciously to sabotage these new relationships if they feel threatened by them. But if that happens frequently, it may be time to reevaluate your friendship. A frank discussion can work wonders in this situation – in my case, I found out that my friend and I were not as close as we'd once been. My life had taken a different direction since we'd first met, and I'd expected her to follow with the same speed and enthusiasm. We finally agreed that we are not as alike as we had once thought, nor should we be. We decided that it was time to take a leave of absence from each other.

Putting each other «on hold» indefinitely is hard, but sometimes it's the wisest thing to do. It never hurts to put some distance between friends if the relationship is strained, and it may even prevent a final, irrevocable break.

Sometimes, friendships can be renewed on their own: unlike love affairs, which demand a certain degree of commitment to stay alive, a little healthy neglect can be good for a friendship and may even lead to a reconciliation that might not otherwise have taken place. And if that happens, you'll likely find yourself in a more honest, and certainly more balanced, relationship. Laying a friendship out on the table like that isn't easy, but in the long run, it pays off. After all, knowing who isn't your friend is just as important as knowing who is.

Vocabulary

faith – вера, доверие

to recover – обретать снова, возвращать себе

fortune – удача, счастье

promotion – продвижение, содействие

secure – спокойный, надежный, безопасный

share – доля, часть, акция, пай

value – ценность, стоимость

conscious – сознательный, понимающий

break – перерыв, пауза, перемена

commitment – обязательство, вручение, передача

to handle – держать в руках, делать (что-либо) руками, управлять

ultimate – последний, окончательный

Упражнения

● *Упражнение 1.* Найдите в тексте:

а) синонимы:

often, sincere, to comprehend, equilibrium (poise), suddenly, ever more, lately, to consent, belief, to menace, handsome, destiny, finally, indication, to envy, to discover, to speed, to require, to resume, determination, putting up with;

b) АНТОНИМЫ:

vague, different, to slow the process, a leading role, a failure, conscious, absence, hard.

● **Упражнение 2.** Переведите предложения на русский язык.

1. The balance may be upset when two friends become equals. 2. She is upset about her boyfriend going away. 3. If you don't sit still the boat may be upset. 4. Our plans will be upset if he fails to arrive on time. 5. The government has been upset at the recent elections. 6. Your health will be upset if you work so hard without rest. 7. The increased amount of single-parent families causes additional problems to the welfare committee. 8. The number of applicants to our University is increasing year after year. 9. There is also an increasing number of old people living alone. 10. The rate of unemployment is on the increase in our country. 11. Teachers and doctors in our country are getting increasingly poor. 12. The situation with drug addicts is becoming increasingly dangerous throughout the world.

● **Упражнение 3.** Переведите английские пословицы. Дайте их русские эквиваленты, если это возможно.

1. Among friends all things are common.
2. A friend to all is a friend to none.
3. A friend in need is a friend indeed.
4. A man is known by the company he keeps.
5. Friendship cannot stand always on one side.
6. A broken friendship may be soldered, but will never be sound.

● **Упражнение 4.** Дополните предложения, используя слова из текста.

1. As people grow up, sometimes they 2. Women are better prepared for the end of a love affair than for ... 3. They lost contact over the years and now they would like ... their friendships. 4. Good friendships are often based on 5. Real friends do not ... each other's successes. 6. She could not make ... to the new circumstances. 7. Infuriated, he threw the ... overboard. 8. What do you ... in your friend? 9. Sometimes it's wise to ... between friends and it may ... a final break. 10. Love affairs demand a certain degree of

● **Упражнение 5.** Ответьте на вопросы.

1. What can the loss of faith be put down to?
2. How do women take the demise of a friendship?
3. Do you think friends can break each other's hearts?
4. What are good friendships based on?
5. Do the author's friends always wish her well?

6. What does she say about real friends?
7. What happens when two friends become equals?
8. What kind of new relationship can threaten friendship?
9. How can friendship change with time and age?
10. How can friendships be renewed?

TEXT 4

- Прочитайте и переведите текст.

DEVELOPMENT OF CULTURE

People live in human societies. A society is the largest form of human social organization that consists of people who live in the same territory, are relatively independent of people outside their area and share a common heritage or a common culture. Culture is the totality of learned, socially transmitted behaviour. It includes ideas, values and customs of groups of people. Members of a society learn this culture and transmit it from one generation to the next. They preserve their distinctive culture through literature, video recordings and other means of expression, If it were not for the social transmission of culture, each generation would have to reinvent television, not to mention the wheel.

The study of culture is an important part of contemporary sociological work. Through advances in culture, human beings have come a long way from our prehistoric heritage. Human beings have made dramatic cultural advances. We can send astronauts to the moon, we have such achievements as the symphonies of Beethoven, the paintings of Van Gogh, the poetry of Byron and the novels of Dostoevsky.

Despite their differences, all societies have attempted to meet basic human needs by developing aspects of shared, learned behaviour known as cultural universals. Cultural universals are general practices found in every culture. Anthropologists compiled a list of such universals that includes the following: athletic sports, attempts to influence weather, bodily adornment, calendar, cooking, courtship, dancing, dream interpretation, family, folklore, food habits, funeral ceremonies, games, gift giving, language, laws, medicine, music, myths, numerals, personal names, property rights, religion, sexual restrictions, tool making.

Many cultural universals are, in fact, adaptations to meet essential human needs, such as people's need for food, shelter and clothing. Yet, the manner in which they are expressed will vary from culture to culture. For example, one

society will attempt to influence its weather by seeding clouds with dry ice particles to bring about rain. Another culture may offer sacrifices to the gods in order to end a long period of drought.

Each generation and each year most human cultures change and expand through the process of innovation and diffusion. An innovation is the process of introducing an idea or object that is new to culture. There are two forms of innovation: a discovery and an invention. A discovery involves making known or sharing the existence of an aspect of reality. The identification of a new moon of Saturn is an act of discovery. By contrast, an invention results when existing cultural items are combined into a form that did not exist before. The bow and the arrow, the automobile and the television are all examples of inventions, as are Protestantism and democracy. The term diffusion refers to the process by which a cultural item is spread from group to group or from society to society, i.e. to the process of adopting ideas, technology and customs from other cultures. For example, breakfast cereal comes originally from Germany, candy from the Netherlands, chewing gum from Mexico and the potato chip from the America of the Indians. Diffusion can occur through a variety of means, among them exploration, military conquests, missionary work, the influence of the mass media and tourism.

Sociologists make a useful distinction between elements of material and nonmaterial culture. Material culture refers to the physical or technological aspects of our daily lives including food items, houses, factories and raw materials. Nonmaterial culture refers to ways of using material objects and to customs, beliefs, philosophies, governments and patterns of communications.

Generally, the nonmaterial culture is more resistant to change than the material culture is. Therefore, foreign ideas are viewed as more threatening to a culture than foreign products are. We are more willing to use technological innovations that make our lives easier than ideologies that change our way of seeing the world.

Vocabulary

culture – культура

cultural universal – всеобщая, всемирная культура

innovation – нововведение, новшество

invention – изобретение, изобретательность

material culture – материальная культура

nonmaterial culture – нематериальная культура

diffusion – распространение, многословие

discovery – открытие

society – общество

Упражнения

● **Упражнение 1.** Дополните предложения необходимыми словами и словосочетаниями из представленных ниже. Переведите их.

1. People in a society are ... of people outside the area. 2. Culture is the ... of learned, socially transmitted behaviour. 3. We preserve our ... culture through different means of expression. 4. The study of culture is an important part of ... social work. 5. Through advances in culture human beings have come a long way from our 6. Human cultures change and ..., each year. 7. Diffusion can occur ... 8. Sociologists ... a useful distinction between elements of material and nonmaterial culture. 9. Material culture refers to the ... or ... aspects of our daily life. 10. ..., the nonmaterial culture is more resistant to ... than the material culture is. 11. Therefore, foreign ideas are viewed as more ... to a culture than foreign products are. 12. We are more willing to use technological innovations that ... than ideologies that

make our lives easier, change our way of seeing the world, threatening, generally, change, physical, technological, make, through a variety of means, expand, prehistoric heritage, contemporary, distinctive, totality, relatively independent.

● **Упражнение 2.** Найдите в тексте английские эквиваленты для следующих русских словосочетаний:

человеческое общество; иметь общее наследие; ценности; передавать из поколения в поколение; если бы не; пройти долгий путь развития; значительные успехи в культуре; несмотря на различия; удовлетворить основные человеческие потребности в; составить список; вызвать дождь; предложить идею (мысль); иметь место (происходить); четко разграничивать; убеждение; оказывать сопротивление чему-либо; рассматриваться; угрожать; испытывать желание; изменить способ видения мира; распространяться; принимать идею (мысль).

● **Упражнение 3.** Переведите предложения на английский язык, используя текст.

1. Общество – это самая большая форма общественной организации людей. 2. Члены общества изучают свою культуру и передают ее из поколения в поколение. 3. Благодаря успехам в культуре человечество прошло долгий путь от доисторических времен до настоящего времени. 4. Несмотря на различия, все человеческие общества старались удовлетворить основные потребности человека, которые известны сейчас как культурные универсалии. 5. Многие культурные универсалии одинаковы у разных на-

родов, но выражаются они в разных культурах по-своему. 6. В каждом поколении каждый год большинство культур изменяется и расширяется благодаря процессу нововведений и диффузий. 7. Социологи делают существенное различие между материальной и нематериальной культурой.

● **Упражнение 4.** Ответьте на вопросы.

1. How do members of a society learn, transmit and preserve their distinctive culture?

2. Why do you think the study of culture is an important part of contemporary sociological work?

3. What cultural universals do anthropologists consider to be the most common for all human societies?

4. What do cultural universals have in common and what differs them?

5. How do human cultures change and expand?

6. Why do you think sociologists make a useful distinction between elements of material and nonmaterial culture?

7. How can you account for the fact that nonmaterial culture is more resistant to change than material culture?

● **Упражнение 5.** Speak about a human culture.

TEXT 5

● Прочитайте и переведите текст.

SOCIALIZATION AND THE LIFE CYCLE. AGENTS OF SOCIALIZATION

Stages of Socialization. The socialization process continues throughout all stages of the human life cycle. But it is important to understand that we do not move from one stage to another in the clear-cut way that we are promoted from one school grade to another. Our social development varies with the individual and the social situations in which that person must function. Thus, in our shift from childhood to adulthood we go through a prolonged period of transition known as adolescence. After that a person will pass through a series of developmental stages.

The American psychologist Daniel Levinson in his book «The Seasons of a Man's Life» identified three major transitional periods that occur primarily after adolescence. The first transitional period, the early adult transition, begins at about age 17 and extends to age 22. It marks the time at which a male gradually enters the adult world, perhaps moving out of the parental home,

beginning a career, or entering a marriage. The second transitional period, the midlife transition, typically begins at about age 40. American men often experience a stressful period of self-evaluation commonly known as the midlife crisis, in which they realize that they have not achieved basic goals and ambitions and have little time left to do so. The final period of transition is the late adult transition which occurs between 60 and 65 years of age. At this time many Americans begin restricting their occupational duties and preparing for retirement. However, it is important to note that the nation's attitude toward aging has undergone a dramatic change in recent decades. No longer is it widely accepted that old people should simply sit around passively, waiting to die. Instead, there has been an increase in programs to socialize the elderly for meaningful pursuits and continued living.

Levinson's formulation was developed to describe the life cycle of men in the United States. While his conclusions are relevant for some women – especially those who follow the traditional career patterns of men – they do not necessarily reflect the typical life for women. A key aspect of his work is the notion that men have a dream of what the adult world is like – a vision that creates excitement and a sense of possibility. Yet, until recently, most women were socialized into visions of the future centering on marriage and children rather than achievements in paid labor force.

One stage of development identified by Levinson, the midlife crisis, is clearly evident in both sexes. Social scientists are only beginning to explore the nature of the midlife crisis. In one study they developed a scale ranking 43 stressful life events that may require important social adjustments and resocialization. The events ranking as most stressful include marriage, death of a spouse or a close family member, a divorce, serving a jail term, a personal injury or an illness, a dismissal from work, retirement, business readjustment. The events ranking least, stressful include Christmas, vacation, a change in eating or sleeping habits, a change in social activities or recreation. The events ranking rather stressful are a change in the financial state, troubles with in-laws, a change in living conditions, pregnancy, the gain of a new family member, troubles with the boss.

Creating a self does not occur in a week. It is a lifelong transformation which begins in the crib and continues as one prepares for death. The lifelong socialization involves many different social forces which influence our lives and alter our self-images.

The family is the institution most closely associated with the process of socialization and is its most important agent. We experience socialization first as babies and infants living in families; it is here that we develop an initial sense of

self. Most parents seek to help their children to be socialized into the norms and values of both the family and the larger society. Like the family, the school is a very important agent in socializing children into the norms and values of our culture. Schools foster competition through built-in systems of reward and punishment such as grades and evaluations by teachers.

As a child grows older, the family becomes somewhat less important in his or her social development. Instead, peer groups increasingly assume the role of «the significant others». Peer groups are friendship groups, youth gangs and special-interest clubs. Within the peer group young people associate with others who are approximately their own age and who often enjoy a similar social status. A peer group maintains a meaningful system of rewards and punishments. The group may encourage a teenager to follow pursuits that the society considers admirable. On the other hand, it can encourage someone to violate the society's norms and values.

Peer groups play a very important role in the transition to adult responsibilities. At home parents tend to dominate; at school the teenager must contend with teachers and administrators. But within the peer group each member can assert himself or herself in a way that may not be possible elsewhere. Nevertheless, almost all adolescents in our culture remain economically dependent on their parents, and most are emotionally dependent as well.

In the last 75 years such technological innovations, as mass media – radio, motion pictures and television – have become important agents of socialization. Television, in particular, is a critical force in the socialization of children. It permits imitation and role playing but does not encourage more complex forms of learning. Watching television is a passive experience – one sits back and waits to be entertained. Critics of television are further alarmed by the fact that children (as well as adults) are exposed to a great deal of violence on television. But television is not always a negative socializing influence. Creative programs can assist children in developing basic skills essential for schooling. In addition, television programs and even commercials expose young people to lifestyles and cultures of which they are unaware. But still parents should not allow the TV set to become a child's favorite play-mate and should monitor this aspect of a child's environment just as carefully as they evaluate teachers, play-mates and baby-sitters.

A fundamental aspect of human socialization involves learning to behave appropriately within an occupation in a workplace. Scientists have divided occupational socialization into four phases. The first phase is career choice, which involves selection of academic or vocational training appropriate for the

desired job. The next phase is anticipatory socialization which refers to the process of socialization whereby people get acquainted with norms, values, and behaviour associated with a social position before actually assuming that status. For example, some children «inherit» their occupations from their parents. The third phase, conditioning, occurs while a person starts actually occupying his work-related role after adjusting himself or herself to the aspects of the job. And, if the job proves to be satisfactory, the person will enter the fourth stage of socialization which is called continuous commitment. At this point, the job becomes an indistinguishable part of the person's self-identity.

Occupational socialization can be more intense immediately after one makes the transition from school to the job, but it continues through one's work history. Technological advances may alter the requirements of the positions and necessitate some degree of resocialization, that is the process of discarding former behaviour patterns and accepting new ones as part of a transition in one's life. In addition, people change occupations, employers or workplaces during their adult years.

Vocabulary

stages of socialization – этапы социализации
adolescence – юность
midlife crisis – кризис среднего возраста
peer groups – равноправные группы, ровесники
mass media – средства массовой информации
occupational socialization – профессиональная социализация

career choice – карьерный выбор
anticipatory socialization – предварительная профессиональная подготовка
conditioning – улучшение состояния
continuous commitment – непрерывное обязательство
resocialization – изменение социального положения

Упражнения

● *Упражнение 1.* Найдите в тексте английские эквиваленты для следующих русских словосочетаний:

четко определенным способом; переводить из класса в класс; переход от детства к зрелости; проходить длительный период; переход (изменение); отрочество; проходить ряд стадий развития; выявить три главных переходных периода; главным образом; отмечать; постепенно; начать карьеру; вступать в брак; самооценка; общеизвестно; достигать цели; преклонный; ограничивать свои служебные обязанности; уход на пенсию;

стареть; подвергаться значительному изменению; пожилые; исследовать природу кризиса; шкала; классифицировать; приспособлять (регулировать); оценки (отметки); возрастные группы; сверстники (ровесники); средства массовой информации; занятие (должность); рабочее место; выбор; отбор; академическая подготовка; профессиональная подготовка; познакомиться; самосознание; технологические достижения; изменять требования; делать необходимым; неизбежно.

● **Упражнение 2.** Дополните предложения необходимыми словами и словосочетаниями из представленных ниже. Переведите их.

1. The socialization process continues ... all aspects of the human life
2. Our social development... with the individual and the social situations in which the person must
3. The first transition period ... the time at which a male gradually enters the
4. The American nation's attitude toward ... has undergone a change in
5. Levinson's conclusions are ... for women who follow the traditional ... of men.
6. Yet, ... , most women were socialized into the ... of the future ... on marriage and children.
7. Creating ... does not ... in a week.
8. The ... socialization involves many ... which influence our lives, and ... our self-images.
9. The family is the ... most closely associated with
10. We ... socialization first as ... and ... living in families.
11. The school is a very important ... in socializing children into ... and ... of our culture.
12. Schools foster competition through ... systems of ... and
13. With teenagers peer groups ... the role of
14. At home parents ... to dominate.
15. Television, ... , is a critical force in the socialization of children.
16. Critics of television are ... alarmed by the fact that we are exposed to ... of violence.
17. ... may alter the requirements of the position and ... some degree of resocialization.

technological advances, necessitate, further, a great deal, in particular, tend, assume, «the significant others», built-in, reward, punishment, agent, the norms, the values, experience, babies, infants, institution, the process of socialization, lifelong, different social forces, alter, a self, occur, until recently, visions, centering, relevant, career patterns, aging, dramatic, recent decades, marks, adult world, varies, function, throughout, cycle.

● **Упражнение 3.** Ответьте на вопросы.

1. How can you prove that the socialization process is a lifelong process but it does not develop in a clear-cut way?
2. What book (and by whom) identifies the three major transitional periods in the human life-cycle? Can you describe each stage?
3. Why was Levinson's formulation developed to describe the life cycle of men?

4. What are the most important agents of socialization?

5. How can you prove that peer groups play a very important role in the transition to adult responsibilities?

6. What role do mass media play in the socialization of children?

7. Why is it stated that occupational socialization is a fundamental aspect of human development?

● **Упражнение 4.** Переведите предложения на английский язык, используя текст.

1. Социологи стараются изучить природу кризиса, который часто наступает в середине жизни человека. 2. Они создали шкалу, включающую 43 жизненных события, которые вызывают стресс и требуют изменения социального положения личности в обществе. 3. Существуют различные социальные силы, которые влияют на нашу жизнь и изменяют наше представление о себе. 4. Одной из таких сил являются возрастные группы, так как внутри своей возрастной группы молодые люди общаются со своими сверстниками и обладают одинаковым социальным статусом. 5. Средства массовой информации (радио, кино и телевидение) играют большую роль в становлении личности. 6. Телевидение является пассивным способом приобретения жизненного опыта, и очень часто оно не поощряет использование сложных форм обучения. 7. Важными факторами вхождения личности в общество являются работа, рабочее место и взаимоотношения с сослуживцами. 8. Технологические достижения могут изменить требования, предъявляемые к работе, и вызвать изменения в социальном положении людей. 9. Кроме того, люди меняют свою работу, своих работодателей и рабочие места во время своей взрослой трудовой деятельности.

● **Упражнение 5.** Speak about agents of socialization.

ТЕХТ 6

● Прочитайте и переведите текст.

CONFORMITY AND OBEDIENCE. DEVIANCE AND CRIME

Every culture and society has distinctive norms governing what is called appropriate behaviour. Laws, dress codes, bylaws of organizations, course requirements and rules of sports and games all express social norms. The term social control refers to the techniques and strategies for regulating human behaviour in any society.

Social control occurs on all levels of society. In the family we obey our parents. In peer groups we obey informal norms, such as dress codes, that govern the behaviour of members. In organizations workers must cope with a formal system of rules and regulations. Finally, the government of every society legislates and enforces social norms.

Most of us respect and accept basic social norms and assume that others will do the same. Even without thinking we obey the instructions of police officers, follow the day-to-day rules at our jobs, and move to the rear of elevators, when people enter. If we fail to do so, we may face punishment through informal sanctions, such as fear of ridicule, or formal sanctions, such as jail sentences or fines.

Techniques for social control can be viewed on both the group and the society level. Conformity, obedience and deviance are human responses to real or imagined pressures from others. Conformity goes along with one's peers – individuals of a person's own status, who have no special right to direct that person's behaviour. By contrast, obedience is defined as compliance with higher authorities in a hierarchical structure. Thus, a recruit entering military service will typically conform to the habits and language of other recruits and will obey the orders of superior officers.

The sanctions used to encourage conformity and obedience – and to discourage violation of social norms – are carried out through informal and formal social control. Informal social control is used by people casually; examples of such control include smiles, laughter, raising an eye-brow, and ridicule. Formal social control is carried out by authorized agents, such as police officers, judges, school administrators, employers, military officers and managers of organizations.

Some norms are considered so important by a society that they are formalized into laws controlling people's behaviour. In a political sense, law is the body of rules made by government for society, interpreted by the courts and backed by the power of the state. Some laws, such as the prohibition against murder, are directed at all members of society. Others, such as fishing and hunting regulations, are aimed primarily at particular categories of persons. Still others govern the behaviour of social institutions (corporation law).

Sociologists have become increasingly interested in the creation of laws as a social process. In their view, law is not merely a static body of rules handed down from generation to generation. Rather, it reflects continually changing standards of what is right and wrong.

The term opposite to conformity is deviance. For sociologists this term does not mean perversion or depravity. Deviance is behaviour that violates the

standards of conduct or expectations of a group or society. Alcoholics, gamblers, persons with mental illnesses are all classified as deviants. Being late for class is categorized as a deviant act; the same is true of dressing casually for a formal wedding. On the basis of the sociological definition, we are all deviant from time to time. Each of us violates common social norms in certain situations.

Deviance involves the violation of group norms including not only criminal behaviour but also many actions not subject to prosecution. The public official who takes a bribe has defied social norms, but so has the high school student who refuses to sit in an assigned seat or cuts class. Therefore, deviation from norms is not always negative, let alone criminal.

Deviance can be understood only within its social context. A photograph of a nude woman or man may be perfectly appropriate in an art museum but would be regarded as out of place in an elementary school classroom.

Standards of deviance vary from one group, society or culture to another. In our society it is generally acceptable to sing along at a rock or folk concert, but not at the opera. Just as deviance is defined by the social institution, so too is it relative to time. For instance, having an alcoholic drink at 6 p.m. is a common practice in our culture, but engaging in the same behaviour immediately upon arising at 6 a.m. is viewed as a deviant act and as symptomatic of a drinking problem.

Deviance, then, is a highly relative matter. Russians and Americans may consider it strange for a person to fight a bull in an arena, before an audience of screaming fans. Yet, we are not nearly so shocked by the practice of two humans fighting each other with boxing gloves in front of a similar audience.

The highest form of deviation from formal social norms is represented by crime which is a violation of criminal law for which formal penalties are applied by governmental authority. Crimes are divided by law into various categories, depending on the severity of the offense, the age of the offender, the potential punishment and the court which decides this case.

Sociologists distinguish between types of crime on a somewhat different basis and classify crimes in terms of how they are committed and how the offenses are viewed by society. Thus, viewed from the sociological perspective, there are five types of crimes:

1. **Index crimes.** This category of criminal behaviour generally consists of those serious offenses that people think of when they express concern about the nation's crime problems. Index crime includes murder, rape, robbery and assault – all of which are violent crimes committed against people – as well as the property crimes of burglary, theft, and arson.

2. **Professional crime.** Many people make a career of illegal activities. A professional criminal is a person who makes crime as a day-by-day occupation, developing skilled techniques and enjoying a certain degree of status among other criminals. Some professional criminals specialize in burglary, safecracking, pick-pocketing, and shoplifting.

3. **Organized crime.** This term refers to the work of a group that regulates relations between various criminal enterprises involved in narcotics wholesaling, prostitution, gambling, and other activities. Organized crime dominates the world of illegal business, allocates territory, sets prices for illegal goods and services, and acts as an arbitrator in internal disputes.

4. **White-collar crime.** Certain crimes are committed by «respectable» people in the course of their daily business activities, and include offenses by businesses or corporations as well as by individuals. A wide variety of offenses, classified as white-collar crimes, are income tax evasion, stock manipulation, consumer fraud, bribery, embezzlement, misrepresentation in advertising, computer crime or electronic fraud.

5. **Victimless crimes.** In white-collar or index crimes, people's economic or personal well-being is endangered against their will or without their knowledge. By contrast, sociologists use the term victimless crimes to describe the willing exchange among adults of widely desired but illegal goods and services: gambling, prostitution, public drunkenness, and use of drugs.

Vocabulary

social control – общественный контроль

conformity – соответствие, сходство

obedience – повиновение, подчинение

law – закон

deviance – отклонение от норм

crime – преступление

index crimes – правонарушения

professional crime – профессиональное (уголовное) преступление

organized crime – организованное преступление

white-collar crime – преступления, совершенные в учреждениях (экономические, торговые информационные и т. д.)

victimless crimes – преступления по собственной глупости (азартные игры, употребление наркотиков и т. д.)

Упражнения

● **Упражнение 1.** Найдите в тексте английские эквиваленты для следующих русских словосочетаний:

определять (регулировать); постановления (какой-либо организации); подчиняться; создавать законы; проводить в жизнь (закон); предпо-

лагать; оказаться перед опасностью наказания; тюремное заключение; штраф; метод (средство); соответствие; подчинение; давление; согласие (уступчивость); вышестоящие власти; иерархический; свод законов; суд (учреждение); быть нацеленным на; извращение; испорченность (развращение); нарушать нормы поведения; акт неподчинения; не подлежать преследованию; брать взятку; бросать вызов; вызов (открытое неповиновение); отклонение от норм; кричащие болельщики; применить наказание; строгость (суровость); проступок; правонарушитель; совершить преступление; убийство; изнасилование; грабеж; нападение; кража со взломом; воровство; поджог; незаконная деятельность; взлом сейфа; карманная кража; ограбление магазина; продажа наркотиков; азартные игры; размещать; назначать цены; третейский судья; внутренние разборки; уклонение от уплаты налогов на доходы; биржевые манипуляции; обман потребителей; взяточничество; растрата; искажение сведений при рекламе; жертва; личное благосостояние; против воли; добровольный обмен; пьянство; наркотики.

● **Упражнение 2.** Дополните предложения необходимыми словами и словосочетаниями из представленных ниже. Переведите их.

1. Every culture and society has destructive norms ... what is called ... behaviour. 2. In organization we must ... with a formal system of rules and 3. Without thinking we follow the ... rules at our jobs. 4. ... for social control can be viewed on both the group and society 5. The sanctions used to ... conformity and obedience and to ... violation of social norms are ... through informal and formal social control. 6. Informal social control is used by people 7. Formal social control is carried out by 8. Sociologists have become ... interested in the creation of laws as a social process. 9. In their view, law is not ... a static body of rules ... from generation to generation. 10. Being late for class is ... as a ... act. 11. Deviance involves both ... behaviour and many actions not ... to prosecution. 12. Standards of deviance ... from one group to another. 13. In our society it is generally considered ... to ... at a rock or folk concert, but not at the opera. 14. Sociologists classify crimes in terms of how they are ... and how the offenses are ... by society. 15. Index crimes consist of serious offenses that people think of when they ... about the nation's crime problems. 16. Many people make a career of 17. Organized crime refers to the work of a group that ... relations between various criminal 18. Certain crimes are committed by ... , people in the course of their 19. There is a wide ... of offenses that are classified as 20. In white-collar or index crimes, people's economic or personal ... is ... against their ... or without their

21. ... sociologists use the term victimless crimes to describe the ... exchange among ... of widely ... but ... goods and services.

by contrast, willing, adults, desired, illegal, well-being, endangered, will, knowledge, variety, white-collar crimes, «respectable», daily business activities, regulates, enterprises, illegal activities, express concern, committed, viewed, acceptable, sing along, vary, criminal, subject, categorized, deviant, merely, handed down, increasingly, authorized agents, casually, encourage, discourage, carried out, techniques, level, day-to-day, cope, regulations, governing, appropriate.

● **Упражнение 3.** Ответьте на вопросы.

1. What aspects of human life can express social norms?
2. On what levels can social control occur?
3. What may happen if we fail to obey basic social norms?
4. How can conformity and obedience be established in society?
5. Can you give examples of informal and formal social control?
6. How are the laws formalized and who are they directed and aimed at?
7. Why have sociologists become increasingly interested in the creation of laws?
8. Can you give the examples of deviants and deviant acts?
9. How can you prove the deviance involves both criminal behaviour and many actions not subject to prosecution?
10. Can you prove the standards of deviance vary from society to society?
11. What examples can you give to show the deviance is a highly relative matter?
12. On what basis do sociologists distinguish between types of crime?
13. How many types of crimes are there if they are viewed from the sociological perspective?

● **Упражнение 4.** Переведите предложения на английский язык, используя текст.

1. Каждая культура и каждое общество имеют свои нормы, регулирующие то, что принято называть правильным общественным поведением.
2. Большинство людей уважают и принимают основные общественные нормы, предполагая, что другие поступают так же.
3. Средства общественного контроля можно рассматривать как на уровне группы, так и на уровне общества.
4. Некоторые нормы рассматриваются обществом как особенно важные, и они формулируются в законы, контролирующие поведение людей.
5. В политическом смысле закон – это свод правил, созданных государственной властью для общества.
6. На основе социологического опре-

деления мы все отступаем от установленных норм время от времени.
 7. Преступления подразделяются законом на различные категории в зависимости от степени уголовной ответственности, возраста правонарушителя, потенциального наказания и суда, рассматривающего дело.
 8. Социологи подразделяют преступления на несколько другой основе и классифицируют их с точки зрения того, как они совершаются и как они оцениваются обществом.

- *Упражнение 5.* Speak about social control and its mechanisms.

TEXT 7

- Прочитайте и переведите текст.

RELIGION

We have already studied cultural universals, i.e. general practices found in every culture – such as dancing, food preparation, the family, and personal names. Religion is clearly such a cultural universal and religious institutions are evident in all societies. At present, an estimated 3.6 billion persons belong to the world's major religious faiths.

Religion is found throughout the world because it offers answers to such ultimate questions as why we exist, why we succeed or fail, and why we die. It is difficult to determine with certainty when religious behaviour began, but anthropological evidence suggests that such behaviour was evident at least 100 000 years ago.

Nowadays **the world's principal religions** include the following religious faiths:

1. **Christianity** or the Christian religion. This religion is based on the life and teachings of Jesus Christ and is named after him. Jesus Christ was expected to save the Jews. He established Christianity and was considered by the Christians to be the son of the God. Christianity was established in the 1st century AD. and later developed into a ruling religion. Now it is one of the world's major religions.

In the course of time Christianity was divided into several branches. **Roman Catholicism** is a branch of the Christian religion, the Roman Catholic Church, whose leader, the Pope, rules from Rome. **Protestantism** is a part of the Christian Church that separated from the Roman Catholic Church in the 16th century. These two religious faiths are the national religions of many countries in Europe, North and South America, and Australia. The third major branch of

Christianity is **Orthodox**. The Orthodox Church or the Eastern (Greek) Church is contrasted with the Roman or Western Church. It came into being with the fall of the Roman Empire in the 4th century and developed into a world's major religion in the IX–XI centuries in the Eastern part of the Roman Empire, Byzantium. Nowadays the Orthodox Church includes the national churches of Eastern Europe. Among the other Christian faiths is the **Anglican Church** or the Church of England which was established in the 16th century as a branch of the Christian Church and now it has about 30 mln followers. All in all, there are over 1.6 billion total Christians in the world.

2. **Islam**. The founder of this religion is the great Arabian prophet Mohammed or Muhammad (570(?) – 632 AD). The followers of Islam are called Moslems or Muslims. This religious faith is the national religion of many countries in Asia and Africa. The followers of this religion worship Allah (the Arabic word for «God»).

3. **Buddhism**. This religion is founded by Buddha, the great religious teacher who lived in India about 2500 years ago. The followers of this religion are called Buddhists. This is the national religion of India and some other countries of Asia.

4. **Judaism**, the religion of the Jews.

5. **Hinduism**, the religious system of the Hindus (the largest social and religious subdivision of the population of India).

6. **Chinese Folk Religions**. Although some particular religious faiths dominate some areas and countries of the world, nowadays even within the same society, there is a diversity of beliefs, rituals, and experiences that characterize its religious life, and people turn to a variety of religions for answers to ultimate questions of existence.

In modern societies religious behaviour is organized in four basic forms: the ecclesia, the denomination, the sect, and the cult.

An ecclesia is a religious organization that claims to include most of or all the members of a society and is recognized as the national or official religion. Examples of an ecclesia include the Lutheran church in Sweden, the Catholic church in Spain, Islam in Iran. In a society with an ecclesia the political and religious institutions often act in harmony and mutually reinforce each other, though within the modern world, the ecclesia tends to be declining in power.

A denomination is a large, organized religion that is not officially linked with the state or government. Though considered respectable within a society, it lacks the official recognition and power held by an ecclesia. No nation of the world has more denominations than the United States because many settlers in «the new world» brought with them the native religions of their homelands.

Thus, there is a diversity of Christian religions in the United States and some non-Christian faiths as well.

A sect is a relatively small religious group that has broken away from some other religious organization to renew what it views as the original vision of the faith. Sects are fundamentally at odds with society, they are often short-lived and do not seek to become established national religions.

A cult is a generally small, secretive religious group that represents either a new religion or a major innovation of an existing faith.

Sociologists have recognized the critical importance of religion in human societies. They see its appeal for the individual and due to that appeal they view religion as a social institution and evaluate its impact on human societies.

Since religion is a cultural universal, it fulfills several basic functions within human societies. In viewing religion as a social institution sociologists stress the following major functions of religion in modern society: integration, social control, and social support. Religion offers people meaning and purpose for their lives, it gives them certain ultimate values which help a society to function as an integrated social system, reinforce other social institutions and the social order as a whole. Religion can offer people social support. Most of us find it difficult to accept the stressful events of life – death of a loved one, serious illness, bankruptcy, divorce, and so forth, especially when something «senseless» happens. Religion encourages us to view our personal misfortunes as relatively unimportant, as being «God's will». This perspective may be much more comforting than the terrifying feeling that any of us can die senselessly at any moment. Besides, religion offers consolation to people by giving them hope that they can achieve eternal happiness in an afterlife.

But not all social scientists look upon religion in this perspective. Karl Marx described religion as an «opiate» particularly harmful to oppressed peoples. In his view and later in the view of conflict theorists, religion often drugged the masses into submission by offering them a consolation for their harsh lives on earth: the hope of happiness in an ideal afterlife. In simpler terms, religion keeps people from seeing their lives in political terms and diverts their attention from earthly problems. From Marx's perspective, religion promotes stability within society and therefore helps to maintain social inequality. Religion reinforces the interests of those in power and the subordination of the powerless. Finally, Marxists suggest that religion lessens the possibility of collective political action that can end oppression and transform society.

In contemporary industrial societies, scientific and technological advances have increasingly affected all aspects of life, including the social institution of religion. The term secularization refers to the process through which religion's

influence on social life diminishes. But despite the fact that this process is evident and other social institutions – such as the economy, politics, and education – maintain independence of religious guidance at present, it would be incorrect to conclude that religion is in decline. Religion will survive in the private spheres of individual and family life and on a personal level because people appear to be turning to religion as they lose confidence in other important institutions of social life. At present, religion continues to be an important influence on human society.

Vocabulary

religion – религия	Buddhism – буддизм
the world's principal religions – основные мировые религии	Judaism – иудаизм
Christianity – христианство	Hinduism – индуизм
Roman Catholicism – римский католицизм	Chinese Folk Religions – китайская народная религия
Protestantism – протестантство	ecclesia – еkkлeсия (верность церкви)
Orthodox – православие	denomination – вероисповедание
Anglican Church – англиканское вероисповедание	sect – секта
Islam – ислам	cult – культ, поклонение
	secularization – секуляризация

Упражнения

● **Упражнение 1.** Найдите в тексте английские эквиваленты для следующих русских словосочетаний:

вера; с течением времени; отделиться от; падение Римской империи; установить; последователь; основатель; пророк; поклониться кому-либо; разнообразие; еkkлeсия (верность церкви); вероисповедание (отличное от официальной религии); секта; культ; претендовать; взаимно усиливать друг друга; терять власть; не иметь официального признания; отделиться (порвать с); привлекательность; социальная поддержка; несчастье; утешать; бессмысленно; утешение; приводить кого-либо к покорности; тяжелая жизнь; отвлекать чье-либо внимание от земных проблем; обеспечивать стабильность; сохранять неравенство; бесправные; успехи; руководство; выжить; терять веру в; вечные ценности.

● **Упражнение 2.** Дополните предложения необходимыми словами и словосочетаниями из представленных ниже. Переведите их.

1. Cultural universals are ... found in every culture. 2. Religion is ... such a cultural universal, and religious institutions are ... in all societies. 3. It is

difficult to ... with certainty when religions behaviour began. 4. Christianity is ... on the life and ... of Jesus Christ. 5. The Orthodox Church is ... with the Roman Church. 6. Although some particular religious faiths ... certain areas and countries of the world, people turn to ... of religions for answers to ... questions of existence. 7. In a society with an ecclesia, the political and religious institutions often act ... and mutually ... each other. 8. Most of us find it difficult to accept ... events of life. 9. Religion ... us to view our personal ... as ... unimportant. 10. Religion offers ... to people by giving them hope of ... happiness in 11. Karl Marx described religion as particularly ... to oppressed peoples. 12. From Marx's perspective, religion ... stability and helps ... social inequality. 13. In ... industrial societies, scientific and technological ... have ... affected all aspects of life. 14. At present, other social institutions maintain ... of religious 15. People ... to be turning to religion as they lose ... in other important institutions of social life. 16. At present, religion continues to be an important ... on human society.

influence, appear, confidence, independence, guidance, contemporary, advances, increasingly, promotes, to maintain, harmful, consolation, eternal, an afterlife, encourages, misfortunes, relatively, stressful, in harmony, reinforce, dominate, a variety, ultimate, contrasted, based, teachings, determine, clearly, evident, general practices.

● **Упражнение 3.** ОТВЕТИТЕ НА ВОПРОСЫ.

1. Why do you think that religion is a cultural universal?
2. What are the world's principal religions?
3. What are the basic forms of organized religious behaviour? What is the difference between them?
4. Why do you think sociologists have recognized the critical importance of religion in human societies?
5. What are the major functions of religion, if viewed from the sociological perspective?
6. How are these functions fulfilled by religion?
7. In what perspective did Karl Marx and other conflict theorists look upon religion?
8. What diminishes the role and the influence of religion within the contemporary society?
9. How can you prove that religion will survive and remain an important aspect of life in modern industrial societies?

● **Упражнение 4.** Переведите предложения на английский язык, используя текст.

1. Религия предлагает людям вечные ценности, которые помогают обществу укрепить другие социальные институты и общественный порядок в целом. 2. Религия предлагает людям утешение, давая надежду на вечное счастье в загробном мире. 3. Карл Маркс и другие теоретики рассматривали религию как опиум, особенно опасный для угнетенных народов, так как религия отвлекала их внимание от земных проблем и снижала возможность коллективного политического действия, направленного на то, чтобы покончить с угнетением и преобразовать общество. 4. Секуляризация современного общества ослабляет влияние религии на общественную жизнь, но было бы неверно заключить, что религия в наше время находится в упадке.

● **Упражнение 5.** Speak about the world's principal religions.

TEXT 8

● Прочитайте и переведите текст.

GOVERNMENT AND POLITICS

A political system is a cultural universal and a social institution formed in every society. Each society must have a political system because politics is deciding who gets what, when and how.

Power is at the heart of a political system, for it is defined as the ability to exercise one's will over others. Power relations can involve large organizations, small groups, or even people in an intimate association.

There are three basic sources of power within any political system – force, influence and authority. Force is the actual or threatened use of coercion to impose one's will on others. When leaders imprison or even execute political dissidents, they are applying force; so, too, are terrorists when they seize an embassy or assassinate a political leader.

Influence, on the other hand, refers to the exercise of power through a process of persuasion. A citizen may change his or her political position because of the newspaper editorial, an expert testimony, or a stirring speech at a rally by a political activist.

The term **authority** refers to power that has been institutionalized and is recognized by the people over whom it is exercised. Sociologists commonly use this term in connection with those who hold legitimate power through elected or publicly acknowledged positions.

Each society establishes a political system by which it is governed. In modern industrial societies there are five basic types of government: monarchy, oligarchy, dictatorship, totalitarianism and democracy.

A monarchy is a form of government headed by a single member of a royal family, usually a king, or a queen. At present, monarchs hold true governmental power in only a few nations, such as Monaco. Most monarchs have little practical power and primarily serve ceremonial purposes.

An oligarchy is a form of government in which a few individuals rule. Today, it usually takes the form either of military rule, like in the developing nations of Africa, Asia and Latin America, or of a ruling group as is the case with the Communist Parties of some countries in Europe and Asia, the Soviet Union including.

A dictatorship is a government in which one person has nearly total power to make and enforce laws. Typically, dictators seize power by force and are usually bitterly hated by the population over whom they rule with an iron hand.

Frequently, dictatorships develop such overwhelming control over people's lives that they are called totalitarian. *Totalitarianism* involves complete governmental control over all aspects of social and political life in a society. Both Nazi Germany under Hitler and the Soviet Union after the October Revolution are classified as totalitarian states.

Political scientists have identified six basic characteristics of a totalitarian state: 1) Large-scale use of ideology. 2) One-party system. 3) Control of weapons. 4) Terror. 5) Control of the media. 6) Control of the economy. Through such methods totalitarian governments have complete control over people's destinies.

In a literal sense, *democracy* means government by the people. The word «democracy» is originated in two Greek roots – «demos», meaning «the common people», and «kratia», meaning «rule». Of course, it would be impossible for all the people of a country to vote on every important issue that comes about. Consequently, democracies are generally maintained through a mode of participation known as representative democracy, in which certain individuals are selected to speak for the people.

Each society has its own ways of governing itself and making decisions, and each generation must be encouraged to accept a society's basic political values and its particular methods of decision making. Political socialization is the process by which individuals acquire political attitudes and develop patterns of political behaviour.

The principal institutions of political socialization are the family, schools, and the media. Many observers see the family as playing a particularly

significant role in this process, as parents' views have an important impact on their children's outlook. The schools can be influential in political socialization, too, since they provide young people with information and analysis of the political world. All societies, even democracies, use educational institutions for this purpose and political education generally reflects the norms and values of the prevailing political order. Like the family and schools, the mass media can have obvious effects on people's thinking and political behaviour. Today, many speeches given by a nation's leaders are designed not for immediate listeners, but for the larger television audience. Yet, a number of studies have reported that the media do not tend to influence the masses of people directly. Messages passed through the media first reach a small number of opinion leaders including teachers, religious authorities, and community activists, and later, these leaders «spread the word» to others over whom they have influence.

In theory, a representative democracy functions most effectively if the majority of its citizens get involved in the political process. Unfortunately, this is hardly the case in our contemporary societies. Though the majority is familiar with the basics of the political life, but, only a small minority (often members of the higher social classes) actually participates in political organizations on a local or national level.

Sociologists note that people are more likely to participate actively in political life if they feel that they have the ability to influence politicians and the political order. In addition, citizens are willing to become involved if they trust political leaders or feel that an organized political party represents their interests. Without question, in an age marked by revelation of political corruption at the highest level, many members of all social groups feel powerless and distrustful. As a result, many view political participation, including voting at presidential elections, as a waste of time.

When we speak about models of power structure, it is important to answer the following questions: Who really holds power in a society? Do «we the people» really run the country through elected representatives? Or is there a small elite of people that governs behind the scenes? It is difficult to determine the location of power in a society as complex as modern industrial ones. In exploring these critical questions, social scientists have developed two basic views of a nation's power structure: the elite and the pluralist models.

The elite model is a view of society as ruled by a small group of individuals who share a common set of political and economic interests. Very often it is the power elite, if all power – industrial, military, governmental – rests in the hands of a few who control the fate of a state. Some sociologists do not fully accept this power elite model and suggest that, in this case, a society is run

and controlled by a social upper class, that is a ruling class that exercises the dominant role in politics, economy and government. By contrast, the pluralist model is a view of society in which many conflicting groups within a community have access to governmental officials and compete with one another in an attempt to influence policy decisions.

Without question, the pluralist and elite models have little in common and each describes a dramatically different distribution of power. Yet, each model offers an accurate picture of the political life in contemporary society. Power in various areas rests in the hands of a small number of citizens (elite view), yet within contemporary society there are a great number of political institutions and agencies with differing ideas and interests (pluralist model). Thus, we may end this discussion with one common point of the elite and pluralist perspective – power in a contemporary political system is unequally distributed; all citizens may be equal in theory, yet those high in a nation's power structure are «more equal».

Vocabulary

political system – политическая система

politics – политика, политическая деятельность

power – власть, могущество
force – сила

influence – влияние

authority – власть, авторитет, полномочие

monarchy – монархия

oligarchy – олигархия

dictatorship – диктатура

totalitarianism – тоталитаризм

democracy – демократия

representative democracy – образец (представитель) демократии

political socialization – политическая социализация

elite model – модель элиты общества

power elite – промышленная элита

ruling class – правящий (господствующий) класс

pluralist model – модель плюрализма

Упражнения

● *Упражнение 1.* Найдите в тексте английские эквиваленты для следующих русских словосочетаний:

осуществлять свою волю над кем-либо; принуждение, навязывать волю; убеждать (убеждения); показание (свидетельство); применять власть над кем-либо; обладать законной властью; руководить; править; создавать и проводить в жизнь законы; захватывать власть силой; голосовать; выбирать; приобретать политические взгляды; мировоззрение; мышление; теоретически; участвовать; доверять; представлять интересы; президентские

выборы; исследовать критический вопрос; иметь общие интересы; иметь доступ к чему-либо; государственные чиновники; иметь мало общего.

● **Упражнение 2.** Дополните предложения необходимыми словами и словосочетаниями из представленных ниже. Переведите их.

1. Power is the ability to ... one's will over others. 2. Force is the actual or ... use of coercion ... one's will on others. 3. Influence is the exercise of power through a process of 4. Authority refers to those who hold ... power through ... or publicly ... positions. 5. Each society ... a political system by which it is ... 6. Most monarchs have little practical power and primarily ... ceremonial purposes. 7. A dictator is a person who has nearly ... power to make and ... laws. 8. Frequently, dictatorships develop ... control over people's lives. 9. One of the characteristics of a totalitarian state is ... use of ideology. 10. Political socialization is the process by which individuals ... political ... and develop ... of political behaviour. 11. The family plays a particularly ... role in political socialization. 12. Parents'... have an important... on children's 13. Schools ... young people with information and analysis of the political world. 14. Political education generally ... the norms and values of the ... political order. 15. The mass media can have ... effects on people's ... and political behaviour. 16. A number of studies have ... that the media do not ... to influence the masses of people 17. Unfortunately, this is ... the case in our contemporary societies. 18. Citizens are ... to participate in political life if they ... political leaders or feel that they ... their interests. 19. In an age ... by revelation of political ... people feel powerless and 20. As a result, many view political participation as 21. ... the pluralist and elite models have little ... and each describes a ... different distribution of power. 22. Power in various areas ... in the hands of a small number of citizens.

tests, without question, in common, dramatically, a waste of time, marked, corruption, distrustful, willing, trust, represent, hardly, reported, tend, directly, obvious, thinking, reflects, prevailing, provide, views, impact, outlook, significant, acquire, attitudes, patterns, large-scale, overwhelming, total, enforce, serve, establishes, governed, legitimate, elected, acknowledged, persuasion, threatened, to impose, exercise.

● **Упражнение 3.** Ответьте на вопросы.

1. Why is a political system a cultural universal?
2. How can you prove that power is at the heart of a political system?
3. What basic sources of power are there within any political system?
4. What differs «force» from «influence» as sources of power?
5. In what connection do sociologists commonly use the term «authority»?
6. What are the basic forms of government in contemporary industrial society?

7. What differs the monarchy from the oligarchy?
8. Why do dictatorships frequently develop into totalitarianism?
9. What are the basic characteristics of a totalitarian state?
10. What does «democracy» mean in a literal sense and in practice?
11. Through what process do members of a society acquire their political attitudes and develop patterns of political behaviour?
12. How can you prove that the family, schools and the media are the principal institutions of political socialization?
13. How can you characterize the process of involving people in political activities in theory and in practice?
14. What models of power structure do you know?
15. Do they offer an accurate picture of the political life in contemporary society? Why so?
16. What is one common point of both models? Do you agree with this statement?

● **Упражнение 4.** Переведите предложения на английский язык, используя текст.

1. Каждое общество должно иметь политическую систему, потому что государственная политика определяет, кто получает что, когда и как.
 2. Когда властные структуры заключают в тюрьму или казнят политических диссидентов, они применяют силу.
 3. Гражданин может изменить свою политическую позицию в результате прочтения передовой статьи в газете, свидетельства эксперта или вдохновенной речи политического активиста на массовом митинге.
 4. Социологи обычно используют термин «власть, полномочия» по отношению к тому, кто обладает законной властью, благодаря выборному или общественно признанному положению.
 5. В настоящее время олигархия принимает форму либо военного правления, либо правящей группировки.
 6. Каждое общество имеет свои собственные способы правления и принятия решений.

ТЕХТ 9

● Прочитайте и переведите текст.

EDUCATION

In a sense, education is an aspect of socialization – the lifelong process of learning the attitudes, values, and behaviour appropriate to individuals as members of a particular culture. Thus, education is a process of learning in

which some persons consciously and formally teach while others adopt the social role of learner.

Like with other social institutions there are different sociological perspectives on education. The functionalist view stresses the functions that education performs. The most basic function of education is the transmission of knowledge. Sociologists call it a rather conservative function because education in any society transmits the dominant, or the existing culture. Through schooling, each generation of young people studies the existing beliefs, norms, and values of a distinctive culture. They learn respect for social control and established social institutions, such as religion, the family, and government.

Promoting social and political integration is another important function of education because it transforms a population composed of different racial, ethnic, and religious groups into a society whose members share – to some extent at least – a common identity. Schools socialize children into the norms, beliefs, and values of the dominant culture. The integrative function of education is obvious through its emphasis on promoting a common language.

The third function of education is maintaining social control. Schoolchildren are introduced to standards of proper conduct in public life; students are trained for what is ahead in their adult lives. Like other social institutions, education prepares young people to lead productive and orderly lives in the larger society. They are taught various skills and values which will be essential in their future labor positions, whether it be the assembly line or the office.

Thus far, we have discussed the conservative functions of education. Yet, education can stimulate or bring about desired social change if it is open to new ideas and social and political viewpoints.

Another sociological approach to education is the conflict perspective. It takes a critical view of the social institution of education in the contemporary capitalist society by stating that education maintains social class differences and sorts pupils according to their social class background. Conflict theorists point out three factors that contribute to this role of education:

1. Public versus private schooling. Private high schools provide a better education than public high schools and students who graduate from private schools are much more likely to enter colleges and universities than public school graduates are. Thus, schools deliberately sort and select students either for future high-status positions or for subordinate ones.

2. Economic disparities between school communities. Very often schools are financed through local property taxes. Therefore, upper and middle-class schools get more funding, better facilities, and more experienced teachers than low-class schools do.

3. Tracking (or streaming) students into curriculum groups. This refers to the practice of placing students in specific curriculum groups on the basis of intelligence test scores and other criteria. Tracking begins very early, often during the first grade and puts children from low-income families at a disadvantage.

Differential access to higher education and tracking are evident in many nations around the world. In the view of conflict theorists, the educational inequalities resulting from funding disparities and tracking are designed to meet the needs of modern capitalist societies.

In George Bernard Shaw's play «Pygmalion» the flower girl Eliza Doolittle is transformed into a «lady» by Professor Henry Higgins. He changes her manner of speech and teaches her the etiquette of «high society». But is it actually possible to change anyone's behaviour simply by treating the person differently? Researchers who view education from interactionist perspective have been particularly interested in this question. They suggest that if we treat people in particular ways, they may fulfill our expectations. The authors of the book «Pygmalion in the Classroom» prove that teacher's expectations about a student's performance can sometimes have an impact on the student's actual achievements.

Clearly, education has become a vast and complex social institution throughout the world. It prepares citizens for the various roles demanded by other social institutions, such as the family, government, and the economy. In many respects, today's educational institutions, when viewed as formal organizations, are similar to factories, hospitals, and business firms.

Vocabulary

education – образование

functionalist view – взгляд, точка зрения на что-либо

transmission of knowledge – передача знаний

promoting social and political integration – обеспечение социальной и политической интеграции

maintaining social control – поддержание общественного контроля

to desire social change – вызывать общественные изменения

conflict perspective – конфликтный подход

public versus private schooling – общественность против частных школ

economic disparities – экономическое неравенство

tracking (or streaming) students into curriculum groups – распределение студентов по группам с особой программой обучения

interactionist perspective – перспективное взаимодействие

Упражнения

● **Упражнение 1.** Найдите в тексте английские эквиваленты для следующих русских словосочетаний:

пожизненный (непрерывный); сознательно; принимать роль; взгляд (точка зрения) на; обучение; уважение к; учрежденный; содействовать (способствовать); расовый; этнический; представлять единство (идентичность); общий язык; поддерживать (осуществлять); нормы поведения; общественная жизнь; дисциплинированный; существенный; вызывать изменения; иметь критическую точку зрения о; классовые различия; подразделять в соответствии с классовым происхождением; экономическое неравенство; община (общность); налог на собственность; финансирование, оборудование; опытный; организация групп с особой программой обучения; коэффициент умственного развития.

● **Упражнение 2.** Дополните предложения, необходимыми словами и словосочетаниями из представленных ниже. Переведите их.

1. In a sense, education is an aspect of ... – the process of learning the attitudes, values, and behavior ... to individuals as members of a ... culture.
 2. Education in any society transmits the ... or the ... culture. 3. Through ... young people study the existing ..., norms, and values of a ... culture.
 4. Education transforms a population into a society whose members ... a common identity. 5. The integrative function of education is ... through its ... on promoting a ... language. 6. Education prepares young people to lead ... and ... lives in the larger society. 7. Education can stimulate or ... desired social control.
 8. Conflict theorists state that education maintains 9. Education sorts pupils according to their social class 10. Very often schools are ... through ... property taxes. 11. Tracking puts children from ... families 12. The educational inequalities ... from these factors are designed to ... of modern capitalist societies. 13. Professor Henry Higgins changes Elise's manners of speech and teaches her the etiquette of 14. Interactionist theorists suggest that, if we ... people in particular ways, they may ... our expectations.
 15. Teacher ... about a student's ... can have an impact on the student's actual
 16. ... today's schools are ... to factories, hospitals, and business firms.

in many respects, similar, expectations, performance, achievements, treat, fulfill, «high society», resulting, meet the needs, low-income, at a disadvantage, background, financed, local, social class differences, bring about, productive, orderly, obvious, emphasis, common, share, schooling, beliefs, distinctive, dominant, existing, socialization, lifelong, appropriate, particular.

● **Упражнение 3.** Ответьте на вопросы.

1. What is the education if it is viewed as an aspect of socialization?
2. What is the functionalist view on education?
3. What are the functions of education in modern society?
4. How can you prove that there are the conservative functions of education?
5. Can education bring about desired social change?
6. What is the conflict perspective on education?
7. What factors prove that education maintains social class differences?
8. Why are educational inequalities evident in many nations around the world?
9. How do interactionist theorists view education?
10. How can you prove that education has become a vast and complex social institution throughout the world?
11. Speak on education as viewed from different sociological perspectives. Which of them do you share? Give your arguments for or against.

● **Упражнение 4.** Переведите предложения на английский язык, используя текст.

1. Передача знаний – одна из основных функций образования.
2. Обеспечение социальной и политической интеграции общества – это еще одна важная функция образования.
3. Третья функция образования – это поддержание общественного контроля.
4. Образование также может стимулировать и вызывать необходимые социальные изменения.
5. Теоретики конфликтного подхода к образованию утверждают, что образование сохраняет классовые различия в обществе.
6. Неравный доступ к высшему образованию очевиден во многих странах мира.

● **Упражнение 5.** Speak about the functions of education.

TEXT 10

● Прочитайте и переведите текст.

HIGHER EDUCATION IN RUSSIA

Higher education plays an important part in the life of any country as it provides the country with highly-qualified specialists for future development and progress. It trains people to become teachers, engineers, doctors and other professional workers.

In all the industrial countries standards of living are steadily changing; this means that the kind of education, which was good enough thirty years ago, is not necessarily good for them today. The serious need to find ways and means of ensuring continuous and thorough adoption of the universities to contemporary needs in our rapidly changing world is widely recognized. And this means that styles of teaching, quality of learning materials¹ and organization of the university itself have to be continuously brought up to date² and improved.

Besides, knowledge and information which comes through the mass media must also be taken into consideration. This information explosion³ has affected every field of study, especially, of course, in the natural and applied sciences and in all other sciences as well. The increase of information requires new methods and new approaches to students' training and instruction⁴.

At present a new system of education is introduced in this country – a distance education system. This computer system of learning helps working professionals to continue their education while remaining at their jobs. This system enables people to get knowledge and a good foundation in the sciences basic to his or her field of study. Distance learning has developed over years⁵ from satellite video courses to modern videoconferencing through personal computers.

The academic year usually lasts 9 months and is divided into two terms (semesters). The first- and second-year students obtain thorough instructions in the fundamental sciences of mathematics, physics, chemistry and drawing as well as computer engineering and a number of others. The curricula are enriched and broadened⁶ by instructions in such subjects as foreign languages, history and economics.

At the third year students get more advanced knowledge and begin to concentrate on their special interests, so to say, their «major» subject and take many courses in this subject. Specialized study and courses will help students to become specialists and prepare them for their future work.

After four years students will get a bachelor's degree. Then the students may go on with their studies and in a year or two of further study and research get a master's degree. After graduating from the university they may go on with their study and research and may get a still higher degree.

About 75 percent of students receive state grants and 15 percent are sponsored by enterprises. Universities have their own students' hostels and some of them have large and excellent sport centers.

Education is a process through which culture is preserved, knowledge and skills are developed, values are formed, and information is exchanged.

Education is the way to success.

Notes to the Text

1. learning materials – учебный материал
2. to bring up to date – довести до современных требований
3. information explosion – информационный взрыв
4. training and instruction – подготовка и обучение
5. over years – за многие годы
6. curricula are enriched and broadened – программы (курсы обучения) обогащаются и расширяются

Vocabulary

as – как; по мере того как, когда;

так как, поскольку

as well – так же

to affect – влиять, воздействовать на

to become – становиться

to consider – считать,

рассматривать, учитывать

to develop – развивать,

разрабатывать; преобразовать

development – развитие, разработка

to enable – давать возможность

to ensure – обеспечивать,

гарантировать

especially – особенно

further – дальнейший

to improve – улучшать,

совершенствовать

to mean (meant) – значить, означать

means – средство, способ

number – число, количество

a number of – ряд, несколько

to prepare – готовить,

подготавливать

to provide – снабжать, обеспечивать

to receive – получать

to remain – оставаться

quality – качество

thorough – основательный,

доскональный, тщательный

usually – обычно

to play a part – играть роль

to take into consideration –

принимать во внимание, в расчет

at present – в настоящее время

Упражнения

● *Упражнение 1.* Найдите:

а) антонимы:

to begin, to enter, young, large, to open, to take, quick, much, to graduate from, many, long, slow, little, to finish, old, small, to close, to give, few, short;

б) синонимы:

new, large, many, to begin, to take, to speak, to enter, to build, to do, to get, modern, big, to start, much, to make, main, to talk, to construct, to come into, major.

● **Упражнение 2.** Составьте предложения из следующих слов в соответствии с порядком слов в английском предложении:

- 1) has, buildings, our, several, institute;
- 2) subjects, students, many, the first-year, study;
- 3) the third-year, had, last, students, training, industrial, summer;
- 4) carry out, students, practical, work, in, laboratories, well-equipped;
- 5) problems, many, scientists, important, solve, our;
- 6) texts, difficult, Petrov, technical, translated;
- 7) his, will, the teacher, translation, correct;
- 8) next, dean, a lecture, deliver, our, week, will;
- 9) students, more, institutes, last, entered, a million, than, year.

● **Упражнение 3.** Заполните пропуски глаголами *to be*, *to have* в соответствующем времени.

1. Moscow ... the capital of Russia. 2. There ... many institutes in Moscow. 3. The oldest of them ... the Moscow University. 4. Our University ... , one of the oldest technological institutes in this country. 5. It ... founded in 1830. 6. It ... old and new buildings. 7. There ... laboratories, workshops and libraries in our institute. 8. Every faculty ... its own computer center. 9. Our library ... a great number of books and magazines in all branches of science and technology. 10. Last year we ... at school, next year we ... the second year students. 11. We ... industrial training in the third year.

● **Упражнение 4.** Ответьте на вопросы.

1. When does the academic year begin in this country?
2. How many exams did you pass to enter the University?
3. Do you pay for your education?
4. Do students get grants?
5. What subjects do students study in the first year?
6. Which subject is the most interesting for you?
7. Is there a sport center in your University?
8. What degree do students get after four years of study? 9. What degree can a student get after two years of further study and research?
10. What new education system is introduced in this country?
11. What specialities do people get after graduating from a university?
12. Why is higher education important in the life of every country?

● **Упражнение 5.** Найдите в тексте слова с суффиксами -tion, -al, -ic, -ly и переведите их.

TEXT 11

● Прочитайте и переведите текст.

ENVIRONMENT PROTECTION MUST BE GLOBAL

That the problem of pollution and ecology has become the most important one for mankind is evident to all. The more civilization is developing, the greater the ecological problems are becoming. Air and water pollution by industry is now reaching tremendous proportions. In our era it is changing from a national to an international problem, especially in territories where rivers cross several countries. The seas and oceans are also becoming seriously polluted. A similar situation is developing in the atmosphere. It is known that many cities throughout the world suffer from air pollution.

However, our scientific knowledge and technological advancement make it possible to eliminate it if people use good will¹ and make considerable investments for that purpose. The development of natural resources on a global scale is already possible from a scientific and technical standpoint². Large-scale experimental work in this area is successfully being carried out.

At present scientists in industrially developed countries are working on the theory of interaction of all the atmospheric and oceanic global processes that determine the climate and weather of the world. Increasing growth of population, industrialization and the use of resources are slowly but surely changing the global climate and water balance. This can be described as a great experiment, one that may bring about changes in the environment more serious than ever before.

The essential feature in the environment protection is that many problems can be solved only on the level of world community³. Therefore, the planning of protection against pollution by human society as a whole⁴ is imperative today and in the near future. It is necessary to develop an international program to study data on land, forest, atmospheric and oceanic resources, both renewable and non-renewable. It is the joint efforts of many scientists and special public organizations that can deal with the problem and take necessary measures to protect the environment.

It is still a big job and much remains to be done⁵. However, scientists are confident that planned actions of all countries can eliminate pollution and

achieve successes in purifying air, water and soil and in safeguarding natural resources. At the same time one must realize that social and political circumstances may stand in the way of further progress in this field.

Notes to the Text

1. good will – добрая воля
2. standpoint – точка зрения
3. community – сообщество
4. as a whole – в целом
5. much remains to be done – еще многое предстоит (остается) сделать

Vocabulary

to achieve – достигать

advance – продвижение вперед, успех, прогресс

area – область

to bring about – вызывать

to carry out – проводить, выполнять

to change – менять(ся), изменять(ся)

change – изменение, перемена

considerable – значительный

to deal with – иметь дело с

effort – усилие

evident – очевидный

growth – рост

however – однако, тем не менее

to increase – увеличиваться

level – уровень

purpose – цель, назначение

to reach – достигать

to realize – понимать, отчетливо представлять

to remain – оставаться

scale – масштаб, размер

several – несколько

similar – подобный, схожий

to solve – решать

still – все еще, однако

success – успех

therefore – поэтому

way – путь, дорога; способ

joint effort – совместные усилия

to take measures – принимать меры

throughout the world – по всему миру

Упражнения

● **Упражнение 1.** Найдите:

а) антонимы:

slowly, old, at present, small, quickly, in the past, new, large;

б) синонимы:

tremendous, epoch, realize, several, work, progress, great, field, era, understand, make it possible, different, achieve, some, advance, enable, area, various, reach, essential, job, important.

● **Упражнение 2.** Составьте предложения.

- | a) | b) |
|---|--|
| 1. At present one of the most important problems for mankind | 1. are becoming seriously polluted by industry. |
| 2. The rivers, seas and oceans | 2. are successfully being carried out on a global scale. |
| 3. That purifying air, water and soil is changing from a national to a global problem | 3. it is possible to eliminate air and water pollution by planned actions of human society as a whole. |
| 4. Therefore, it is necessary | 4. is evident to all. |
| 5. Scientists expect that | 5. to take measures to safeguard natural resources and the environment on a global scale. |
| 6. Large-scale experiments in this area | 6. is that air and water pollution is reaching very large proportions. |

● **Упражнение 3.** Ответьте на вопросы, используя слова и словосочетания в скобках.

1. What problem is becoming a global problem? (the problem of air and water pollution). 2. What makes it possible to eliminate air and water pollution? (scientific knowledge and technological advance, good will and large investments). 3. What are scientists in industrially developed countries currently working on? (the theory of interaction of the atmospheric and oceanic global processes). 4. What factors are slowly changing the global climate and water balance? (the growth of population, industrialization and use of resources). 5. What actions are necessary to take to deal successfully with the problem of protecting the environment throughout the world? (planning, developing international programs to study ecological data, joint efforts of scientists and special public organizations).

● **Упражнение 4.** Найдите предложения с глаголом-сказуемым в Present Continuous, переведите.

1. Water and air are becoming more and more polluted. 2. At present computers are more widely used in the sphere of education. 3. Where were you at six o'clock? We were studying in the reading-room. 4. There are government and public organizations that are analysing data on land, forest and air. 5. New courses of education such as management are being organized in many insti-

tutes. 6. What will you be doing in the laboratory tomorrow morning? We shall be watching the operation of a new device. 7. Measures are being taken to save the Lake Baikal. 8. The situation at the Lake Baikal is remaining very serious. 9. Much attention is being paid at present to the development of international scientific contacts. 10. Science is becoming a leading factor in the progress of mankind.

● **Упражнение 5.** Ответьте на вопросы.

1. What is this text about?
2. What is ecology?
3. How does water (air) become polluted?
4. Why is the problem of water pollution becoming a global problem?

● **Упражнение 6.** Speak about:

1. The problem of pollution and ecology is one of the most important problems for mankind.
2. Ecological problems in your home town.

● **Упражнение 7.** Подберите к каждому слову в а) соответствующее значение из б).

a)

- 1) protect
- 2) serious
- 3) suffer
- 4) interaction
- 5) essential
- 6) imperative
- 7) public
- 8) safeguarding

b)

- 1) do not feel well
- 2) for all people
- 3) keep safe from smth.
- 4) protection
- 5) needing attention
- 6) important
- 7) necessary, most important
- 8) action on each other

TEXT 12

● Прочитайте и переведите текст.

PUBLIC RELATIONS IN GREAT BRITAIN

The concept of public relations as a distinct branch of communications is comparatively recent, though the practice is of course ancient. Any organization wants to present itself to the public in the best possible light. Government departments and transport undertakings – particularly the Post Office and London Transport – were among the first to tackle this form of self-presentation.

The Post Office in the 1930s made several excellent films as a public relations exercise, the most famous (and still a classic) being *Night Mail*, directed by Harry Watt and Basil Wright with a script by W.H. Auden and music by Benjamin Britten. London Transport led the way with its excellent graphics and directional signs designed by Edward Johnston for Frank Pick, and a series of posters of uniquely high standard.

Today public relations embraces all these visual and practical aspects of a company's public 'image', and also controls the relations between the company and the press and television. Where a company takes its public relations seriously and where the department has direct access to the highest decision-making strata of the company at Board level, public relations may be useful. Where the public relations department is a comparatively minor outpost, a front-line pillbox to warn the company of imminent attack by predatory inquirers, public relations is useless and indeed-dangerous, since it confirms the view of many journalists that public relations officers ('PROs') are mere whitewashing agents paid to disguise what is really happening.

The public relations officer must work out the best way of introducing his company or organization usefully to the media. This maybe by means of handouts – circulars sent through the post – or printed publicity material; by special events such as press conferences or receptions; or on a more personal level by introducing the company's executives to journalists, sometimes over lunch. Not all the most successful PROs work over substantial expense-account lunches, though; and many journalists are sceptical of this form of softening-up, however readily they may accept a good lunch.

It is for each PRO to determine what is the best and most cost-effective method of communicating his company's interests. This presupposes that the initiative comes from the PRO.

The other function of public relations departments is to answer queries from the press and television. This is almost more important than the previously mentioned approaches. If a public relations department earns a reputation for finding the answers to press queries swiftly, effectively and accurately, and presenting them in a form that is usable by the media, then what that department says is likely to be believed, trusted and used. If, on the other hand (as too often happens), a public relations department treats press and television inquiries as tedious interruptions in the day's work, to be dealt with casually and at whatever space may suit the PRO, then the department will earn a reputation for awkwardness and must not be surprised if journalists are constantly trying to get into touch with the company bosses direct.

(From «Journalism Made Simple» by David Wainwright)

Vocabulary

imminent – близкий, надвигающийся

casual – рабочий, повседневный, случайный

ancient – древний, старый

substantial – существенный, важный, реальный

tedious – скучный, утомительный

comparable – сравнимый, сопоставимый

effective – эффективный, впечатляющий

accurate – точный, правильный

predatory – хищный, грабительский

awkward – неудобный, неловкий, затруднительный

Упражнения

● **Упражнение 1.** Переведите следующие слова:

comparatively, ancient, particularly, graphic, uniquely, seriously, access, strata, imminent, predatory, inquiry, inquirer, whitewashing, disguise, circular, executive, substantial, sceptical, query, previously, tedious, interruption, casually, awkwardness.

● **Упражнение 2.** Дайте русские эквиваленты следующим английским словосочетаниям:

the public relations officer; by means of handouts; substantial expence-account lunches; the best and most effective method; to answer queries; television inquiries; at whatever space; to get into touch with somebody; to be usable by the media; a reputation for awkwardness; on the other hand; visual and practical aspects.

● **Упражнение 3.** Ответьте на вопросы.

1. Do you agree that the practice of public relations is ancient? Give your arguments.

2. What organisations were the first in Britain to introduce their presentation in the best possible light?

3. How did they organise this form of self-presentation? When did it happen?

4. How is a company's public 'image' created nowadays?

5. Why is it necessary to control the relations between the company and the press and television?

6. How does a direct access to the highest decision-making strata of the company influence public relations of the company?

7. In what case is public relations useless and dangerous?

8. Why does the author use the phrase «predatory inquirers» describing representatives of press and television?

9. Do you agree that public relations officers are sometimes contemplated as unwelcome visitors? Why?

10. Why does the author write that some journalists consider public relations officers as whitewashing agents paid to disguise what is really happening? Can you give an example of such attitude from your own experience?

● *Упражнение 4.* Speak about public relations in Great Britain.

TEXT 13

● Прочитайте и переведите текст.

TELEVISION AND THE PUBLIC

The viewer switches on the set and settles down to watch the colourful programmes. For most viewers, most of the time, it is as simple as that, and who would have it otherwise? Yet to make this possible involves one of the success stories of modern technology and many specialist engineering skills – in the studios, the control rooms, the technical areas, the Post Office switching centres, the colour control rooms. And behind it all the broadcast equipment industry, the research and development engineers, the network planning and administrative staffs, the transmitter design, construction and maintenance people, the aerial engineers and the riggers who climb the 1,000 ft masts... the list is long and yet the aim of them all is to ensure that they pass on to the next link in the chain a television picture or music every bit as good as it reached them. Seldom can so much skill have been used with the sole aim of doing nothing!

«We have got an extremely good television system at the moment, so why all this talk of improving it? Forget the technology and concentrate on the programmes!» One can indeed understand and sometimes sympathise with this viewpoint. But then one remembers that, even today, programmes are moulded and defined by the technology. Producers and directors still say «Wouldn't it be wonderful if we could only...» and then enthuse about the programmes they could make with lighter cameras that would work with natural lighting and never drift out of registration; news editors fume at the difficulty of providing «live» coverage from far-away places; company accountants are horrified at the cost of «machine-time» in post-production editing; artists grumble at the number of technicians who get between them and their audience or the «noisy» pictures

that can result from multiple generations of editing; while everybody who works in the studios is convinced that the picture was fine leaving them (a views hared of course by transmitter engineers who blame the set makers who blame the broadcasters who...).

The simple truth is that, to critical eyes, the pictures seen on a domestic set are not consistently «perfect» although those seen in the UK certainly stand comparison with anywhere in the world.

Every engineer has his own ideas as to how we could achieve more consistent quality while providing more flexibility to the programme people. Many of the solutions are based on techniques for handling the signals in «digital» form (systems which process the picture by using a sort of extremely high-speed Morse code technique). Others believe that there is still scope for improving and extending the more conventional «analogue» systems.

Vocabulary

news agency – информационное агентство

newsmonger – сплетник

commentator – диктор, комментатор

newsflash – экстренное сообщение

cameraman – кинооператор

newsgirl – продавщица газет

newsboy – продавец газет

newscast – передача последних известий

Упражнения

● **Упражнение 1.** Дайте русские эквиваленты следующим словосочетаниям:

to settle down to watch a programme; who would have it otherwise; the research and development engineers; construction and maintenance people; the aerial engineers; the sole aim of doing nothing; why all this talk of improving it; to sympathise with someone's viewpoint; programmes are moulded and defined by technology; to provide "live" coverage; far-away places; to be horrified at the cost; post-production editing; there is still scope for improving.

● **Упражнение 2.** Подберите к английским словам и словосочетаниям в а) соответствующее значение из колонки б).

а)

air

ban from the air

announcer

broadcast

б)

рубриковая программа

образовательная передача

документальная передача

программа новостей

education broadcast	делать телевизионную программу
outside broadcast	выпускать телевизионную программу
political broadcast	программа
religious broadcast	прямой эфир
school broadcast	передача для школ
live news broadcast	религиозная передача
programme	политическая передача
produce a television programme	внестудийная передача
make a programme	образовательная передача
current affairs programme	передача, вещание
documentary programme	диктор
educational programme	запрещать выход в эфир
feature programme	эфир

● **Упражнение 3.** Переведите следующие слова и словосочетания на английский язык:

кинооператор; сплетник; продавец газет; диктор, радиокomentатор; ведущий программы; журналистка; хроника, киножурнал; агентство печати, информационное агентство.

● **Упражнение 4.** Ответьте на вопросы.

1. Do you know how many people are involved in producing television programmes? Have you ever read the list of the people who have taken part in the production of the programme? Whose skills do you usually appreciate most of all? Can you name your favourite professionals working on TV besides newscasters, commentators and anchormen?

2. Do you agree that special engineering skills are of great importance for the quality of a programme? How can engineering skills influence a TV programme?

3. What is the role of the network planning and administrative staff on Russian TV?

4. Why does the author state that, even today, programmes are moulded and defined by the technology? Do you agree with his viewpoint? Why?

5. What professionals working on TV are mentioned in the text? Enumerate them in accordance with their importance from your viewpoint. Give your arguments.

6. What kind of conflicts can arise between opposing groups or opposing ideas or principles on TV? Can you give any examples of such conflicts on Russian TV?

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